



United States Department of Agriculture

One Team, One Purpose



Food Safety and Inspection Service

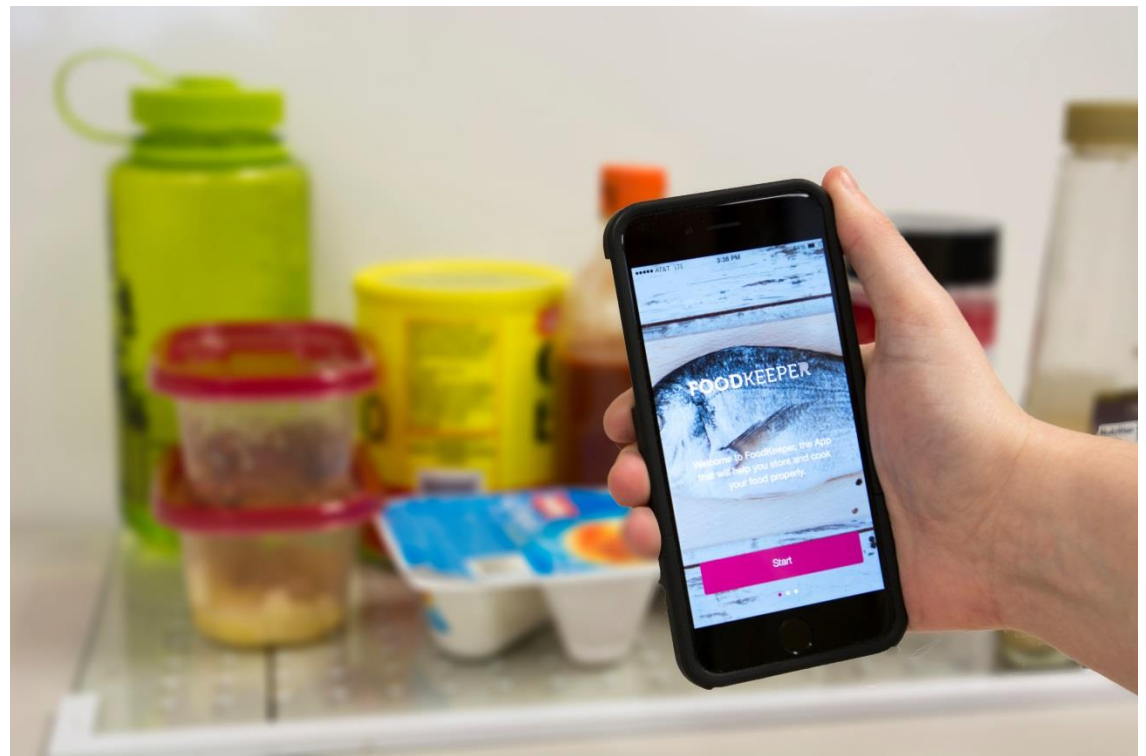
Protecting Public Health and Preventing Foodborne Illness



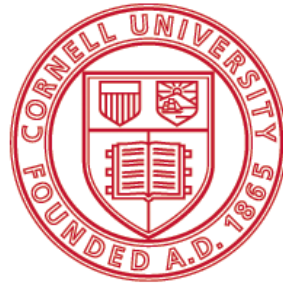
The FoodKeeper

Agenda

- Background
- Features
- Release
- How You Can Access and Use the Data



Background



Cornell University



- Originally a publication developed in coordination with Cornell and the Food Marketing Institute.
- Concept of mobile application discussed in 2012 and development began in 2013.
- Version 1.0 was launched in December 2014 for Android and April 2015 for iOS.

Goals



Reduce
Food
Waste



Save
Consumers
Money

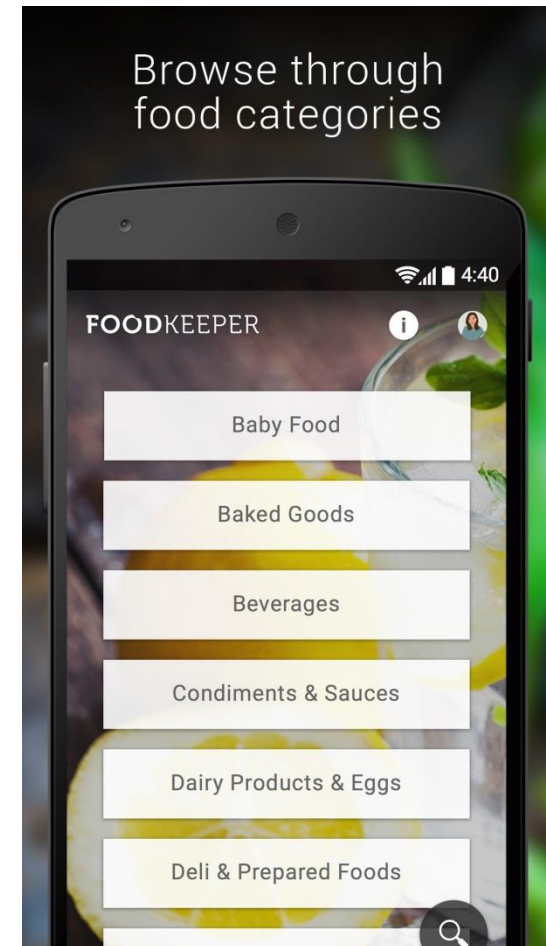


Protect
Public
Health



Features

- Storage guidance on 400+ food & beverages
- Cooking tips for meat, poultry, seafood and egg products
- General food safety tips in dedicated section
- Calendar integration to get notifications before items may spoil
- Trilingual (English, Spanish & Portuguese)
- Imperial and metric measures
- Suggest an item
- Report a problem with food
- For smartphones and tablets, Android and iOS



Release

APRIL 30, 2015 | BY THE GREATIST TEAM

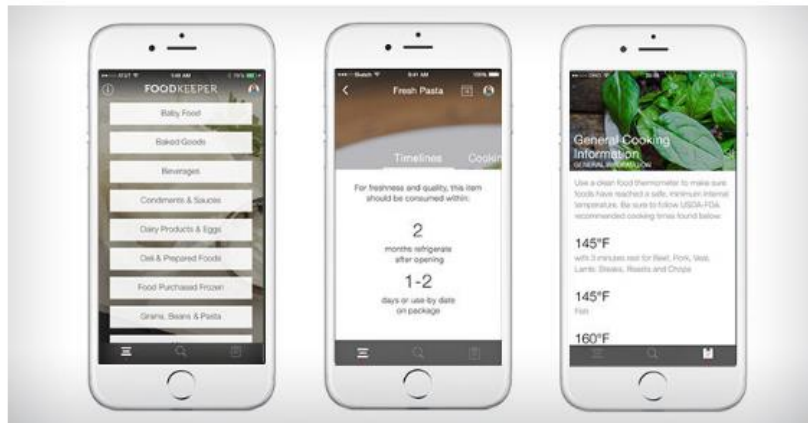
Stop Wasting Food (and Money) With This Genius New App

f SHARE

p PIN IT



LIKE US ON FACEBOOK

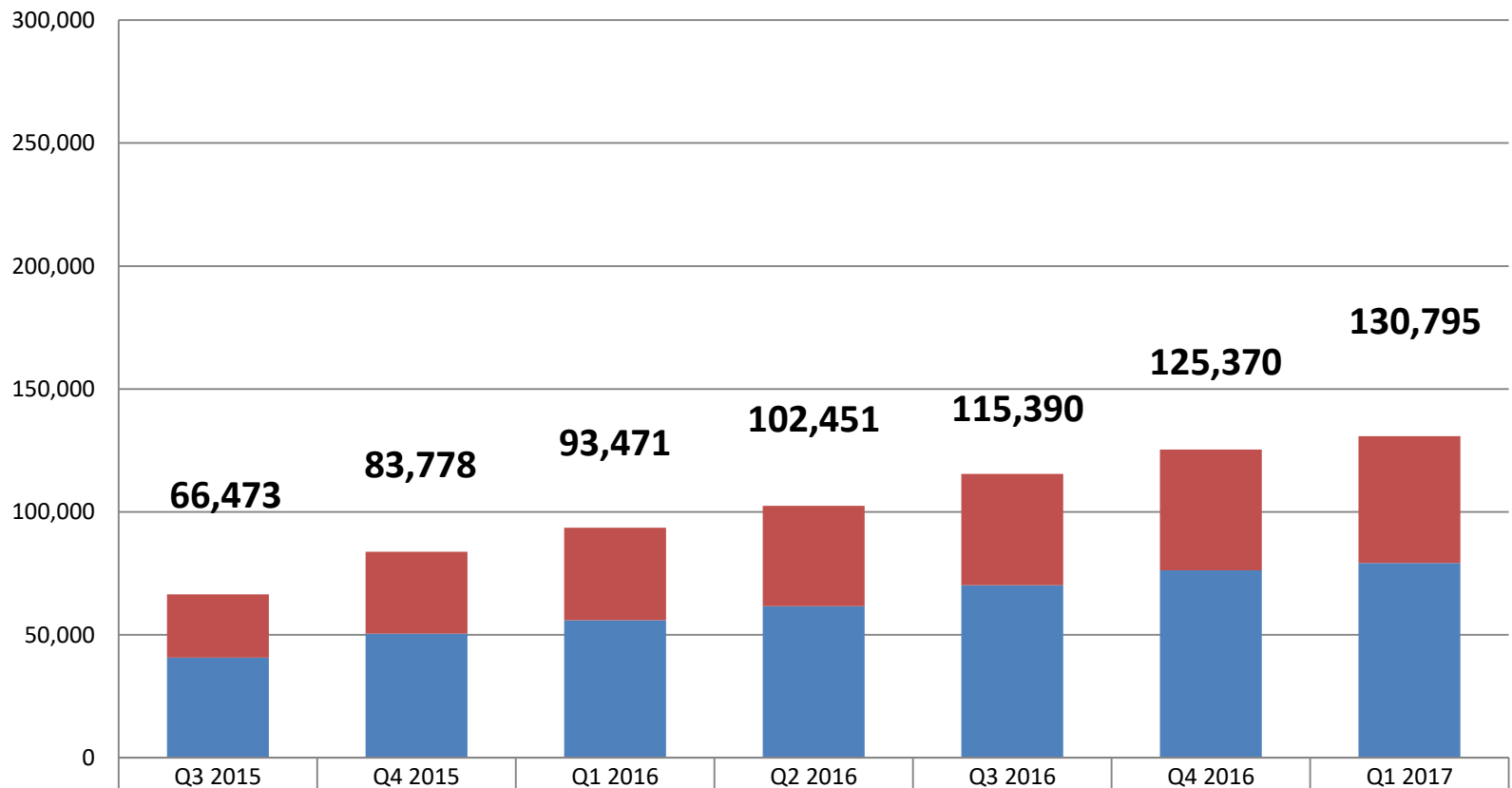


Marketing began in April 2016, covered by more than 200+ media outlets since

- AP
- Time
- Food and Wine
- LifeHacker
- BBC World Service
- Fast Company Magazine
- Parents Magazine
- Consumer Reports
- Real Simple
- People Magazine

Downloads by Quarter

Cumulative App Downloads by Quarter



	Q3 2015	Q4 2015	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Q1 2017
Total App Downloads	66,473	83,778	93,471	102,451	115,390	125,370	130,795
Total Google Play downloads	25,823	33,348	37,625	40,849	45,206	49,169	51,593
Total iTunes downloads	40,650	50,430	55,846	61,602	70,184	76,201	79,202

Consumer Feedback

Android



4.4 Stars – 34 Reviews

iOS

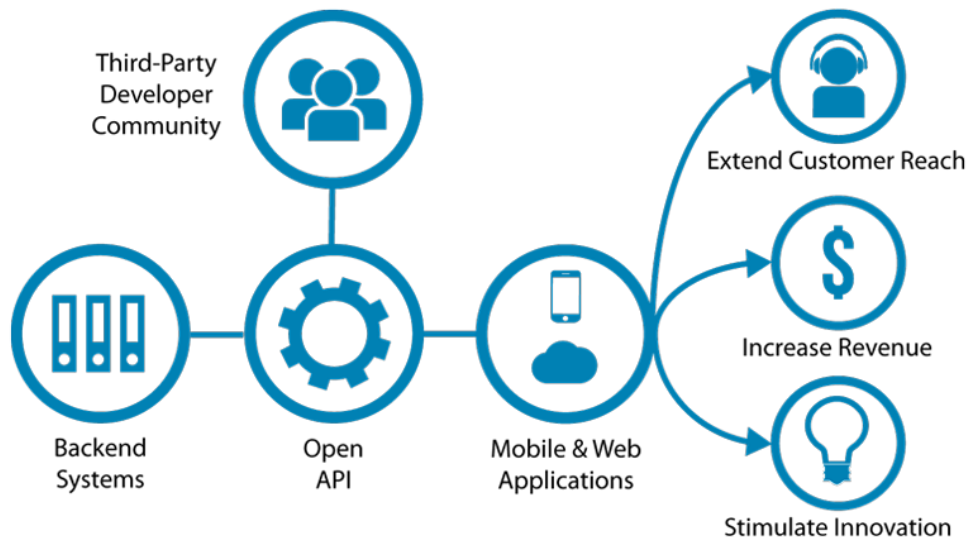


3 Stars – 36 Reviews

- “A very good app. The information in this app is very good. It should save me money, help me to eat foods at their peak freshness, and help me to send less food to the landfill. It looks like the USDA will be adding more foods to the look-up section, and users of the app can make suggestions.”

You Can Use the Data that powers the App

Data that powers the app is available for public use on FSIS.gov and Data.gov



Organizations that have requested data

The Saudi Food and Drug Authority

Georgia Department of Health

New York University

Brazilian Agricultural Research Corporation