

WikiFood data quality concept

The experiences so far have shown, that a community of volunteers can provide a high level of data quality because of the continuous peer review processes

- Product information can be clearly assigned to the author.
- All information provided by users will be peer reviewed by the user community.
- Every editor of WikiFood is required to authenticate himself and provide username and password. Multiple user accounts are forbidden.
- Each single editing of product information by any user will be logged and visualised.
- Information directly provided by the food producers will be clearly marked.
- Pictures with relevant information of each inserted food product will help to validate the information.

Contact

wikifood.eu, www.wikifood.lu, www.wikifood.de, www.wikifood.be;
www.wikifood.at, www.wikifood.ch is an initiative of:

Centre de Recherche Public Henri Tudor SANTEC

2A, rue Kalchesbrück, L-1852 Luxemburg
Contact: Norbert Rösch
Email: wikifood@wikifood.lu

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www.wikifood.eu



Knowing what's inside

The management of food allergies and food incompatibilities consists mainly in the identification and avoidance of the responsible substances. Allergic patients are required to identify individual allergens in the daily food during shopping or before consumption. Unfortunately, while purchasing their food, people are left alone with ingredient descriptions that are difficult to read and understand. Allergic persons are often afraid of trying new products; the variety of foods remains unavailable to them.

WikiFood offers the possibility to get information about interesting food products and to prepare the purchase and thus preventing threats. Affected persons and experts discuss food related topics in the **WikiFood-Forum**. Also non-allergic people can use the information for a conscious handling of foods and supporting a healthy way of living.

Food ingredient lists

Thanks to the European legalisation (European Directive 2003/89/EG), food producers are obliged to print ingredient lists on the food package. Although this has already been a significant enhancement for the situation of the concerned persons, many uncertainties remain as special regulations allow exceptions of this declaration duty, for example for spices or herb mixes.

Investigating ingredient lists online

Food producers are not forced to provide ingredient lists to any governmental or private institution for consumer information or protection. That means that neither a Ministry of Health nor a Ministry of Consumer Protection in Europe has access to this kind of information. According to this, there exists no central database, where ingredients of food products can be looked up by customers and where food producers may publish food related information to the public.

Since September 2006 ingredient information can be published and consulted on the independent food database www.wikifood.eu.

The screenshot shows a WikiFood product page for '10 Früchte & 10 Vitamine Müesli'. The page includes the following information:

- Lebensmittel** (Food) category with options to 'ansetzen', 'ändern', and 'Versionen'.
- 10 Früchte & 10 Vitamine Müesli** (Title)
- Mit 30% Fruchtanteil
- EAN Nummer:** 4008081001455
- Herkunft:** Deutschland
- Marke:** Schneekoppe
- Mindesthaltbarkeitsdatum:** 01/11/2005
- Sprache der Inhaltsstoffe:** Deutsch
- Zutaten:**
 - Haferflocken,
 - Weizenflocken,
 - Trockenfrüchte (Rosinen, Bananen-, Feigen-, Apfel, Dattel-, Pflaumen-, Aprikosen-, Birnen-, Pfirsich- und Himbeerstücke),
 - Cornflakes,
 - Roggenflocken,
 - Vitamin C,
 - Niacin,
 - Vitamin E,
 - Pantothensäure,
 - Vitamin B6,
 - Vitamin B2,
 - Vitamin B1,
 - Folsäure,
 - Biotin,
 - Vitamin B12
- Hinweise:**
 - pinienkernfrei
- Allergene:**
 - Gluten
- Product Images:** Three images showing the product packaging, a close-up of the ingredients list, and a barcode with the EAN code 4 00808 1001455.
- Review Table:**

Bewertung	Benutzer	Wann	Anmerkung
★★★★★	neckel	30.08.2006 15:47:12	Habe die Daten kontrolliert und keine Fehler gefunden. Bravo!
★★★★☆	arensa	08.08.2006 16:35:26	Super Eintrag! Gefällt mir.

Figure 1: Example of a WikiFood data output

WikiFood volunteer network

WikiFood builds up a volunteer network of food product users that fill up the database by typing in the ingredients lists of products that may be interesting for the community of allergy patients and consumers. Digital photos of EAN codes, packages, and ingredient lists help to validate the data entries. Data entry into the database is not limited to individuals. Additionally, import functionalities allow incorporating data from existing databases or text files. The producers can demonstrate their care and interest in food security by delivering information about their products to the WikiFood community.

WikiFood acts as a central contact and information point for:

- Food producers, willing to provide information about their products to the public.
- Consumers who are interested in ingredient lists due to healthy reasons.
- Health professionals, consumer protection organisations.

Today, information of more than 13,000 products is available via Wikifood. EAN-13 barcodes are used to identify the food products of each country. This EAN code is printed on the product package in human readable number and in barcode format.

The WikiFood Forum

The WikiFood forum is a discussion board for everybody who wants or must live on a health-conscious diet. The forum serves as a discussion platform especially for people with food allergies or food intolerances. Possibilities for exchanging private messages lead to the establishment of social contacts between members. Of course, the forum cannot replace the physician's counsel of individual health problems. However, many moderators and participants of WikiFood bring in their medical and health scientific backgrounds into the discussions.