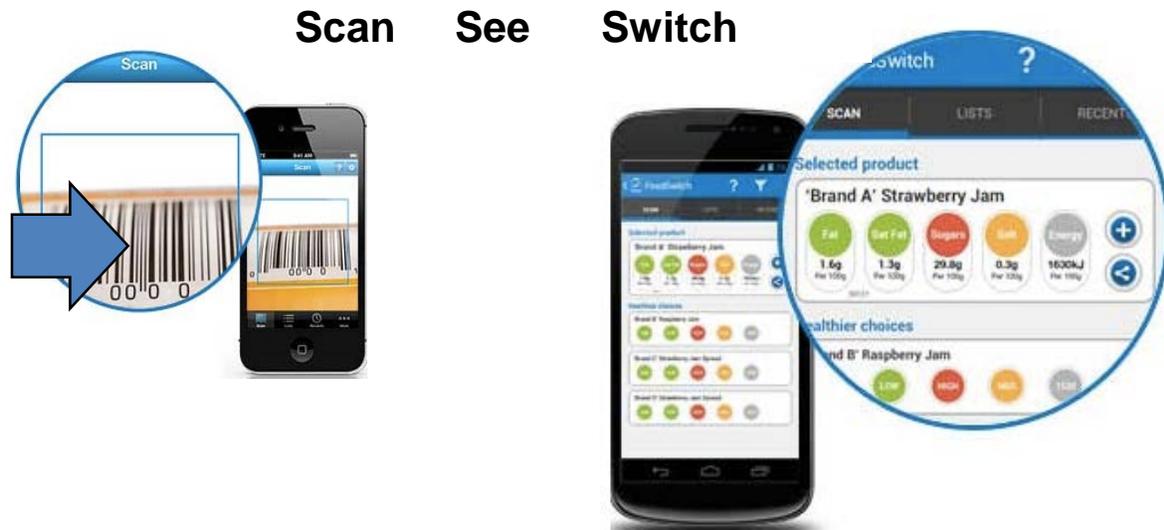


Thanks for your interest in FoodSwitch USA!

What is FoodSwitch?

FoodSwitch is a smartphone application launched by the Food Policy Group at the George Institute for Global Health, Australia designed to jointly support the individual and environmental approaches to the prevention of diet-related ill health. FoodSwitch both empowers consumers in their efforts to make better food choices, while using the power of the crowd to source the data required to change the food environment.



How FoodSwitch empowers consumers

FoodSwitch works by using the phone camera to acquire the barcode on a packaged food. The scanned item is then matched to a product in the app database and nutritional information is immediately displayed on-screen in a consumer friendly traffic-light-label format. In addition, the application searches the database for similar but healthier products and displays them on screen alongside the selected item for comparison. The application can be used in-store while shopping to facilitate healthier choices or used at home to compile a list of healthier items for purchase on the next trip to the supermarket.

Launching FoodSwitch USA

We have begun efforts to launch FoodSwitch USA, and we need your help to continue building the initial database and categorize food products.

How you can help collect data

If you are interested in helping build the food products database for FoodSwitch USA, there are only a few steps needed:

1. Download the George Institute Data Collector app from the Apple App store or the Google Play store.

2. Use your smartphone to photograph the foods in your fridge and cupboard, specifically the bar code, the front of the package, and the ingredient list
3. Upload your photos via the Data Collector App

How you can help categorize data

Once data are uploaded, information from the product labels are used to fill in information about the food products in the database. We then categorize the food products into food groups, so when the user in the store scans a barcode, the app can show the user similar products. If you want to help categorize products, we will give you a short training, and set you up with a login to the FoodSwitch USA database.