



ECCnet Nutritional Content

Powered by TrueSource™

Accurate and Transparent Nutritional Product Details

To address increasing consumer demand for more detailed and transparent product information to meet health, dietary and lifestyle needs, retailers are looking for more comprehensive nutritional information.

ECCnet Nutritional Content enables brand owners to provide 100% accurate and complete bilingual product information and images based on global standards. Extended detail on ingredients, allergens and certification claims can inform purchasing decisions by going beyond a standard Nutrition Facts table. Data recipients can confidently select products for customized retail programs, personalizing the shopping experience in-store and online.

How ECCnet Nutritional Content Can Benefit Your Business

Meet the Changing Needs of Consumers

When you provide trading partners with supplemental nutritional details, the product information can be widely used by retailers. They have the information needed to build programs and inform category selection, specialty promotions and grocery food aisle planning. Unique product claims, ingredients and benefits help data recipients personalize the shopping experience and address specific consumer needs and interests.

Ensure Data Excellence

Brand-owner certified nutritional content uses global standards to provide the **highest level of data quality** to trading partners. Sharing product information that is 100% accurate and complete from a primary source of truth instills confidence in your product data and protects your brand integrity.

Meet Trading Partner and Regulatory Requirements

ECCnet Nutritional Content ensures you provide the standardized nutritional data needed to meet Canadian trading partner, Health Canada and other requirements to maintain regulatory compliance. This industry-directed solution provides trading partners with supplemental nutritional information, including detailed food ingredients and allergens. Comprehensive content supports the accuracy and validity of your product claims.

Optimize Your Resources

An efficient one-to-many sharing process enables you to certify and manage your nutritional product data in one centralized location, then efficiently share with multiple trading partners across multiple sectors. Replacing error-prone, repetitive, manual processes with an automated data certification process is a safeguard against inaccurate nutritional data being shared with trading partners.



At-a-Glance



93% of consumers want brands and manufacturers to provide detailed information about what is in food and how it's made.¹



74% of consumers would switch brands to gain more in-depth product information; a **90% increase** since 2016.²



63% of shoppers try to make healthy food choices most of the time.³



National retailers (including Loblaw Companies Ltd., Longo's, Metro, Sobeys and Walmart Canada Corp.) require comprehensive, accurate and certified nutritional content to offer their customers an enhanced and inclusive shopping experience that meets their health and wellness needs.

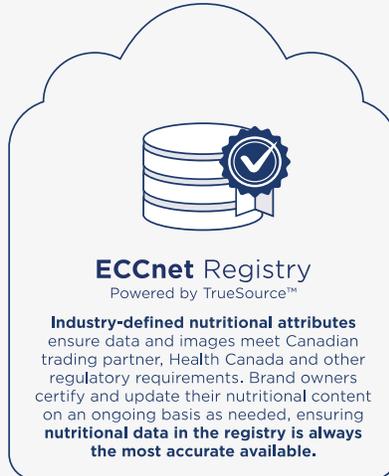
How the ECCnet Nutritional Content Process Works



Professional images of Nutrition Fact Tables and ingredients lists are captured, digitized and verified by GS1 Canada.



Images and extended nutritional information such as allergen details and other product claims are **supplemented and certified as 100% accurate** and complete, and shared with multiple trading partners from one place.



Access brand-owner certified nutritional product content from multiple data providers through a primary source of truth to integrate into online platforms, retail programs and health and lifestyle planning.

Tools and Services Available



Nutritional Content Capture

Meet trading partner and regulatory requirements with global standard images and **the most accurate and reliable bilingual product data**. Our Nutritional Content Capture service includes packaging image and data capture with nutritional panel and ingredients images.



Product Certification

Product Certification helps brand owners ensure that their trading partners have access to certified nutritional content that is 100% accurate and complete. This global standard, bilingual and perpetually cleansed content protects brand integrity and the health and well-being of Canadian consumers. Product Certification goes beyond the label by sharing extended information about unique product claims, ingredients and benefits that may not be included in a standard Nutrition Facts table.



SmartLabel™ Support

Today's savvy consumer is looking for products that align with their values, satisfy dietary requirements and contribute to health and well-being. Food Health and Consumer Products of Canada's SmartLabel™ initiative leverages smart devices and other means to help brand owners offer consumers information about hundreds of product attributes. GS1 Canada can help brand owners participate in the SmartLabel™ initiative through our value-added Nutritional Extract, giving you access to the nutritional data you will need to complete your SmartLabel™ web pages.



TrueSource™ Dashboard

Designed to facilitate transparency between data providers and data recipients, TrueSource™ Dashboard is a data excellence tool that provides visibility to the status of your product content across multiple business processes. Quickly assess nutritional product data to identify, track and action gaps for a 100% accurate and complete product catalogue. Achieve better collaboration with trading partners and increase sales opportunities with TrueSource™ Dashboard.

Learn more about ECCnet Nutritional Content Solution including how to register by visiting www.gs1ca.org/nutritional-content or call **1.800.567.7084**.