Belgian Branded Food Products Database

Inform consumers on a healthy lifestyle in a public-private partnership

CARINE SEEUWS - NUBEL
NUBEL vzw - Non Profit Organization

GENERAL ASSEMBLY

Board of directors

Effective members

Scientific council

- Federal public service - Health, Food Chain Safety and Environment
- Scientific Institute of Public Health
- Boerenbond (organization representing the Flemish farmers)
- Federation of the Belgian Food Industry (FEVIA)

Additional members

Sponsors
NUBEL mission

• Develop, update and manage a **scientific food composition database** of nutrients in all kind of food products

• Distribute the data to potential users – **inform consumers on a healthy lifestyle**
  – Target groups: consumers, educational world, medical world, academia, government, industry, analytical world, media

  – Institutes with similar objectives: Association of Diabetics, Dieticians, Flemish Institute for Health Promotion and Disease Prevention

• **Exchange data** on a national and international level
  – Federal Health Nutrition Plan and Flemish Community (food pyramid)
  – Federal Agency for the Safety of the Food Chain (FASFC)
  – Food Consumption Survey
  – Food chain actors (Food Industry, Retailers, primary production)
  – Participation in the European network: platform for international database (EuroFIR)
Origin of the data & management

Nutrients:
Energy, Proteins, Lipids (distribution of fatty acids), Carbohydrates (sugars and starch distribution), Dietary fibers, Minerals, Vitamins

- Analysis carried out in accredited laboratories
- Corrected values using yield and retention factors
- Calculated values from the ingredients list
- Data from trustbox of GS1 – Industry – Retailers
- Data from literature and other FCDB’s

<table>
<thead>
<tr>
<th>Generation</th>
<th>Acquisition</th>
<th>Processing</th>
<th>Dissemination</th>
<th>Use</th>
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<tbody>
<tr>
<td>Sampling protocol</td>
<td>Assembling of data sources</td>
<td>Preparation of the reference FCDB</td>
<td>Database: forms Printed tables</td>
<td>Training &amp; expertise Schools &amp; hospitals</td>
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<tr>
<td>Protocol for assuring the quality of analytical data</td>
<td>Archival record</td>
<td>Preparation of the user DB</td>
<td><a href="http://www.interNUBEL.be">www.interNUBEL.be</a> <a href="http://www.NUBEL.be">www.NUBEL.be</a></td>
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<tr>
<td>Evaluation of information</td>
<td></td>
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Link between 2 different databases to collect industrial data (NUBEL – GS1)

<table>
<thead>
<tr>
<th>All</th>
<th>Product Identification</th>
<th>Productstream NL</th>
<th>Productstream FR</th>
<th>Productstream EN</th>
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**N32-003302**

05414807001507

**Product-Samenstelling**

**Product-Eigenschappen**

**Paar**

**Ontkoppelen**

**Toevoegen**

**N32-003302**

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**Product-Eigenschappen**

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NUBEL Publications
Generic foods, branded foods and farmhouse products

- **Booklet Belgian Food Composition table:**
  
  Available in Dutch or French

- Food composition **database of branded foods:**
  
  Website: [www.interNUBEL.be](http://www.interNUBEL.be)
  
  Available in Dutch-French-English-German
  
  FREE

- **Software-programme « Foodplanner»**
  
  website: [www.NUBEL.be](http://www.NUBEL.be)
  
  Available in Dutch-French-English
### Information to consumers – food composition table

**VIS, WEEK-EN SCHAIDDERN**

<table>
<thead>
<tr>
<th>Food</th>
<th>Energy</th>
<th>Fat</th>
<th>Carbohydrates</th>
<th>Protein</th>
<th>Ash</th>
<th>Vit A</th>
<th>Vit C</th>
<th>Vit D</th>
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<tbody>
<tr>
<td>Alaska Pollock</td>
<td>76</td>
<td>292</td>
<td>10.2</td>
<td>0.8</td>
<td>0.2</td>
<td>0.2</td>
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<tr>
<td>Ansovis</td>
<td>101</td>
<td>423</td>
<td>23.1</td>
<td>2.3</td>
<td>0.8</td>
<td>0.4</td>
<td>0.6</td>
<td>-</td>
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<tr>
<td>Belisvis</td>
<td>287</td>
<td>1198</td>
<td>19.3</td>
<td>23.7</td>
<td>0.9</td>
<td>19.9</td>
<td>2.6</td>
<td>1.9</td>
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<tr>
<td>Foni</td>
<td>98</td>
<td>409</td>
<td>18.4</td>
<td>2.7</td>
<td>1.1</td>
<td>1.3</td>
<td>0.2</td>
<td>0.1</td>
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<tr>
<td>Couchbrasem</td>
<td>142</td>
<td>563</td>
<td>19.7</td>
<td>7.0</td>
<td>2.4</td>
<td>3.1</td>
<td>1.3</td>
<td>0.6</td>
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<tr>
<td>Haring</td>
<td>216</td>
<td>903</td>
<td>19.0</td>
<td>10.0</td>
<td>4.4</td>
<td>2.9</td>
<td>5.3</td>
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<td>Haring, reetje</td>
<td>186</td>
<td>776</td>
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<td>3.1</td>
<td>7.8</td>
<td>1.3</td>
<td>0.7</td>
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<tr>
<td>Heilbot, Groenlandse</td>
<td>143</td>
<td>597</td>
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<td>13.0</td>
<td>1.9</td>
<td>6.3</td>
<td>1.8</td>
<td>-</td>
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<tr>
<td>Heilbot, witte</td>
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<td>351</td>
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<td>0.4</td>
<td>0.1</td>
<td>0.2</td>
<td>0.1</td>
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<tr>
<td>Inkvis</td>
<td>86</td>
<td>358</td>
<td>15.0</td>
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<td>1.0</td>
<td>1.0</td>
<td>0.4</td>
<td>0.3</td>
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<tr>
<td>Kabeljauw</td>
<td>72</td>
<td>301</td>
<td>16.0</td>
<td>0.5</td>
<td>0.2</td>
<td>0.1</td>
<td>0.3</td>
<td>0.1</td>
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<td>Karper</td>
<td>115</td>
<td>452</td>
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<td>1.2</td>
<td>2.3</td>
<td>1.1</td>
<td>0.6</td>
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<tr>
<td>Kickerballetjes</td>
<td>61</td>
<td>254</td>
<td>14.5</td>
<td>0.3</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
<td>0.0</td>
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<tr>
<td>Kochvis</td>
<td>73</td>
<td>306</td>
<td>17.2</td>
<td>0.3</td>
<td>0.2</td>
<td>0.2</td>
<td>0.1</td>
<td>0.1</td>
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<tr>
<td>King, Alaska</td>
<td>78</td>
<td>325</td>
<td>18.3</td>
<td>3.6</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
<td>0.0</td>
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<tr>
<td>Longaonitine</td>
<td>90</td>
<td>390</td>
<td>19.6</td>
<td>1.3</td>
<td>0.2</td>
<td>0.3</td>
<td>0.4</td>
<td>0.4</td>
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<tr>
<td>Lerf</td>
<td>76</td>
<td>317</td>
<td>18.4</td>
<td>0.3</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
<td>0.0</td>
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<tr>
<td>Makreel</td>
<td>182</td>
<td>760</td>
<td>18.7</td>
<td>11.9</td>
<td>3.3</td>
<td>4.7</td>
<td>2.7</td>
<td>2.3</td>
</tr>
</tbody>
</table>
Information to consumers – *brandname database*

Product Groups

1. Meat products
2. Fish, molluscs and crustaceans
3. Eggs
4. Dairy products and calcium-fortified soy products
   4.1. Milk
   4.2. Milk products
      4.2.1. Cheese
          4.2.2. Fermented milk
          4.2.3. Dessert
          4.2.4. Cream/Milkshake/Ice cream
   4.3. Calcium-fortified soy products
5. Oil and fats
6. Sugar products
7. Cereal products
8. Vegetables
9. Fruit
10. Farmhouse products
11. Foods for infants and toddlers
12. Foods for sportsmen
13. Vegetarian foods
14. Beverages
15. Dishes
16. Food supplements
17. Miscellaneous
18. Diet products
19. Clinical nutrition

Cheese, Old-Bruges 50+ - Brugge - Belgomilk cvba

Weight and Measures

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>slice(s)</td>
<td>35.00 g</td>
</tr>
<tr>
<td>cube(s) 1cm/1cm</td>
<td>22.00 g</td>
</tr>
<tr>
<td>cube(s) 1cm/4cm</td>
<td>35.00 g</td>
</tr>
<tr>
<td>portion</td>
<td>30.00 g</td>
</tr>
</tbody>
</table>

Nutritional values per 100 g edible portion or per 100 ml:

<table>
<thead>
<tr>
<th>Macronutrients</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy with fibres</td>
<td>392 kcal</td>
</tr>
<tr>
<td>Energy with fibres</td>
<td>1640 kJ</td>
</tr>
<tr>
<td>Protein, sum</td>
<td>26.0 g</td>
</tr>
<tr>
<td>Fat, sum</td>
<td>32.0 g</td>
</tr>
<tr>
<td>FA, saturated, sum</td>
<td>20.4 g</td>
</tr>
<tr>
<td>FA, monounsat, sum</td>
<td>10.6 g</td>
</tr>
<tr>
<td>FA, polyunsat, sum</td>
<td>0.9 g</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>32 mg</td>
</tr>
<tr>
<td>Carbohydrate, sum</td>
<td>0 g</td>
</tr>
<tr>
<td>Sugars, sum</td>
<td>0 g</td>
</tr>
<tr>
<td>Lactose</td>
<td>0 g</td>
</tr>
<tr>
<td>Starch</td>
<td>0 g</td>
</tr>
<tr>
<td>Water</td>
<td>40 g</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Micronutrients</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sodium</td>
<td>950 mg</td>
</tr>
<tr>
<td>Potassium</td>
<td>200 mg</td>
</tr>
<tr>
<td>Calcium</td>
<td>750 mg</td>
</tr>
<tr>
<td>Phosphorus</td>
<td>350 mg</td>
</tr>
<tr>
<td>Magnesium</td>
<td>40 mg</td>
</tr>
<tr>
<td>Iron</td>
<td>0.5 mg</td>
</tr>
<tr>
<td>VitA - Activity</td>
<td>300 µg</td>
</tr>
<tr>
<td>VitB2</td>
<td>0.35 mg</td>
</tr>
<tr>
<td>VitD</td>
<td>0.9 µg</td>
</tr>
<tr>
<td>VitE</td>
<td>0.60 mg</td>
</tr>
</tbody>
</table>

Additional Information
Evolution of brandname database

Number of food products in the brandname database

- **5021 Brandnames**
- **8854 Brandnames Generic foods**
Information to professionals - Foodplanner PRO
Information to Industry – Foodplanner Resto

User groups:
- Food companies
- Retailers
- Restaurants
- Horeca

Benefits:
- Nutritional labelling
- Evaluation of recipes
- Preparation of balanced meals
NUBEL ONLINE Applications
Computer – laptop – tablet – smartphone
Benefits for Industry

• Objective info on nutritional value based on scientific background

• NUBEL information can be used
  - to improve quality of food products
  - to label food products (FIC legislation)

• Possibility for the producer / retailer to make available on voluntary basis:
  - an image/photo of the food product
  - the nutritional information
  - portion size

• Changes on the composition of the product are instantly updated in the online database

• NUBEL data are distributed among schools, hospitals and consumers
Commitment of industry

• The producer / retailer takes responsibility for the scientific reliability of the delivered data.

• The producer / retailer will be fully liable for all possible consequences in case the given information is incorrect.

• Providing NUBEL on a regular basis with data of new products (at least 5 nutrients), updating existing data and informing if a product is out of market (3 months)

• Activate their members to collaborate with NUBEL
Commitment of NUBEL

• Introduction of the data in the database

• Translating the product names in 4 languages

• Updating the data as soon as possible

• Ability to generate a complete composition of a product: NUBEL carries out a number of analyses on brand products with regards to micronutrients, which lead to an interaction between NUBEL and the food industry

• NUBEL will only publish the data after written approval of the producer / retailer

• Making the database available / free of charge to all users
Evaluation of public - private collaboration

• Licenses for students & dieticians: 2010 – 2016
  → 4303 users of the 2016 version
  → 2505 licenses by dieticians
  → 22667 licenses in secondary schools

• Licenses for hospitals
  → 2408 users of the professional version
  → 140,224 patients have been screened on malnutrition
  → 234,394 screenings have been performed
Number of hospitals that are reached over the years has risen from 30 to 105

• Licenses for consumers
  → 200 users of the 2016 version
Distribution of different user groups

9815 USERS OF THE ONLINE DATABASE ON 20/04/2016

- 47% CONSUMERS
- 18% MEDICAL WORLD
- 17% EDUCATION
- 1% GOVERNMENT
- 5% INDUSTRY/DISTRIBUTION
- 4% ANALYTICAL WORLD
- 7% ACADEMIA
- 1% OTHERS
New visitors versus returning visitors

Sessions
25,658

Users
9,505

Sessions
26,509

Users
12,199

24/04/2015 – 24/04/2016

www.interNUBEL.be

www.NUBEL.be
Future goals for NUBEL

• **SCIENTIFIC LEVEL**
  - Trend analysis
    * Sodium, Total lipids, Saturated fatty acids, Trans fatty acids
  - Analytical program
    * sweeteners and Steviol glycosides
    * total sugars
    * farm products
  - Implementation of ISO 9001 certification

• **COMMUNICATION LEVEL**
  - Increase the visibility by making use of the current media tools

• **FOLLOW UP ON DISTANCE SELLING PROJECT**
Thank you for your attention!

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carine.seeuws@health.belgium.be