



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 Consumer Demand

Consumers want more product information and access to products that meet their wellness, dietary and lifestyle needs. With certified nutritional content, you can choose products to create health, wellness and lifestyle programs, or use it for specialty promotions and grocery aisle assortment planning. Make informed product selections and explore new categories to meet the needs of consumers and help drive customer traffic and loyalty.



Access the Accurate Data You Need

ECCnet Nutritional Content includes mandatory, standardized attributes directed by industry. Trading partners provide the accurate and complete bilingual nutritional product data you need to fuel nutrition-related business processes. Through a product certification process, brand owners guarantee the accuracy of their nutritional data. Reliable nutritional data safeguards against reputational harm and protects the health and well-being of Canadian consumers.



Optimize Your Resources

Save time and costly resources by quickly and conveniently accessing nutritional product content from multiple trading partners through a primary source of truth. Eliminate the need to track and manage nutritional information from individual 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 Canadians try to buy food products made with natural ingredients.³



36% of Canadian consumers are including more plant-based foods in their diet due to sustainability principles.

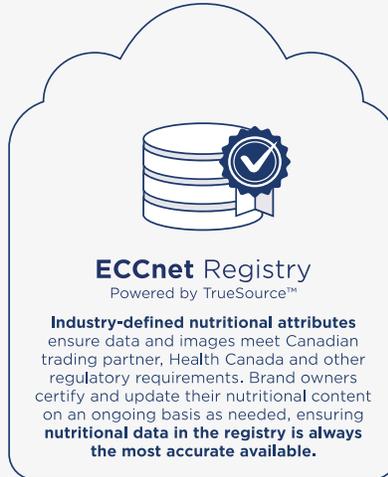
How the ECCnet Nutritional Content Process Works



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



Product Certification

Product Certification helps brand owners ensure that their trading partners have access to certified nutritional content that is 100% accurate and complete, global standard, bilingual and perpetually cleansed. Go beyond the label with extended information about unique product claims, ingredients and benefits that may not be included in a standard Nutrition Facts table. Products that meet the evolving health, dietary and lifestyle needs of Canadians can be easily identified.



Nutritional Content API

Nutritional Content API provides streamlined access to certified nutritional content through an Application Program Interface (API), materially reducing the integration costs and work effort for data recipients.



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**.