



COVID-19 has exposed the vulnerabilities in the global food supply chain | Photo source Pixabay

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## INGREDIENTS DATABASE HELPS COMPANIES LAUNCH BETTER FOOD PRODUCTS

 FOOD & DRINK

### AI-powered software analyses millions of ingredients to find the best fit for a particular product

**Spotted:** According to food tech company Journey Foods, the global food industry is broken, with supply chain inefficiencies, sustainability failings, and malnutrition adding up to a broken system. In response, the US startup proposes a clear solution: data.

Journey Foods provides a suite of tools to help teams developing new food products understand everything about the lifecycle of their products, from the environmental impact of ingredients, to supply inefficiencies and opportunities for cost savings. At the heart of the offering is a vast database that contains information on millions of products and ingredients – amounting to 17 billion individual datapoints in total. AI is used to sift through all this information and provide recommendations for ingredients based on factors such as nutrition, sustainability, cost, and packaging requirements.

The system is designed to be easy to use, removing the need for huge Excel sheets. A smart dashboard acts as a single hub that allows companies to organise all their product research and development in one place. Moreover, companies can easily upload existing products to get insights and recommendations based on their product goals and customer needs. Journey Food claims that its technology can lead to impressive efficiencies, such as 40 per cent better precision, and significant time saving for product development teams.

At the end of 2021, Journey Food announced a new partnership programme—called JourneyLabs—with a variety of universities. Under the programme, participants are given access to Journey Food

data to develop new applications and products. At the same time, the company announced that it would be adding data on packaging to its platform.

Further food supply chain innovations spotted by Springwise include a startup that aims to [digitise the supply chain](#), and a platform that lets food businesses [monitor their carbon emissions](#).

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Website: [journeyfoods.io](https://journeyfoods.io)

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## Takeaway:

Supply chain disruption has been at the top of the news cycle since the start of the COVID-19 pandemic. Lockdowns and panicky consumer behaviour have led to wild fluctuations in the supply and demand of individual food items. All this has served to highlight the fragility of the food chain, re-iterating the importance of efficiency and resilience. But it is by tackling the embedded structural challenges facing the food industry that the Journey Foods technology can have the biggest long-term impact. The [World Health organisation](#) estimates that 1.9 billion adults are overweight or obese globally, while 462 million are underweight. And it is well-known that the food industry is a major contributor to climate change. Estimates of food emissions span a wide spectrum from [one-quarter to one-third](#) of all greenhouse gas emissions. Providing food companies with easy access to data can help them to make better products that mitigate these issues.