



LABELINSIGHT

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# Bringing Automation, Efficiency, Expanded Product Choice to the WIC Program

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# STATE OF TRANSPARENCY

## PACKAGING MAKES IT DIFFICULT TO MEET NEEDS



**67%**

of consumers find it challenging to understand if a product meets their needs by just by looking at the package label.



**48%**

consider themselves to be "not informed at all" after reading a product's label.

**74%**

of consumers research online when the information on product packaging and labels is not enough to be sure if it meets their dietary needs.



# SOLVING TRANSPARENCY

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How the personal challenge of our founders lead to a revolutionary technology powering the ecosystem of transparency today.



*A Personal Problem With Global Scope*



## OUR FOUNDERS SAW THIS COMING

Label Insight was born of the personal struggle of our founders to find **products they could trust**. After their father was diagnosed with a serious health condition, they needed a way to identify products with potentially **harmful ingredients**.

What started as a personal cause eventually evolved into **a mission to revolutionize transparency** by making information accessible to consumers, the government, and the industry.

## WHAT WE'VE NOTICED A NEED FOR



### Increased Data Accuracy

Product data is collected and managed manually, often resulting in incomplete, inaccurate and out of date information.



### Stronger Brand/Retail Connections

Process to connect with retailers and manufactures is inefficient and fragmented in a rapidly changing marketplace.



### Less Reliance on Manual Process

There is a need for a more dynamic, automated approach to generate APLs, as well as the ability to more efficiently maintain as new requirements and changes arise moving forward.



### Quicker Access to Product Data

With over 10,000 new products added to the food supply each year, it is challenging to gain access to and maintain an up to date reflective product database.



## HOW LABEL INSIGHT CAN HELP



### More Accurate APLs via Best in Class Technology

Our technology allows us to process over 4,500 products per week at high levels of accuracy to verify only qualifying products are included in your list.

### Expand the Number of Products

With over 3,000 brands (including owned brands) active in our platform, the technology and network exists to expand APL's by an average of 40%.

### 100% Automation

By incorporating the WIC criteria into our proprietary algorithms, we can automatically generate category specific APLs with a click of a button eliminating formerly manual processes.

### Dynamic Access to the US Food Supply

The Label Insight Explore Platform gives you instant access to over 320,000 food and beverage products updated on a daily basis enabling you to adapt on the fly as changes occur.

# WIC SPEC



## WIC Federal Program

The WIC SPEC automatically generates Approved Product Lists according to the federal criteria for WIC program categories.



Allergens & Intolerances



Specialty Diets



Minimally Processed



FDA Nutrient Content Claims



Sustainability



H&W Bundle



SmartSPEC™



Retailer SPEC



Sodium Reduction



Heart Health



Renal Health



Diabetic Friendly

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# **LABEL INSIGHT & THE GOVERNMENT**



# GOVERNMENT CUSTOMERS - FDA

## 2017 – MEASURING IMPACT

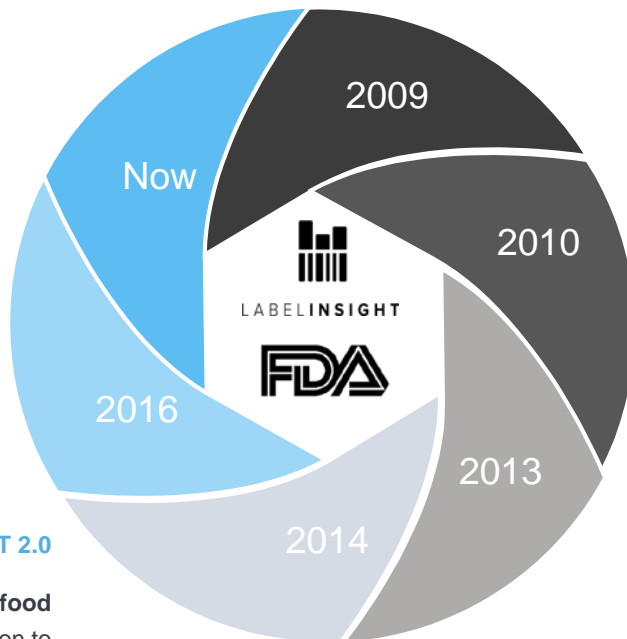
Be at the forefront of regulation by **measuring the impact of some of the biggest changes to the food label in 20 years....** New Label, Healthy, Sodium Reduction

## 2016 – LABEL INSIGHT 3.0

**The FDA is upgraded to the 3.0 version of the Label Insight analytics platform** ensuring improved functionality and advanced features, as well as additional attributes and analysis.

## 2014 – LABEL INSIGHT 2.0

**Label Insight makes their own rich food composition data available** in addition to Gladson and Mintel via the Label Insight analytics 2.0 platform



## 2009 – TRANS FAT ANALYSIS

Label Insight responds to request to find all products **with <0.5g Trans Fat per serve AND contain Trans Fat ingredients**

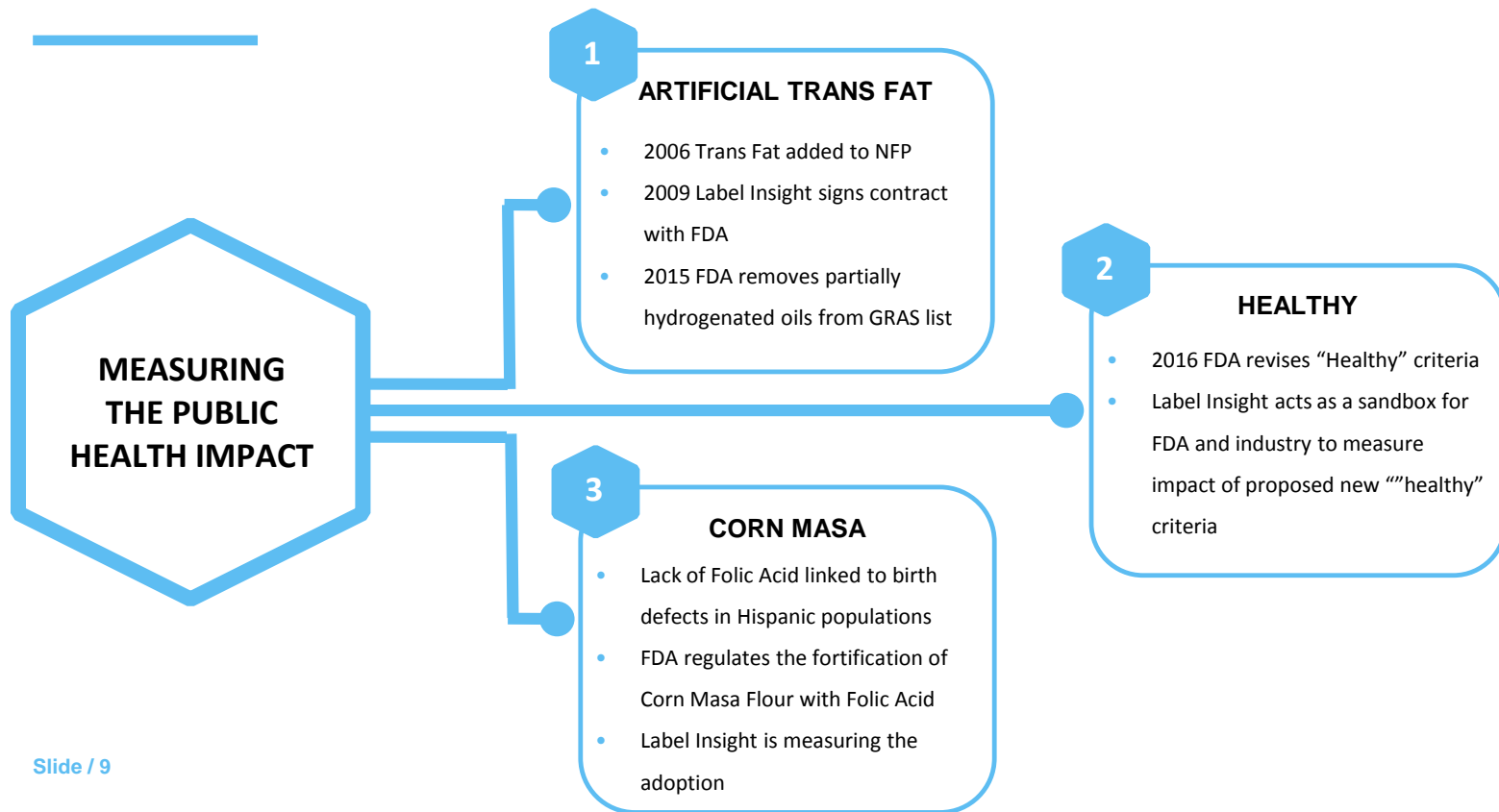
## 2010 – SIGNED CONTRACT

**Label Insight signs multi-year contract with FDA CFSAN** to provide food composition analysis via the LabelBASE platform. Sub-contracts both Gladson and Mintel data.

## 2013 – FNDDS FOOD CODES

Label Insight creates technology to **automatically assign FNDDS Food Codes to UPC level products**, resulting in additional analysis linked to **SR codes** and **GSFA Food Categories**.

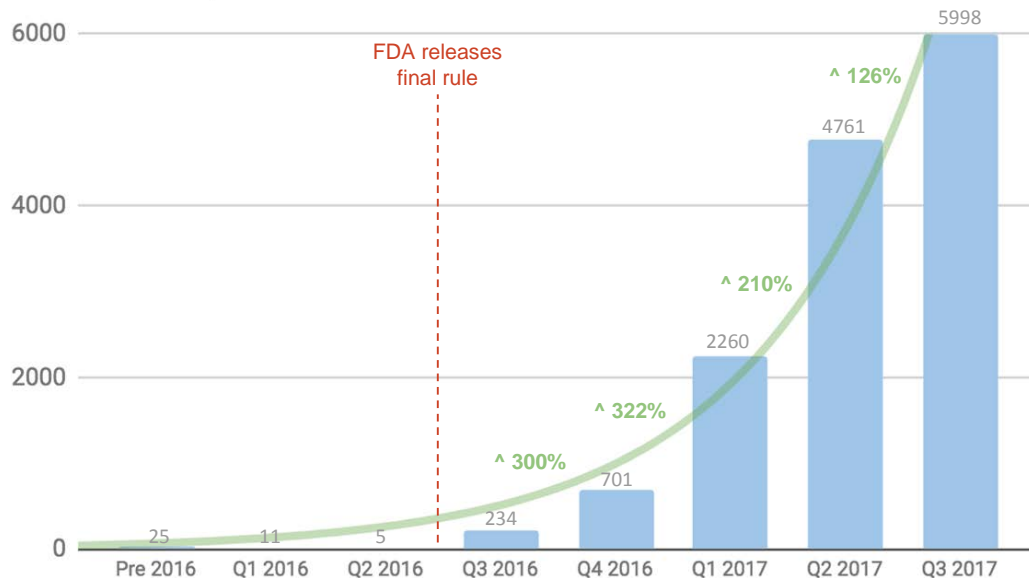




# GOVERNMENT CUSTOMERS - FDA

- Exponential growth in the adoption of the new Nutrition Facts panel.
- Majority of regulations were finalized in Q2 2016, resulting in nearly a 300% increase of New NFP adoption each quarter since.
- With less than 3 quarters until the July 26th, 2018 compliance date, we anticipate there to be an exponential increase in new label adoption each subsequent quarter.

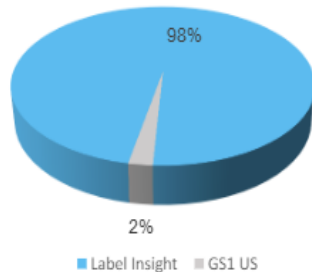
New NFP Adoption Metrics





## GOVERNMENT CUSTOMERS - USDA

Total Products at Launch – 77,000



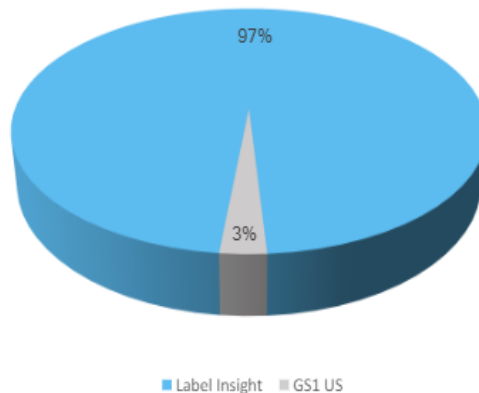
**Percent Contributions:**

Label Insight – 98%

GS1 US – 2%

**September 2016**

Total Products This Update- 175,000



**Percent Contributions:**

Label Insight – 97%

GS1 US – 3%

**January 2017**



United States Department of Agriculture  
Agricultural Research Service

USDA Branded Food Products Database

# DATA GENERATION & TRANSFORMATION

A product DNA understanding requires the ability to transform the unstructured into the structured.



# RETAILER MANDATED DATA ONBOARDING

## Contacts Shared

Retailer work with Label Insight to begin a retailer mandated onboarding program. They first share their list of supplier contacts.

## Onboarding Outreach

Label Insight's onboarding team works alongside the retailer to contact all suppliers and alert them of the onboarding mandate.

## CPG Onboarding

CPGs use Label Insight's onboarding interface, where they drag and drop package flats or provide permission to access products through image providers at no cost.

## Data Generation & Transformation

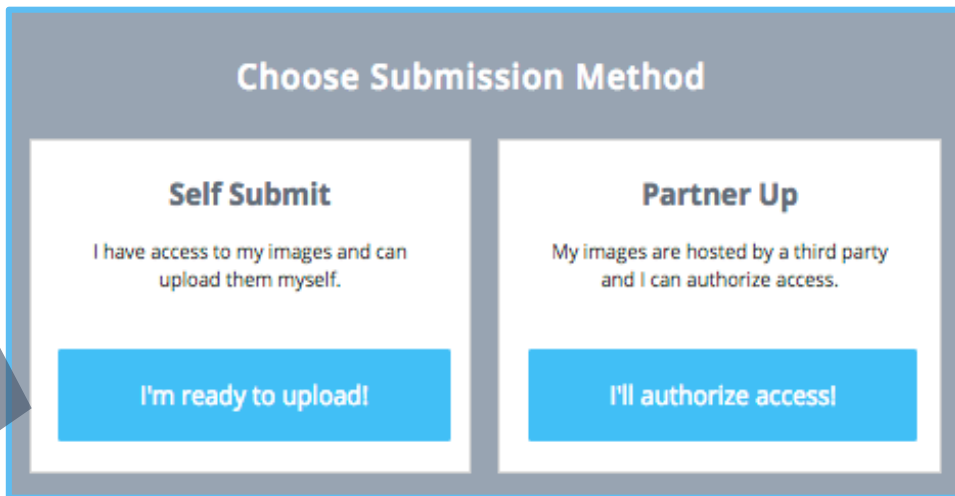
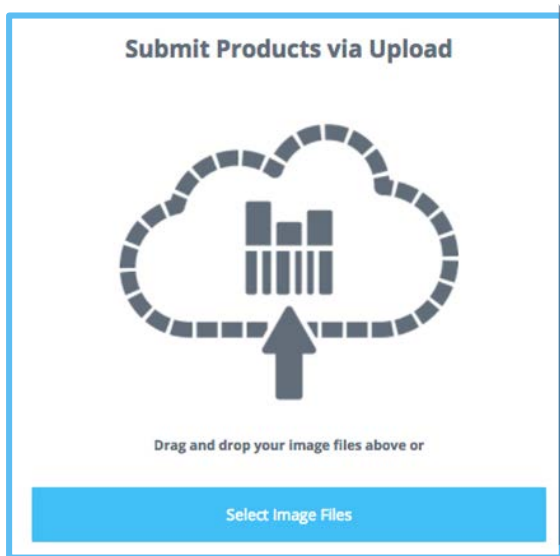
Label Insight uses the package flats to extract the data and analyzes the product for over 20,000 attributes, such as the federal & state WIC programs.



The percent of sales coverage in the food & beverage industry which is available in Label Insight's database

80%

# LABEL INSIGHT ONBOARDING



- 2,927 unique CPGs have onboarded on Label Insight's platform
- On average, 35 new CPGs onboard with Label Insight each week
- New CPGs typically onboard within 30 days of Label Insight outreach

# DATA TRANSFORMATION

1

Data GENERATION



2

Data  
DECONSTRUCTION



3

Data  
RECONSTRUCTION



4

Data CUSTOMIZATION



## USDA Certified Organic





INFORMATION

ROP

FACTS UP FRONT

NUTRIENTS

INGREDIENTS

WARNINGS

CLAIMS

LOGOS

CONTACT

CATEGORY

IMAGES

## INGREDIENTS

☐ No Ingredients

FILTERED WATER, KOMBUCHA CULTURE (YEAST AND BACTERIA CULTURES), ORGANIC BLACK TEA, ORGANIC GREEN TEA, ORGANIC EVAPORATED CANE JUICE (SUGAR), COLD-PRESSED ORGANIC GINGER JUICE, COLD-PRESSED ORGANIC LIME JUICE, ORGANIC CAYENNE PEPPER.

## INGREDIENT SYMBOLS

☒ No Ingredient Symbols

Add Symbol



Click thumbnail to center image



# DATA DECONSTRUCTION

## INGREDIENT DECLARATION

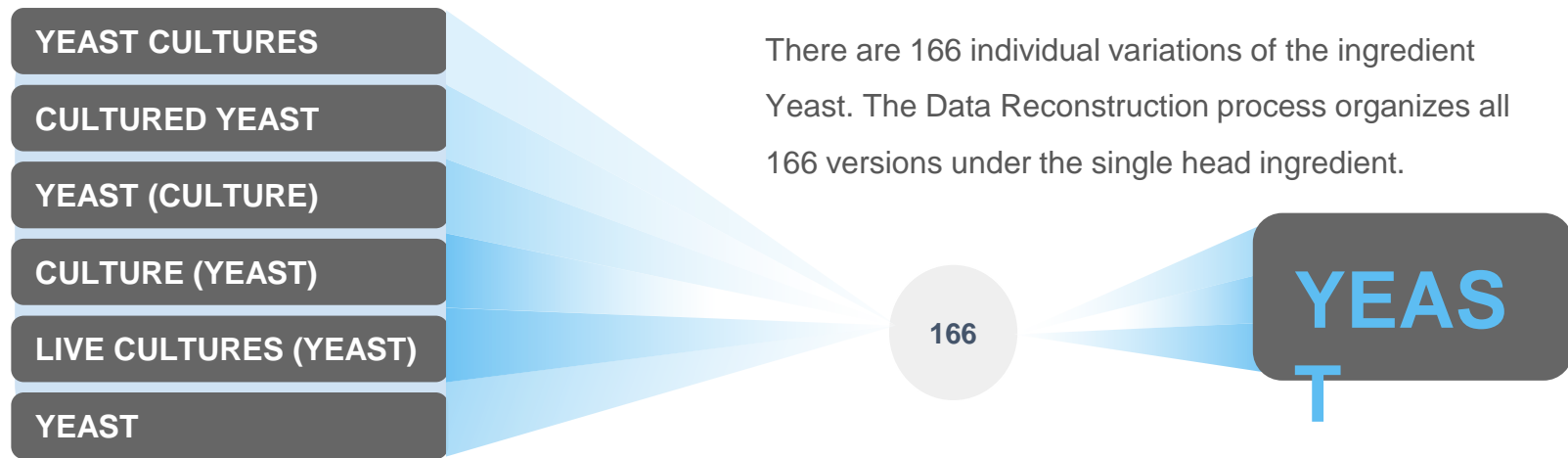
FILTERED WATER, **KOMBUCHA CULTURE (YEAST AND BACTERIA CULTURES)**, ORGANIC BLACK TEA, ORGANIC GREEN TEA, ORGANIC EVAPORATED CANE JUICE (SUGAR), COLD-PRESSED ORGANIC GINGER JUICE, COLD-PRESSED ORGANIC LIME JUICE, ORGANIC CAYENNE PEPPER.

- Separate each individual ingredient
- Stipulate the ingredient order
- Uncover the Ingredient relationships

## INGREDIENT EXTRACTION

FILTERED WATER  
**KOMBUCHA CULTURE**  
    **YEAST CULTURES**  
    **BACTERIA CULTURES**  
ORGANIC BLACK TEA  
ORGANIC GREEN TEA  
ORGANIC EVAPORATED CANE JUICE (SUGAR)  
COLD-PRESSED ORGANIC GINGER JUICE  
COLD-PRESSED ORGANIC LIME JUICE  
ORGANIC CAYENNE PEPPER

## DATA RECONSTRUCTION



There are 166 individual variations of the ingredient Yeast. The Data Reconstruction process organizes all 166 versions under the single head ingredient.



Applying the same reconstructive approach to our entire ingredient taxonomy, we've been able to organize over 270,000 individual ingredients under 11,000 head ingredients.

Ingredient	Number of Variations	Number of Products
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FILTERED WATER	4	7,719
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KOMBUCHA CULTURE	3	78
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YEAST CULTURES	166	19,930
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BACTERIA CULTURES	235	9,042
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ORGANIC BLACK TEA	112	336
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ORGANIC GREEN TEA	184	391
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ORGANIC EVAPORATED CANE JUICE (SUGAR)	118	4,212
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COLD-PRESSED ORGANIC GINGER JUICE	10	101
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COLD-PRESSED ORGANIC LIME JUICE	7	6,149
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ORGANIC CAYENNE PEPPER	72	207
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## ALLERGENS

**CONTAINS** - Yeast

**MAY CONTAIN** - Cereals

**MAY CONTAIN** - Corn

**MAY CONTAIN** - Wheat

**MAY CONTAIN** - Gluten

**DOES NOT CONTAIN** - 11 ALLERGENS

## ADDITIVES

**CONTAINS** - LEAVENING AGENT

**DOES NOT CONTAIN** - 57 ADDITIVES

## ADVANCED

**CONTAINS** - YEAST INGREDIENTS

**DOES NOT CONTAIN** - 90 ADVANCED

## ALLERGENS

**DOES NOT CONTAIN** - 16 ALLERGENS

## ADDITIVES

**DOES NOT CONTAIN** - 57 ADDITIVES

## ADVANCED

**CONTAINS** - TEA

**CONTAINS** - CAFFEINE GROUP

**CONTAINS** - TCM GROUP

**DOES NOT CONTAIN** - 89 ADVANCED

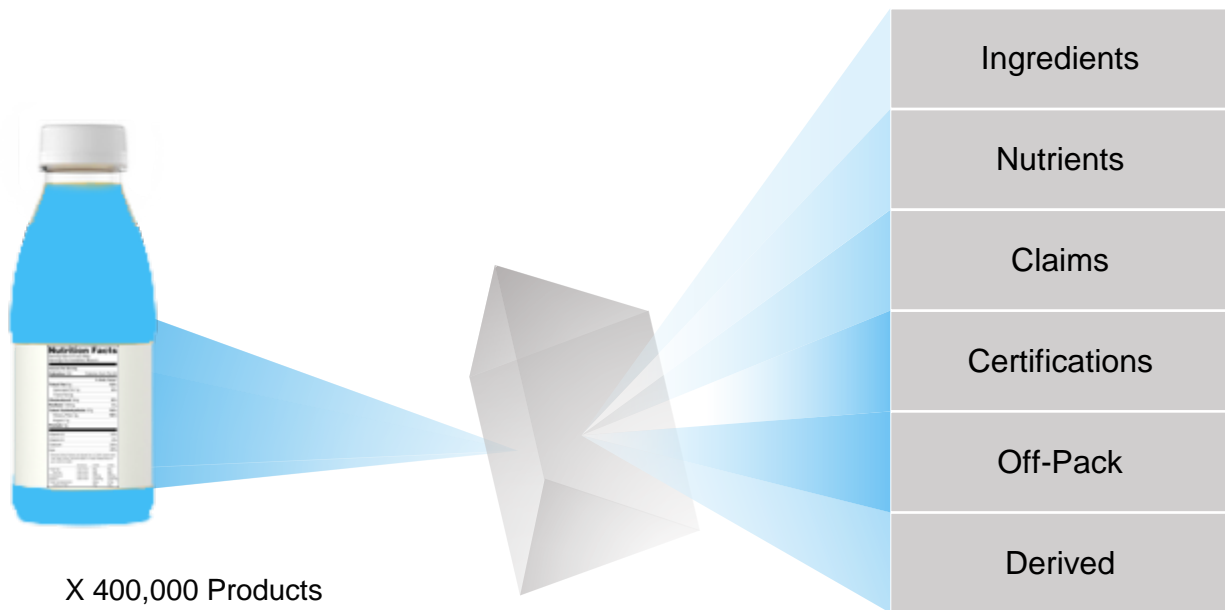
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# SPECs

Organized sets of attributes, which together, work to solve a use case.



# A PRISM FOR PACKAGE DATA



- **What is a Data Prism?**

A prism functions by separating a beam of white light into its fundamental **spectrum** of colors. By producing a rainbow the prism makes visible the infinite and unique wavelengths of colored light that are not recognizable within pure white light.

The **Label Insight Prism** treats product packaging information much the same way a prism treats white light – by breaking down all of the individual components into their basic unique level, our technology makes visible each and every discrete wavelength of data about the product, even those not visible on the physical package.

+ More than 17,000  
Additional Attributes

# TRANSLATING CRITERIA INTO AUTOMATED ANALYSIS



## **Federal Criteria: 100% unsweetened pasteurized fruit and/or vegetable juice**

- Juice Declaration must state 100% Juice
- New Label Products = 0g Added Sugar
- Old Label Products = No Added Sugar Ingredients
- Pasteurized

## **Fruit juice must conform to the FDA standard of identity at 21 CFR Part 146.**

- Fruit Juice Category
- Fruit Juice Concentrate Category

## **Vegetable juice must conform to the FDA standard of identity at 21 CFR Part 156.**

- Vegetable Juice Category
- Vegetable Juice Concentrate Category

## **Minimum of 30 mg of Vitamin C per 100 mL of juice, or 72 mg of Vitamin C per 8 fl oz.**

- $\geq 120\%$  Vitamin C per RACC (Old Label)
- $\geq 80\%$  Vitamin C per RACC (New Label)

## **Vegetable juice may be regular or lower in sodium.**

- $\leq 480$  mg Sodium per RACC

# LABEL INSIGHT & WIC

1

Custom WIC Category Criteria is provided to Label Insight for review

2

Label Insight is able to understand Category criteria and automatically identify products that qualify for APL

3

Label Insight is able take the list of products that meet Category criteria and offer custom WIC Category SPEC

## 100% Juice

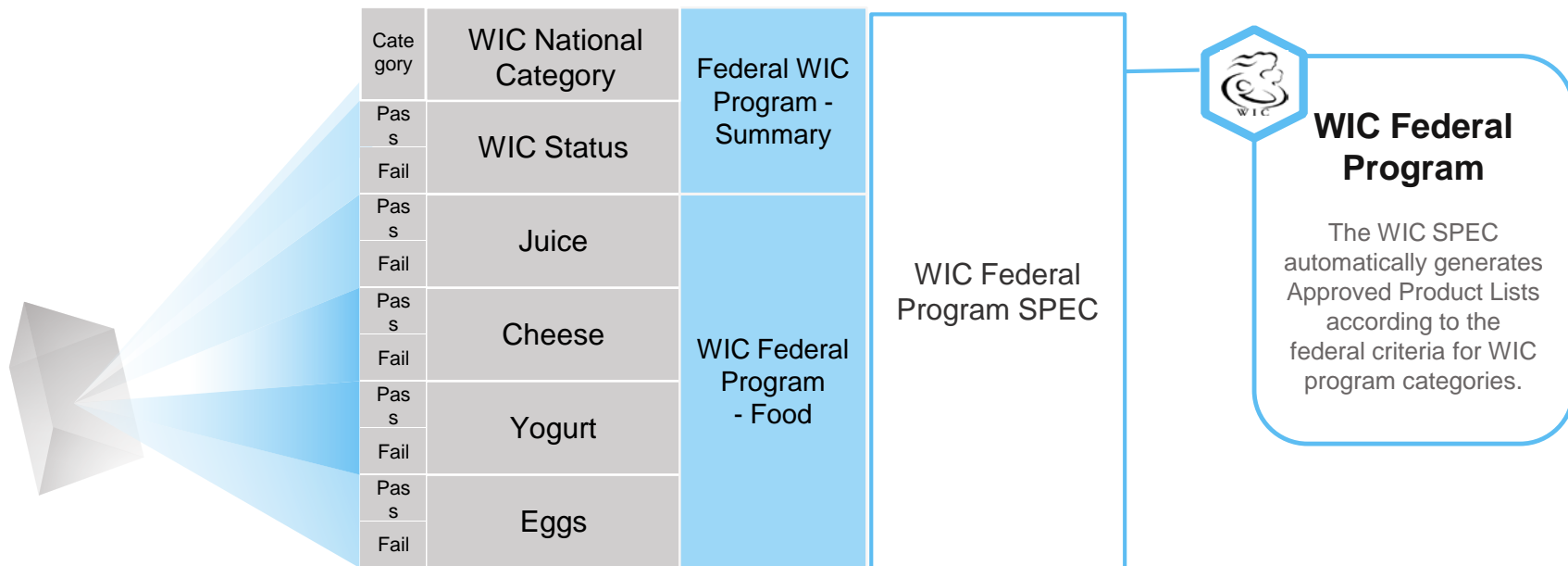
### Nutrient Profile

- ✓ Minimum of 120% Vitamin C per RACC for Old Label
- ✓ Minimum of 80% Vitamin C per RACC for New Label
- ✓ 100% Juice
- ✓ Free of Added Sugar
- ✓ Not Organic
- ✓ Not Fresh Squeezed





# PRISM CREATES A DATA SPECTRUM





## WIC PROGRAM SPEC BENEFITS

- **Improve data accuracy**
- **Provide access to timely & relevant data**
- **Fuel data expansion**
- **Utilize data automation**

## IMPROVE DATA ACCURACY

Data **accuracy** is essential and fundamental to providing a positive program experience and build consumer trust. Label Insight's solution helps to **validate** your program's current APL automatically against the federal and state criteria. If there are discrepancies, we can help you to understand **why**.

**The average % of products included in a WIC programs APL, which do not meet the program criteria for the specific category.\***

*\*According to Label Insight Analysis*



**10%**

## ACCESS DATA RELEVANCY

In an industry where products are constantly reformulating, maintaining relevant and up to date product data is **critical**. Label Insight's database is updated daily, providing your WIC Program access to **timely** data. This enables you to **adapt** quickly as WIC program requirements change and products reformulate. Label Insight's relationships with retailers and CPGs ensures the latest data possible.

The total number of products in Label Insight's database, which are analyzed for the WIC program.

310,000

## FUEL DATA EXPANSION



Through our **automated process**, Label Insight identifies additional products qualifying for your state WIC criteria, enabling the option to **expand** your APL and offering more product variety and accessibility to your program participants. Sales coverage for your state or area are paired on top of the analysis, identifying only relevant and active products for your program. This analysis is applied to over **310,000** products automatically.

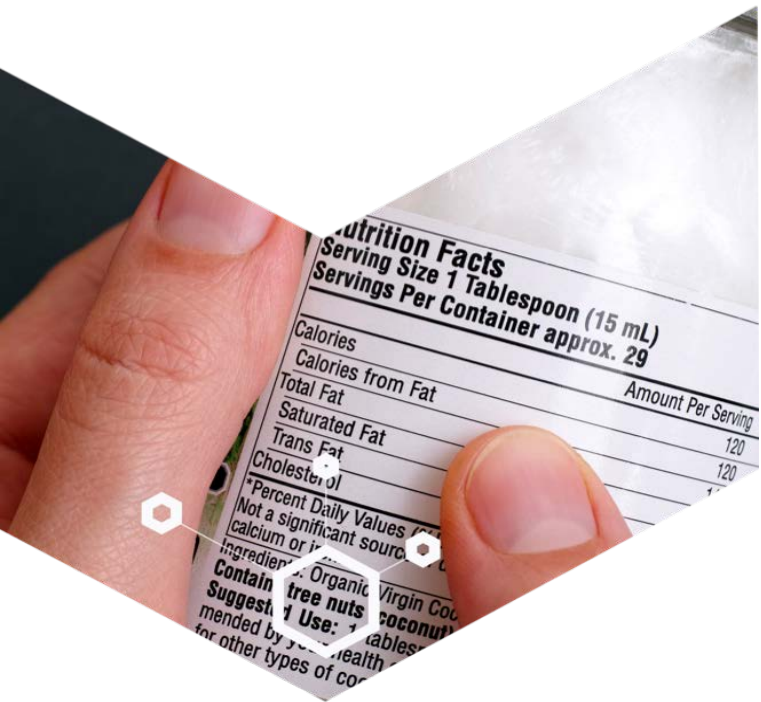
**The average percent of products Label Insight identifies beyond the APL which meet the program criteria for a specific category.\***



**40%**

*\*According to Label Insight Analysis*

Available utilizing the Label Insight platform or through an API, the Label Insight WIC SPEC makes data readily available.



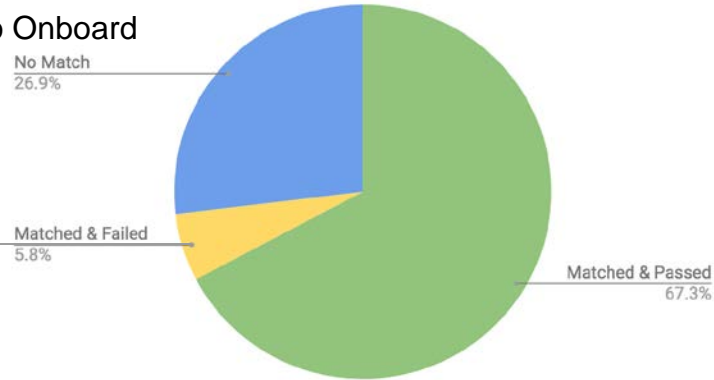


## ACTUAL RESULTS FROM WIC JUICE SAMPLE REPORT

- **Data Accuracy:** 13 of 223 APL products were identified as not meeting the WIC juice requirements. The 13 products failed due to non-approved size, too low vitamin c levels, too high sodium levels, and containing added sugars.
- **Data Relevancy:** Analyzed the requirements against over 7,500 juice products from 1 day to 24 months of age.
- **Data Expansion:** Identified 614 qualifying products, of which 212 included sales coverage in DC. Yielding 62 new products identified as meeting the juice criteria in DC.
- **Data Automation:** completed this entire process automatically once requirements were written into an attribute filter and were able to provide a seamless report.

## 1. Original APL included 223 Products

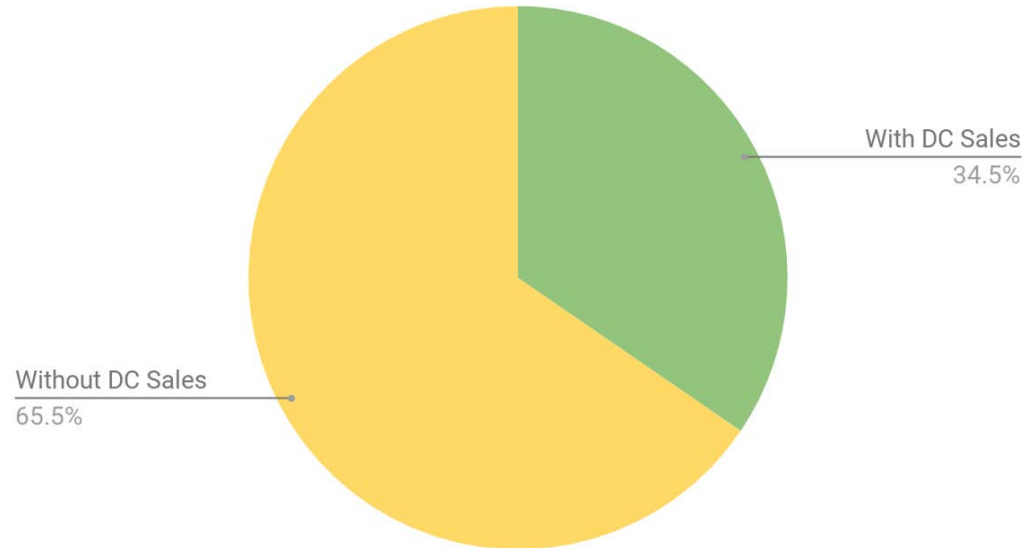
- 150 Passed
- 13 Failed
- 60 Need to Onboard



# ACTUAL RESULTS FROM WIC JUICE SAMPLE REPORT

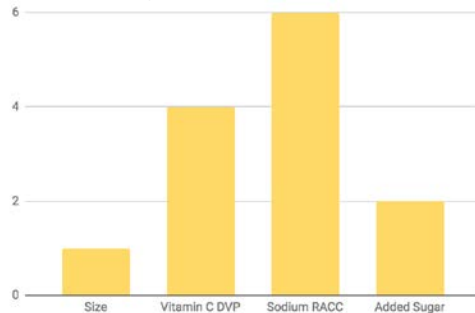
## 3. Label Insight identified 614 products which passed the federal and DC criteria for juice.

- 212 included sales coverage in DC
- Resulted in 62 newly identified qualifying products



## 2. Of the 13 which failed

- 1 product with non-approved size
- 4 did not meet Vitamin C minimum requirements
- 5 sodium values exceeded limits
- 2 contained added sugar







*Data delivery - what each program can expect to receive*

➤ Access to one SPEC inclusive of 13 WIC-eligible food categories, as well as Raw Data (sample data provided to right)

➤ Categories defined by Federal requirements

➤ Food & Bev UPCs active within last 24 months

➤ Delivered via API

# WIC PARTNERSHIP OPPORTUNITIES

## Raw Data & SPEC Outline

Raw Data Segment:	Raw Data Characteristic:
Standard Fields	Prod ID
Standard Fields	UPC
Standard Fields	Product Type
Identifying Information	Brand
Identifying Information	Product Title
Identifying Information	Distributor
Identifying Information	Manufacturer
Identifying Information	Net Weight 1
Identifying Information	Net Weight 2
Identifying Information	Net Weight 3
Time Stamps	Date Created
Time Stamps	Date Live
Ingredient Declaration	No Ingredients
Ingredient Declaration	Ingredient Declaration
Serving Information	Serving Size
Serving Information	Serving Size UOM
Serving Information	Serving Size 2
Serving Information	Serving Size 2 UOM
Serving Information	Serving Description
Serving Information	Serves Per Pack
Serving Information	No Serve Information

Segment	Characteristic	Value
Federal WIC Program - Summary	WIC National Status	Pass
Federal WIC Program - Summary	WIC National Status	Fail
Federal WIC Program - Summary	WIC National Status	Not Applicable
Federal WIC Program - Summary	WIC National Category	Cheese
Federal WIC Program - Summary	WIC National Category	Yogurt
Federal WIC Program - Summary	WIC National Category	Eggs
Federal WIC Program - Summary	WIC National Category	Milk
Federal WIC Program - Summary	WIC National Category	Whole Wheat Bread
Federal WIC Program - Summary	WIC National Category	Breakfast Cereal
Federal WIC Program - Summary	WIC National Category	Juice



*Label Insight asks for your partnership in exchange for services*

## 6 MONTH FREE TRIAL

▶ Collaboration to build and implement the master Federal WIC and State criteria by helping to refine and review requirements during one initial working session.

▶ Provide resources throughout the defining process for questions and to provide feedback in effort to ensure 100% accuracy.

▶ Endorsements and personal introductions to key retailer and manufacturer partners of your program.

▶ Mandated product onboarding with Label Insight to address any coverage gaps.

*Get started while you're here! Visit the Label Insight team at **Booth #216** or visit **[www.labelinsight.com/WIC](http://www.labelinsight.com/WIC)***

