Empowering Healthier Food Choices

→ **Combining smartphones with nutritional knowhow, the FoodSwitch app provides shoppers with insight into the nutritional content of packaged foods.**

ENVIRONMENTAL
The crowdsourced data provides researchers with the information required to drive global food manufacturers towards more environmentally friendly products.

SOCIAL
Poor diets contribute to the global epidemics of obesity, high blood pressure, and diabetes, impacting the lives of billions of people around the world.

ECONOMIC
FoodSwitch is a low-cost, scalable solution that empowers consumers' and researchers' efforts to reduce the billions of dollars of health care costs attributed to poor diets.

FoodSwitch is a smartphone app that employs **barcode scanning and a large food composition database**. Shoppers download the app and use their phone camera to acquire the product barcode, which is matched to a food in the database. A traffic light label consisting of red, yellow, and green colors indicates levels of fat, saturated fat, sugar, and salt in the selected product. Concurrently, the app searches a **database of 40,000 products** for similar but healthier replacements and suggests specific alternative brands to buy instead.

FoodSwitch uses **crowdsourcing to provide researchers with information** on and a photograph of products not present in the app and is thus continuously expanding its database.

Why a Sustainia100 solution?
FoodSwitch is an accessible and easy-to-use app that provides insight into the nutritional content of packaged foods. The immediate point-of-sale advice helps consumers to make healthier and more sustainable food choices.

Developed in
Australia

Deployed in Australia, UK, New Zealand

Coloured traffic light labels give at-a-glance nutritional information With specific recommendations for alternative products - making smarter shopping easy for consumers.

"IT STARTED AS A TOOL TO INFORM CONSUMERS ABOUT HOW TO SHOP HEALTHIER. IT'S TURNED INTO A TOOL THAT INFORMS US ABOUT WHAT THE FOOD INDUSTRY IS UP TO."

BRUCE NEAL, PROFESSOR OF MEDICINE AND INVENTOR OF FOODSWITCH

Solution by The George Institute for Global Health, Xyris Software, and Bupa