

Frequently Asked Questions | ECCnet Item Certification - Nutrition

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Introduction

What is ECCnet Item Certification?

ECCnet Item Certification is an online, central source of accurate and trusted product-related data and images. This information is certified by brand owners and then made available to trading partners using a publication and subscription process consistent with the trading partner experience in ECCnet Registry, Canada's national product registry.

What is the purpose of this service?

The purpose of ECCnet Item Certification is to enable business to manage their brand by sharing authorized product nutrition data and images.

This service provides a true source of accurate nutrition data. Brand owners use this service to certify product data as it relates to the latest version of their products. Many products have multiple versions, with varying ingredients, allergens, or nutrition components. This service makes it possible to publish and access the latest marketing and nutrition information.

What business issue is being addressed?

Canadian businesses are facing increasing demands – from trading partners, consumers and governments – for marketing and nutrition information about their products; however, there is currently no publicly accessible single source of truth where manufacturers can publish accurate nutrition information for their products. As a result, trading partners, consumers and governments turn to third party sources to access product information, which has not been validated and is often inaccurate. This inaccurate product information places brand owners at risk.

For example, research conducted by GS1 Canada and Capgemini Canada Inc. confirmed:

- Only 9% of mobile phone scans returned the correct product description when compared with the brand owner's source data.
- 75% of scans returned absolutely no product information at all and 87% of scans returned no product image.

- Even when all of the information was returned, product information was incorrect 1 in 5 times.

How will this service help my business?

ECCnet Item Certification enables your business to:

- Ensure that accurate information about its products is communicated
- Provide perpetually-cleansed information and images to trading partners
- Access a 24/7 central source of product data and images for sales, training, and other operational functions
- Populate eCommerce platforms with the information that your consumers demand

Who is driving this service?

Through the leadership and collaboration of the Retail Council of Canada (RCC), Canadian Federation of Independent Grocers (CFIG), and Food and Consumer Products of Canada (FCPC), the Canadian retail grocery industry has launched an item level nutritional product data initiative. This initiative establishes the highly-demanded, single source of truth for marketing and nutrition information through the ECCnet Item Certification service.

Why does my organization have to participate in this service?

Your grocery retail partner has requested your participation to certify the accuracy of your data. Certification is in your interest to ensure that your product data is accurate, to better control your brand, and to safeguard your brand reputation.

What specific labeling information is being collected?

ECCnet Item Certification requires product owners and brand owners to certify the accuracy of attribute values in the following product data areas:

- Product details
- Nutrition facts (as they relate to the Nutrition Facts panel on the product)
- Ingredients (as they relate to the ingredients label on the product)
- A set of common allergens (indicate if the product contains or may contain)
- Product Certifications (Kosher, organic, Halal, Aquaculture Stewardship Council, Marine Stewardship Council)

- Product Claims (optional attributes to record statements as marked on the package)

What happens to this data after I certify a product?

Product nutrition data, once certified, will be published to your trading partners in accordance with your existing ECCnet Registry publication rules.

When will this data be available to consumers?

GS1 Canada does not make your data directly available to consumers. However, your trading partners will be able to leverage your certified data to address the demand of their customers.

Is this nutrition certification required for all food items, or just for Grocery items?

At this time, the service is available only for the Grocery sector.



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