

A COMPUTERIZED SYSTEM FOR THE DEVELOPMENT AND MANAGEMENT OF A  
DATA BANK FOR NUTRITIONAL LABELING

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The advent of nutritional labeling has placed an ever-increasing demand on the industrial analytical chemist. Paramount among these demands is the responsibility to present information which is meaningful and reliable to both corporate management and to the consumer.

With the large number of Campbell Soup Company products that bear nutritional labeling this becomes a monumental task and one which would be impossible to accomplish without the services of the modern-day, high-speed digital computer. This paper discusses a computer-oriented nutritional labeling management system which has been developed to meet these needs and which has been operational within the Campbell Soup Company for several years. A schematic representation of the overall system and the inter-relationship of its facets is shown below.



Basically, nutritional information comprising the data base is developed through statistical evaluation of the results of multiple analysis on a product. From this data bank proposed label values are established together with accompanying probabilities of meeting label requirements. Periodic monitoring of the product with computer assisted statistical comparison with the data base assures compliance. The computer is also used to evaluate proposed product changes and their effect on established label values, as well as to generate a monitoring schedule and analytical reports. As can be seen in figure 1, the various facets of the program are inter-related and all primarily directed toward continuously generating and updating data base such that the information contained therein is recent and truly representative of the product being manufactured.