

HONOURFOOD - The Food Claim Evidence Dossier

A UK-first HonourFood founder blueprint for turning food-label suspicion into versioned, legally and scientifically scoped evidence.

HONOURFOOD | FOUNDER RESEARCH
DOSSIER | 2 AUGUST 2026

Respect for food.

INDEPENDENT FOOD-CLAIM EVIDENCE

A UK-first operating system for checking food claims without turning opinion into accusation.



Executive Summary

Decision: launch a controlled proof now - as an evidence registry with a scanner, not a truth-voting scanner. There is a credible UK-first opening for a public service that records the exact claim on a dated pack, compares it with the same pack's ingredients and nutrition, maps the applicable rule, invites the responsible business to reply and preserves corrections. The market is crowded with health scanners and ingredient explainers, but the full chain from pack occurrence to evidence, response and version history remains unusual.

Commercial decision: keep the founder's rounded GBP20 first-year / GBP5 renewal offer, but treat it as the trusted-member and contribution layer—not the sole engine of an evidence newsroom. After illustrative VAT, store fee and refund reserve, an initial sale contributes about GBP13.74 and a renewal about GBP3.44 before shared costs. A realistic operation needs professional monitoring, institutional/API contracts and disclosed grants alongside consumer income. In the model, only the upside scenario reaches annual break-even in year three.

Number-one position: become the UK's most trusted **pack-version and claim-evidence registry**, not the largest health-score database. Success means a shopper can search "tinned tomatoes", see current assessed claims separated from unresolved and unreviewed products, inspect the supporting pack and rule, and watch corrections over time. It does not mean publishing the most condemned products.

The barcode scanner is a **must-have entry point**, but it identifies a candidate product; it does not prove the recipe in the user's hand. Every usable nomination should include the same physical pack's front, back, ingredients, nutrition and visible lot/date. On-device quality checks and OCR make this fast, while human confirmation and version matching keep it defensible.

Brand decision after the preliminary legal/IP pass: retain **HONOURFOOD** only as a UK working identity, paired with **independent food-claim evidence**. It is **amber—not legally cleared**. The exact British-spelling honour-food.com is secured, but UKIPO's own similarity tool surfaces registered HONOUR marks across the proposed classes, and US expansion is red because HONOR FOODS and HONORABLE FOODS are registered in adjacent food-distribution/manufacturing services. The Japanese line 食に、敬意を。 is retired from public use because the exact phrase appeared in Asahi Kasei advertising in 2010. FakeFood remains only the internal problem label; FoodThumb remains a rejected historical route.

Launch should begin with a private scanner/capture prototype and 15-25 concierge cases, then 30-50 provider-written Great Britain dossiers. A member may request **"research this claim"** or react to whether a published dossier appears supported; reactions never decide "real/fake", legality, safety or health. Laboratory testing, public UGC and international roll-out are later gates.

Platform-law decision: keep public reactions off until the service has a published fake-review policy, a documented manipulation risk assessment and active detection, investigation and appeal controls. The CMA now treats thumbs, aggregate counts and rankings as potential consumer review information. Public user uploads also require an Online Safety Act classification, risk records, terms, reporting and complaints before release. Keeping nominations private is therefore a launch advantage, not missing functionality.

The core operational insight is simple: **a viral video is a lead, a label is a document, a laboratory result is a sample-specific measurement and only an authority makes an official finding.** The product must never collapse those into one score.

UK incidents notified

2,073

Food and feed safety incidents notified to the FSA in 2025/26; this is not a fraud count.

Source: FSA Incidents Resilience Annual Report 2025/26

File:
<https://www.gov.uk/government/publications/fsa-260607-annual-incidents-report/incidents-resilience-annual-report-202526>

EU ACN notifications

10,490

Notifications across the EU Alert and Cooperation Network in 2025; scope and participation affect the series.

Source: European Commission Alert and Cooperation Network Annual Report 2025

File:
https://food.ec.europa.eu/document/download/54b7e-4558-9910-4c66519cbe7f_en?filename=acn_annual-report_2025.pdf

Potential intentional actions

1,755

Potential intentional-action notifications in the 2025 EU ACN report; classification changes limit year-on-year interpretation.

Source: European Commission Alert and Cooperation Network Annual Report 2025

File:
https://food.ec.europa.eu/document/download/5264b7e-4558-9910-4c66519cbe7f_en?filename=acn_annual-report_2025.pdf

OPSON XIV seizures (EUR)

\$95M

Estimated value of counterfeit and substandard food seized in Europol-coordinated OPSON XIV; an operation total, not prevalence.

Source: Europol OPSON XIV counterfeit and substandard food operation

File:
<https://www.europol.europa.eu/media-press/newsroom/news/counterfeit-and-substandard-food-worth-eur-95-million-seized-in-global-operation>

Urgency is real; a rising fraud wave is not yet proven

The strongest current official signals point in different directions. UK incident notifications and the wider EU cooperation network increased, while the EU series for potential intentional action fell sharply and changed classification. OPSON seizures demonstrate serious organised activity, but an enforcement total has no population denominator. The safe founder

message is: **food authenticity and labelling are material, fragmented and worth monitoring; the evidence does not support claiming that fake food is flooding the market faster in 2026.**

Source: Closing evidence refresh: official incident, network, enforcement and concern signals

Table: wave_evidence

Is a new fake-food wave proven?

Official signals 1-3 of 6; each is useful only inside its own denominator and classification.

SIGNAL UK food/feed safety incidents PERIOD 2025/26 vs 2024/25 HEADLINE 2,073; +14% SUPPORTS More incidents were notified CANNOT PROVE A rise in intentional food fraud; FSA notes reporting/testing changes may contribute HONOURFOOD USE Market and monitoring need	SIGNAL EU ACN notifications PERIOD 2025 vs 2024 HEADLINE 10,490; +11% SUPPORTS More network notifications across the ACN scope CANNOT PROVE More fraud; networks and categories changed HONOURFOOD USE Cross-border data opportunity	SIGNAL EU potential intentional actions PERIOD 2025 vs 2024 HEADLINE 1,755; -47% SUPPORTS Current fraud-suspicion series fell CANNOT PROVE A halving of underlying fraud; classification changed HONOURFOOD USE Do not market a rising wave
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Wave evidence - enforcement and consumer signals

Official signals 4-6 of 6; urgency and demand are not product-level proof.

SIGNAL OPSON XIV PERIOD 2025 operation HEADLINE EUR95m seized SUPPORTS Large, serious international enforcement activity CANNOT PROVE Incidence or year-on-year prevalence HONOURFOOD USE Authenticity category is material	SIGNAL UK prompted UPF concern PERIOD Apr 2025-Mar 2026 HEADLINE 74%-79% SUPPORTS High and persistent consumer concern CANNOT PROVE Adulteration, deception or harm for a named pack HONOURFOOD USE Strong demand signal; separate health lane	SIGNAL UK prompted food-quality concern PERIOD Apr 2025-Mar 2026 HEADLINE 68%-77% SUPPORTS Food quality matters to consumers CANNOT PROVE A rising trend; FSA reports none clearly HONOURFOOD USE Explain claims and formulation clearly
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Source: Official Europol and FSA sources; closing evidence refresh.

Confident labels are accurate

86%

UK adults confident that food-label information is accurate in FSA Food and You 2 Wave 10.

Source: FSA Food and You 2 Wave 10 - Food you can trust

File:

<https://www.food.gov.uk/research/fy2-wave-10-chapter-1-food-you-can-trust>

Concern about imported authenticity

64%

Concern that food from outside the UK is what it says it is; survey base 5,690.

Source: FSA Food and You 2 Wave 10 - Food you can trust

File:

<https://www.food.gov.uk/research/fy2-wave-10-chapter-1-food-you-can-trust>

Targeted products satisfactory

72%

Overall satisfactory share in the 2025/26 risk-targeted FSA programme; not market prevalence.

Source: FSA Retail Surveillance Survey Sampling Programme 2025/26

File:

<https://science.food.gov.uk/article/162217-retail-surveillance-survey-sampling-programme-2025-26>

Targeted labels satisfactory

76%

Share satisfactory among 621 targeted products receiving some form of label check in 2025/26.

Source: FSA Retail Surveillance Survey Sampling Programme 2025/26

File:

<https://science.food.gov.uk/article/162217-retail-surveillance-survey-sampling-programme-2025-26>

Recommended course

1. **Prototype the scanner and evidence loop together.** Barcode, front/back/ingredients/nutrition capture and on-device quality checks should feed a private editorial queue from day one.
2. **Publish dossiers on the web; distribute capture through the app.** Searchable evidence pages create the durable asset while the native scanner removes submission friction.
3. **Make pack versioning the spine.** Barcode, market, retailer, capture date, ingredient fingerprint, nutrition, artwork and lot/date prevent false comparisons.
4. **Operate like a small evidence publisher.** Independent review, right of reply, corrections, appeals, insurance and moderation are product requirements.
5. **Defer testing until a dossier cannot be resolved from documents.** Then pre-register the question and publish only sample- and batch-scoped results.

How the app works

The consumer experience is simple: **scan, photograph, confirm, ask, follow**. The evidence system behind it is deliberately stricter. A GTIN can be reused across time, markets or formulation changes, so the app matches a pack occurrence using the barcode plus dated visual and ingredient evidence. It keeps original images private, publishes only reviewed/redacted material, and never converts OCR or a crowd vote into a legal or scientific conclusion.

Lean reference architecture. Use Expo/React Native for the scanner, a responsive web dossier/reviewer console and shared TypeScript schemas. Start with Postgres/authentication in a London region, deny-by-default row-level security, private object

storage and short-lived signed uploads. Run blur/glare/crop and OCR on device where possible; queue only new, changed or low-confidence packs for EU-region cloud OCR. Preserve the raw transcription, bounding boxes, confidence, source and model version. Public pages are read-only projections from immutable reviewed records. Any AI may structure ambiguous OCR text; it never decides whether a claim is misleading, lawful, safe or healthy.

Source: Barcode-led capture and publication architecture

Table: app_flow

How the app works

Steps 1-4: identify, capture, confirm and version-match.

STEP 1. Scan barcode USER Scan EAN/UPC/GTIN SYSTEM Find candidate product identities and market records NON-NEGOTIABLE RULE Barcode is an address, not proof of the current recipe	STEP 2. Capture the pack USER Photograph front, back, ingredients, nutrition and visible lot/date SYSTEM Check sharpness, glare, completeness and duplicate panels on device NON-NEGOTIABLE RULE A usable nomination requires the same physical pack	STEP 3. Extract and confirm USER Confirm product name, market and highlighted claim SYSTEM Run on-device OCR first; show confidence and request corrections NON-NEGOTIABLE RULE OCR text remains unverified until image-linked human confirmation	STEP 4. Match the version USER Review an existing match or mark a changed pack SYSTEM Compare barcode, market, ingredient fingerprint, nutrition, artwork and capture date NON-NEGOTIABLE RULE A single GTIN may span formulations, countries and time
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Source: Barcode-led capture and publication architecture.

How the app works: review and follow-up

Steps 5-7: private triage, editorial publication and community correction.

STEP 5. Private triage USER Choose a neutral question and submit SYSTEM Strip EXIF, redact background personal data, deduplicate and rank completeness NON-NEGOTIABLE RULE No public allegation queue or contributor identity	STEP 6. Editorial dossier USER Follow the case SYSTEM Lock proposition/rule, gather evidence, review, invite manufacturer reply and publish a version NON-NEGOTIABLE RULE Provider-written scoped status; no automatic legal or health verdict	STEP 7. React and correct USER Select appears supported, appears unsupported or not enough information SYSTEM Display distribution, detect manipulation and notify followers of revisions NON-NEGOTIABLE RULE Community opinion never changes the evidence status
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Source: Barcode-led capture and publication architecture.

Search, category comparison and the Biome boundary

Search should be as important as the barcode. A shopper entering “**tinned tomatoes**” should receive a taxonomy-aware list —whole, chopped, passata and puree kept distinct—then see exact current pack versions grouped by assessed claim status. The default order should be **supported, unresolved, unsupported, then clearly grey not reviewed**, with filters for market, claim family, evidence stage and pack date. A community reaction must never move a product up or down the evidence ranking.

The app does not hold the whole catalogue. It caches a small encrypted working set and sends scans/searches to one central evidence service. Postgres stores product, pack, claim, rule and dossier records; private object storage holds original

photos; reviewed/redacted derivatives feed the free website. Every public result is a read-only projection from a reviewed dossier version.

Biome may consume a neutral, read-only **food-evidence** result or deep link. It must not send HonourFood a health profile, microbiome result, diary, device identifier or search history. The services remain separately governed so a food-evidence judgement cannot silently become personalised health advice.

Source: Barcode-led capture and publication architecture

Table: app_flow

Search is the shopping decision surface

The unit of ranking is the assessed claim on an exact pack version—not brand popularity or a global product score.

JOURNEY Exact scan RESULT Candidate GTIN plus current market/pack versions ORDERING / BOUNDARY Exact match first; unresolved versions clearly separated	JOURNEY Category search RESULT For example tinned tomatoes resolved into whole, chopped, passata and puree ORDERING / BOUNDARY Reviewed supported claims, unresolved, unsupported, then grey not-reviewed; never crowd-ranked	JOURNEY Product/name search RESULT Brand, product and claim occurrences with version history ORDERING / BOUNDARY Current market/pack first; superseded versions visible	JOURNEY Biome hand-off RESULT Read-only deep link or neutral food-evidence API ORDERING / BOUNDARY No health profile, diary, device ID or search history sent to the evidence service
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Source: HonourFood search and Biome boundary design.

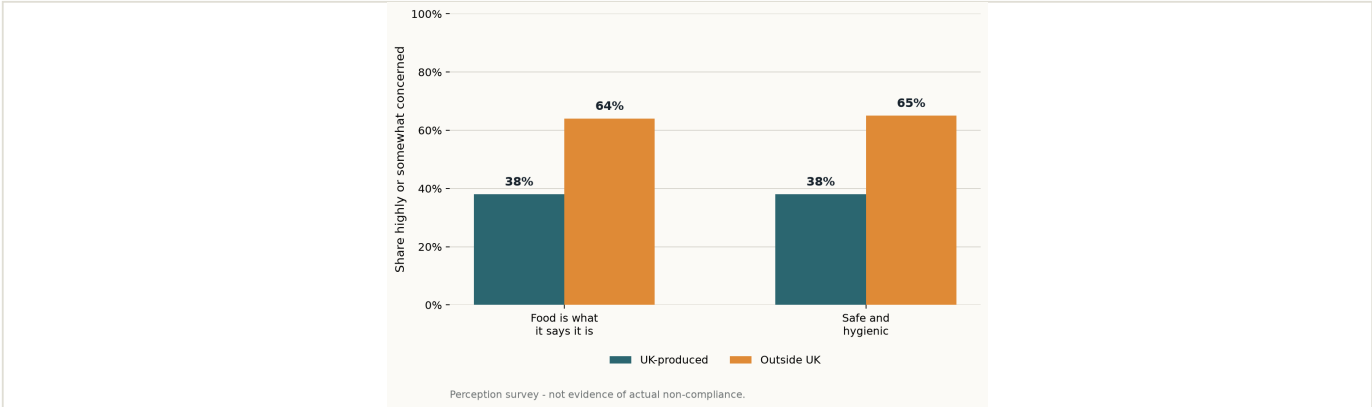
The problem is real, but it is not one problem

"Misleading food" spans at least four different questions: whether the pack's own words and ingredients conflict; whether a regulated claim meets its legal conditions; whether supply-chain documents substantiate origin or certification; and whether the physical contents match the claim. Each requires different evidence.

Consumer confidence in labels can coexist with acute concern about imported food. Official surveillance also finds genuine issues, but its risk-targeted design cannot measure the prevalence of misleading food across the whole market. That distinction should appear beside every statistic.

Consumer concern by food origin

FSA Food and You 2 Wave 10; 5,690 adults; highly or somewhat concerned



Source: FSA Food and You 2 Wave 10. Generated from reviewed rows.

Paired survey responses for UK-produced food and food from outside the UK.

Source: FSA Food and You 2 Wave 10 - Food you can trust
File: <https://www.food.gov.uk/research/fy2-wave-10-chapter-1-food-you-can-trust>

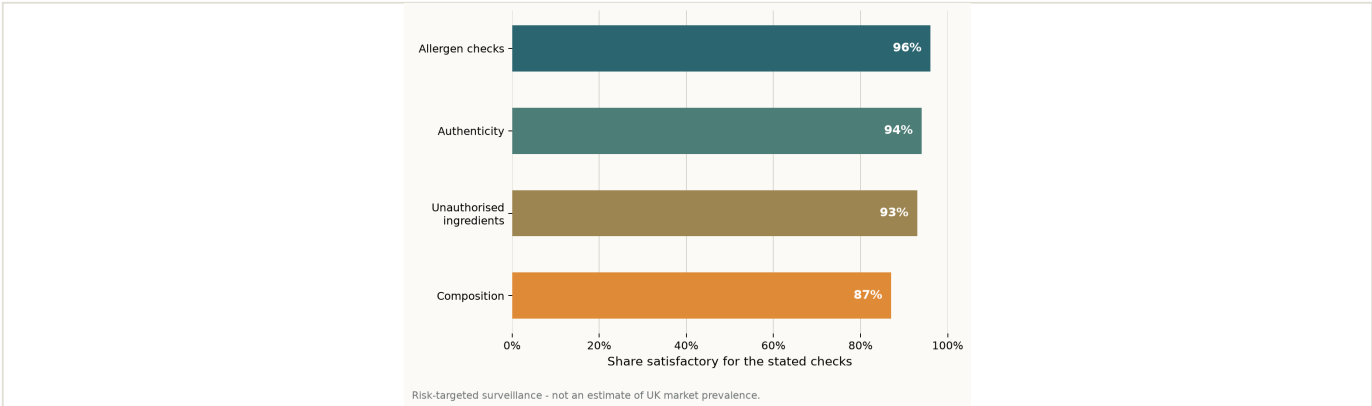
Concern	Concerned	Origin	Survey base
Food is what it says it is	38%	UK-produced	5,690
Food is what it says it is	64%	Outside UK	5,690
Safe and hygienic	38%	UK-produced	5,690
Safe and hygienic	65%	Outside UK	5,690

Interpretation. The survey records perceptions, not evidence that imported food is more often mislabelled. It does show a meaningful trust problem: concern that food is what it says it is was 26 percentage points higher for food from outside the UK than for UK-produced food. A product that converts suspicion into properly scoped evidence can serve this need without amplifying xenophobia or panic.

Source: FSA Food and You 2 Wave 10 - Food you can trust
File: <https://www.food.gov.uk/research/fy2-wave-10-chapter-1-food-you-can-trust>

Targeted FSA surveillance outcomes, 2024/25

Share satisfactory for four assessment families; baskets and denominators differ



Source: [FSA Retail Surveillance Sampling Programme 2024/25](#). Generated from reviewed rows.

Four assessment families from one official risk-targeted programme.

Source: FSA Retail Surveillance Sampling Programme 2024/25
Table: outcomes

Assessment	Satisfactory	Reported sample n
Allergen checks	96%	—
Authenticity	94%	260
Unauthorised ingredients	93%	—
Composition	87%	405

Interpretation. The 2024/25 programme found high satisfactory shares overall while still identifying undeclared allergens, inauthenticity, composition problems and labelling irregularities. These are intelligence-led samples with differing tests and denominators. The correct message is "official targeted work finds issues worth investigating," not "one in four foods is fake."

Source: FSA Retail Surveillance Sampling Programme 2024/25

Table: outcomes

Competition: who is large, who is close and what remains open

The reviewed market divides into four mature behaviours: **scan-to-score** health tools, open/crowdsourced product databases, personalised allergy/diet scanners and sample-based laboratory verification. Yuka is the scale and financing benchmark: its current press page claims 85 million users and six million products rated, while its 2024 accounts page reports EUR6.18 million of premium-subscription revenue. Open Food Facts is the strongest open substrate. Germany's Lebensmittelklarheit is the closest public-interest operating precedent because it publishes an editorial assessment and company response; its owner says around 40% of complaints lead to a presentation change.

The competitive numbers are not directly comparable. Yuka's users, Fig's members, Google Play download badges, Apple ratings, product counts and company revenue describe different denominators. Where no current number was publicly verified, this dossier says **undisclosed**, not zero. Open Food Facts' own snapshots also differ materially by date, which proves why metric dates and definitions must travel with every claim.

The bounded whitespace: no reviewed consumer service publicly demonstrated the whole chain of exact pack version and market; separately stored claim occurrence; claim-level rule and evidence; distinction between label fact, manufacturer assertion, laboratory result, editorial interpretation and official finding; free structured reply; and immutable correction/dispute history. That is the category HonourFood can own.

Source: Final competitor deep-dive with metric-definition controls

Tables: about, 17, competitor_deepdive

The category to own

Most competitors optimise for an instant score. HonourFood should optimise for evidence traceability and correction over time.

Crowded: scan to score Health, ingredient concern, dietary compatibility and personal approval. Fast and habit-forming, but often compresses evidence, jurisdiction and pack age into one verdict.	Ownable: scan to evidence Exact pack version + exact claim + same-pack disclosures + applicable rule + source role + manufacturer reply + correction/dispute history.
Borrow Yuka's clarity, Open Food Facts' open discovery, FoodSwitch's pack capture, Lebensmittelklarheit's fair reply, and laboratory services' sample receipts.	Refuse Opaque universal scores, crowd-decided truth, paid approval, silent overwrites, unsupported health/safety language and evidence copied across markets or batches.

Strategic synthesis of the competitor review; absence is bounded to reviewed public materials and is not proof no service exists.

Direct and structural competition

Services 1-2. Metrics retain their original units; users, downloads, ratings and revenue are not interchangeable.

SERVICE Yuka RELEASE / SCOPE France Jan 2017; 12 markets; food + cosmetics VERIFIED REACH SIGNAL 85m users claimed currently; 6m products rated PRICING / REVENUE Premium from about GBP10/year in UK; 2024 subscriptions EUR6.18m COVERS Health score, explanations, alternatives, search/offline GAP HONOURFOOD CAN OWN No public immutable pack/claim/rule/reply history	SERVICE Open Food Facts RELEASE / SCOPE Founded 2012; 150+ countries; 40+ languages VERIFIED REACH SIGNAL 3m+ products; 100k+ contributors claimed in 2025; millions of monthly uses PRICING / REVENUE Free/open; donations and grants; no advertising COVERS Images, ingredients, nutrients, labels, APIs and scores GAP HONOURFOOD CAN OWN Open substrate, not adjudicated claim evidence; snapshot metrics conflict
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Source: Official product, company and app-store pages checked 2 August 2026.

Competition continued

Services 3-4. FoodSwitch and the NHS prove the value of disciplined pack data and simple public-health interpretation.

SERVICE FoodSwitch RELEASE / SCOPE Australia 2012; data from 17 jurisdictions VERIFIED REACH SIGNAL 400k downloads in first 18 months; current users undisclosed PRICING / REVENUE Free consumer app; commercial data/analysis services COVERS Nutrition, healthier swaps, sustainability and supply monitoring GAP HONOURFOOD CAN OWN No consumer claim-substantiation case history	SERVICE NHS Food Scanner RELEASE / SCOPE UK public-health app; active 2026 VERIFIED REACH SIGNAL 1.1k iOS ratings at 4.2; total users undisclosed PRICING / REVENUE Free; publicly funded COVERS Sugar, saturated fat, salt, swaps and education GAP HONOURFOOD CAN OWN Narrow nutrition education; no claim or provenance dossier
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Source: Official product, company and app-store pages checked 2 August 2026.

Competition continued

Services 5-6. Lebensmittelklarheit is the closest editorial analogue; EWG exposes the pack-freshness problem.

SERVICE Lebensmittelklarheit RELEASE / SCOPE Germany since 2010; web case portal VERIFIED REACH SIGNAL Users undisclosed; about 40% of complaints reportedly change presentation PRICING / REVENUE Free; EUR3.391m federal funding for 2026-28 COVERS Consumer reports, editorial assessment and manufacturer response GAP HONOURFOOD CAN OWN Closest analogue, but Germany-only and not scan-time/versioned	SERVICE EWG Food Scores RELEASE / SCOPE US; launched 2014; web + Healthy Living scanner VERIFIED REACH SIGNAL Current site says 150k+ products; other EWG pages differ PRICING / REVENUE Free/non-profit; exact current revenue undisclosed COVERS Nutrition, ingredient concern and processing score GAP HONOURFOOD CAN OWN EWG disclaims current-pack image accuracy; no claim history
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Source: Official product, company and app-store pages checked 2 August 2026.

Competition continued

Services 7-8. Fig proves personalised utility; Bobby Approved is the strongest warning about binary approval.

SERVICE

Fig

RELEASE / SCOPE

US-oriented iOS/Android; active since 2021

VERIFIED REACH SIGNAL

1m+ members claimed; Android 500k+ downloads

PRICING / REVENUE

Free tier; Fig+ about USD5.99-7.49/month or USD34.99-69.99/year

COVERS

2,800+ dietary restrictions and allergies

GAP HONOURFOOD CAN OWN

Personal compatibility, not manufacturer-claim substantiation

SERVICE

Bobby Approved

RELEASE / SCOPE

US iOS/Android; personality-led food scanner

VERIFIED REACH SIGNAL

Android 1m+ downloads; iOS about 151k ratings

PRICING / REVENUE

Free; current app revenue undisclosed

COVERS

Approved/almost/not approved, ingredient explanations and alternatives

GAP HONOURFOOD CAN OWN

Powerful binary opinion, not auditable UK claim evidence

Source: Official product, company and app-store pages checked 2 August 2026.

Competition continued

Services 9-10. Dietary scanners validate search and OCR convenience, not manufacturer-claim authenticity.

SERVICE

Spoonful

RELEASE / SCOPE

US-focused iOS/Android dietary scanner

VERIFIED REACH SIGNAL

Android 100k+ downloads; other current user totals undisclosed

PRICING / REVENUE

Free 5 scans/searches; USD4.99/month or USD29.99/year

COVERS

FODMAP, allergy and dietary compatibility

GAP HONOURFOOD CAN OWN

No exact claim/rule/reply trail

SERVICE

Soosee

RELEASE / SCOPE

iOS/Watch; 18 scanning languages

VERIFIED REACH SIGNAL

128 US iOS ratings; users undisclosed

PRICING / REVENUE

USD1.99/month, USD14.49/year or USD13.99 lifetime

COVERS

Offline OCR highlights selected words/categories

GAP HONOURFOOD CAN OWN

Useful capture UX; no product evidence adjudication

Source: Official product, company and app-store pages checked 2 August 2026.

Competition conclusion

Services 11-12. A very new score app and adjacent laboratory services leave the pack-version claim-evidence layer open.

SERVICE

YesFood / Faliene

RELEASE / SCOPE

English iPhone app released 16 Jul 2026

VERIFIED REACH SIGNAL

No meaningful public adoption metric yet

PRICING / REVENUE

USD14.99/month or USD69.99/year

COVERS

Barcode/QR/OCR, food-quality score, additives and alternatives

GAP HONOURFOOD CAN OWN

Method, coverage, validation and pack provenance undisclosed

SERVICE

ConsumerLab / Labdoor

RELEASE / SCOPE

US supplement testing; adjacent evidence services

VERIFIED REACH SIGNAL

ConsumerLab 1,400+ reviews; Labdoor says 15m people shopped

PRICING / REVENUE

ConsumerLab USD75/year; Labdoor free reports plus retail/testing income

COVERS

Purchased samples, laboratory analysis and rankings

GAP HONOURFOOD CAN OWN

Sample/category-specific; not continuous packaged-food claim history

Source: Official product, company and app-store pages checked 2 August 2026.

Competitor metric hygiene

Every number stays in its source-defined unit and date. Unknown means not publicly verified, not zero.

METRIC Users / members WHAT IT MEANS Company-stated registered or cumulative audience DO NOT CALL IT Subscribers, active users or downloads CURRENT EXAMPLE Yuka currently claims 85m users; Fig claims 1m+ members	METRIC Downloads WHAT IT MEANS Store install badge or cumulative downloads DO NOT CALL IT People currently using or paying CURRENT EXAMPLE Google Play badges are lower bounds such as 1m+	METRIC Ratings / reviews WHAT IT MEANS People who left store feedback DO NOT CALL IT Total users or verified customers CURRENT EXAMPLE Bobby iOS has roughly 151k ratings	METRIC Revenue WHAT IT MEANS Disclosed company income for a named period DO NOT CALL IT Profit or subscription count CURRENT EXAMPLE Yuka disclosed EUR6.18m premium revenue in 2024
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Source: Current official and app-store pages.

How to become number one without becoming another score

1. **Win the evidence object.** Make every dossier linkable, versioned, searchable and useful to consumers, manufacturers, journalists and regulators.
2. **Win freshness.** Require the barcode plus front/back/ingredient/nutrition photographs from the same physical pack; make “last pack verified” visible.
3. **Win fairness.** Free manufacturer response, factual accuracy preview, correction history and independent appeal create more defensibility than aggressive verdict language.
4. **Win a narrow UK beachhead.** Start with visible ingredient/QUID and authorised nutrition-claim families, where documents can resolve many cases without expensive tests.
5. **Win distribution through search.** Publish category pages such as tinned tomatoes that answer a shopping question and expose the evidence, rather than relying only on scanning an item already in hand.
6. **Win institutional usefulness.** Sell monitoring, exports and change alerts around the same public evidence—not a private contradictory score.
7. **Measure trust, not outrage.** Track pack freshness, source-open rate, reviewer agreement, response rate, upheld complaints, correction speed and resolved shopping uses; never optimise for adverse cases or viral accusations.

Brand strategy: HonourFood is amber, not cleared

HONOURFOOD remains the UK working name, paired with the descriptor **independent food-claim evidence** and the values statement **Respect for food**. The public Japanese line is retired: the exact phrase 食に、敬意を。 was used in Asahi Kasei corporate advertising in 2010. That discovery does not decide a legal dispute, but continued use adds avoidable provenance, association and clearance risk.

The exact British-spelling .com is secured, but domain ownership is not legal clearance. The official UKIPO similarity tool was completed for downloadable mobile applications, consumer product information relating to food or drink, and hosting mobile applications—classes 9, 35 and 42. It returned 500 possible word results and placed three registered HONOUR word marks among the top five, including UK00003926200 across those three classes. Its terms are narrower than HonourFood's proposed food-evidence service, so this is an issue for comparison, not an automatic veto.

TMview Contains searches found no row for the concatenated strings HONOURFOOD or HONORFOOD, but a spaced HONOR FOOD search found the registered US HONOR FOODS mark and a recently registered HONORABLE FOODS mark. The first covers refrigerated/frozen-food warehousing, transport and delivery; the second covers wholesale food distributorship and contract food manufacturing. The established Honor Foods business also reports operating since 1949. For that reason the current route is UK-only and **red for US launch** until specialist counsel gives a written view.

- **HonourFood:** UK working master brand only; no filing, US launch or large marketing commitment before written attorney clearance.
- **FakeFood:** retained only as the internal project/problem label; too accusatory for public use.
- **FoodThumb:** rejected public route because of prior-use/collision risk and the tendency of a binary gesture to imply an evidential verdict.

Preliminary legal/IP clearance

Findings 1-3. This is a documented founder screen, not a solicitor's clearance opinion.

AREA HONOURFOOD in the UK STATUS AMBER - not cleared WHAT THE CURRENT PASS FOUND UKIPO's official similarity tool returned 500 word results for classes 9, 35 and 42. Registered HONOUR marks include UK00003926200 in all three classes, although its listed goods and services are narrower and unrelated to food evidence. REQUIRED ACTION Commission a UK trade-mark attorney for identical, phonetic, conceptual, device and common-law searches before filing or material promotion.	AREA Exact concatenated spelling STATUS AMBER - preliminary no-hit WHAT THE CURRENT PASS FOUND TMview Contains searches returned no row for HONOURFOOD, HONORFOOD or HONOUR FOOD across its participating offices. TMview itself states that it is not an official register and has no legal effect. REQUIRED ACTION Treat as a discovery signal only; repeat in UKIPO, EUIPO, WIPO, USPTO and priority-country registers through counsel.	AREA United States expansion STATUS RED - hold WHAT THE CURRENT PASS FOUND HONOR FOODS is a registered US word mark for refrigerated/frozen-food warehousing, transport and delivery (serial 97451346), used by a foodservice business founded in 1949. HONORABLE FOODS registered on 28 July 2026 for wholesale food distributorship and contract food manufacturing (serial 99017770). REQUIRED ACTION Do not use or file HonourFood/HonorFood in the US without a written likelihood-of-confusion opinion and naming contingency.
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Source: Official UKIPO, TMview and USPTO-linked records checked 2 August 2026

Preliminary legal/IP clearance continued

Findings 4-6. Red means remove or hold; amber means do not represent as cleared.

AREA Japanese line 食に、敬意を。 STATUS RED - retire WHAT THE CURRENT PASS FOUND The exact line was used in an Asahi Kasei corporate/Saran Wrap advertising campaign credited in 2010 by the Tokyo Copywriters Club. REQUIRED ACTION Remove it from public materials now. Any replacement Japanese copy needs native creative development plus JPO and advertising-history checks.	AREA UK company and domain names STATUS AMBER - useful but not rights WHAT THE CURRENT PASS FOUND Companies House returned no exact company result for honourfood; a spaced search produced broad near names. honourfood.com is registered to the project, while honorfood.com and honor-food.com are already registered. REQUIRED ACTION Reserve sensible UK defensive domains if wanted, but never treat a company or domain no-hit as trade-mark clearance.	AREA Website copyright and assets STATUS AMBER - low apparent copying risk WHAT THE CURRENT PASS FOUND The page uses system fonts, project-authored copy, project-created layouts and generated imagery. The Behance page was a mood reference, not an asset source. Production dependencies are predominantly permissive, with attribution and binary-licence exceptions recorded separately. REQUIRED ACTION Keep an asset/provenance register, third-party notices and prompts/source receipts; clear every future photo, icon, font and dataset before publication.
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Source: TCC campaign archive, Companies House, RDAP and local asset/dependency audit

Naming decision after collision research

Routes 1-4; discovery and preliminary screens only, not legal clearance.

ROUTE HonourFood SIGNAL Positive, values-led UK master brand; honourfood.com secured RISK UK HONOUR marks overlap classes 9/35/42; US Honor Foods and newly registered Honorable Foods materially raise American risk DECISION UK working name only; no US launch, filing or major spend before written specialist clearance	ROUTE FakeFood SIGNAL Memorable internal problem name RISK Accusatory and likely weak/descriptive as a public master brand DECISION Internal working name only	ROUTE FoodThumb / FoodThumbs SIGNAL Clear interaction metaphor RISK Legacy exact-name scanner, same thumbs mechanic, FOODHUB similarity lead and registered singular .com DECISION No public use or domain purchase before written counsel	ROUTE YesFood SIGNAL Positive and short RISK New July 2026 Faliame food scanner is a close public product collision DECISION Remove from shortlist
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Source: Closing brand, app, domain and preliminary register review.

Naming decision continued

Routes 5-8; translated generic words and taste metaphors remain weak directions.

ROUTE FoodNotFood SIGNAL Direct and simple RISK Occupied live app, repository and ML software term DECISION Remove as master brand	ROUTE Nourish SIGNAL Expresses the emotional promise RISK Highly crowded across nutrition, meal scanning, scoring and dietitian services DECISION Remove from shortlist	ROUTE YumNoYum / YumThumb SIGNAL Friendly and available-looking discovery signals RISK Reads as taste preference, not evidence; still uncleared DECISION Do not prioritise	ROUTE Cibo / CiboVito / CiboCheck SIGNAL International flavour RISK Cibo is ordinary Italian for food and crowded; names require native-speaker and rights checks DECISION Do not anchor the proposition to a translated generic word
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Source: Closing brand, app, domain and preliminary register review.

Naming contingency

If specialist clearance makes HonourFood disproportionate, move to a coined neutral mark before launch spend.

ROUTE Coined neutral 6-9 letter mark SIGNAL Can remain constant across languages with translated straplines RISK Requires creative sprint and full clearance DECISION Preferred naming route
--

Source: Closing brand, app, domain and preliminary register review.

The research tree

Every case begins as a **claim occurrence**, not a product accusation. It then branches according to the proposition being tested:

1. Capture the current pack and sales market.
2. Transcribe the exact claim and the same pack's ingredients, nutrition, QUID, allergens and origin.
3. Lock the jurisdiction and rule version.
4. Decide whether the question is label-only, documentary, analytical or official.
5. Collect only evidence suitable for that branch.
6. Review wording, invite reply and publish a scoped status with remaining uncertainty.
7. Re-open when the pack, rule, evidence or manufacturer response changes.

Evidence ladder: A = formal official finding; B = strong sample-specific testing; C = verified documentary traceability; D = dated label/record verification; E = category context; F = hypothesis or consumer lead. Each grade controls what may be said publicly.

The ladder prevents category errors. A consumer video sits at Grade F until corroborated. A dated label comparison may reach Grade D. A credible certificate may reach Grade C after verification. A well-designed independent test may support Grade B for named samples. Grade A is reserved for the formal official route. Lower grades remain valuable, but the public wording must state what they cannot establish.

Your example video: useful leads, unreliable verdict

The supplied January 2026 video, "**Top 10 Fake UK Foods You're Eating & How To Avoid Them**," is a good demonstration of the problem this service can solve. It contains kernels of truth—food species can be substituted, powders are harder to authenticate, Parmigiano Reggiano is protected and extra-virgin olive oil has compositional standards—but it supplies no named pack, complete label, batch, study citation, test method or manufacturer reply.

Its central error is to mix four different categories:

- **Potential fraud:** fish swapping; adulterated ground coffee, pepper or oil. These are legitimate hypotheses but need product-specific evidence.
- **Lawful disclosed processing:** juice from concentrate, farmed salmon and processed fish are not "fake" when accurately named and labelled.
- **Quality preference:** tea dust/fannings or pre-ground coffee may be lower quality without being misrepresented.
- **Claim-versus-ingredients questions:** grated Italian-style cheese and truffle oil require the exact sales name, imagery, ingredient/flavour declaration and protected-name use.

Official UK guidance defines fruit juice from concentrate as a regulated category and permits correctly labelled multi-country olive-oil blends. Official targeted surveillance also shows that some olive-oil samples really do fail compositional or label requirements. The defensible conclusion is therefore "**investigate these categories**", not "these ten UK foods are fake." Treat the video as Grade F intelligence and turn each assertion into a pack-specific question before publication.

Source: Top 10 Fake UK Foods You're Eating & How To Avoid Them - supplied YouTube example

File: <https://www.youtube.com/watch?v=keDyUSwj3Mo>

Four videos: what holds ground and what does not

All four videos are useful as **lead intelligence**. None is an adequate source for a named-product verdict. The most substantive policy video concerns ultra-processed food and industry influence; that is a real research lane but remains separate from authenticity and label compliance. The reaction video ultimately points back to a 2023 CNBC explainer, so it cannot establish a new 2026 wave. The ice-cream video accurately notices ingredients but treats recipe preference and a melt demonstration as proof of fakery, which is neither a validated scientific method nor a safe legal conclusion.

Source: Four user-supplied videos: evidence triage

Table: supplied_video_register

Four supplied videos: evidence triage

Videos 1-2; discovery inputs, not authorities for named-product verdicts.

VIDEO Top 10 Fake UK Foods You're Eating & How To Avoid Them PUBLISHER UK Store Insider LANE UK category leads EVIDENCE POSITION Mixed kernels of truth; Grade F lead intelligence CRITICAL BOUNDARY No named pack/batch evidence for most claims; lawful processing and quality are mixed with fraud	VIDEO The Lie That Made Food Conglomerates Rich...And Is Slowly Poisoning Us PUBLISHER More Perfect Union LANE US UPF, industry influence and policy EVIDENCE POSITION Substantive health/policy questions; not an authenticity test CRITICAL BOUNDARY Association, lobbying and processing do not prove a UK pack is adulterated or misleading
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Source: User-supplied videos and primary-source follow-up.

Four supplied videos: evidence triage continued

Videos 3-4; label observations and reaction commentary require primary-source reconstruction.

VIDEO 5 FAKE Ice Cream Brands That Only Stupid People Buy (And 5 That Are REAL) PUBLISHER Food Crisis UK LANE Named ice-cream recipes and expectations EVIDENCE POSITION Useful label observations; unreliable binary verdict CRITICAL BOUNDARY GB composition rules changed; melt tests and recipe preference are not legal/scientific verdicts	VIDEO American Reacts to How Americans Are Tricked Into Buying Fake Food PUBLISHER IWrocker LANE Reaction to a January 2023 CNBC explainer EVIDENCE POSITION Good discovery route; dated broad estimates CRITICAL BOUNDARY Not evidence that the problem grew in 2026; original datasets and denominators must be found
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Source: User-supplied videos and primary-source follow-up.

Testbed: Carte D'Or Madagascan Vanilla

This is exactly the kind of case HonourFood should handle well. The reviewed official product page openly lists milk, multiple sugars/syrups, coconut fat, exhausted vanilla bean pieces, stabilisers, emulsifiers, natural vanilla flavouring and colour. That can raise fair questions about the overall front impression, ingredient emphasis, origin and any applicable quantity declaration. It does **not** justify saying “fake vanilla”, “not ice cream”, “unsafe” or “illegal”.

The provisional status is **Cannot resolve from label**. Acquire the current consumer pack in the target market, photograph all panels, verify the legal name and invite the responsible business to provide the formulation, vanilla-origin and QUID basis or exemption. If a competent authority later makes a finding, publish it as an attributed official finding with its exact scope.

Source: Carte D'Or claim-evidence worked case

Tables: label, carte_dor_case

Carte D'Or Madagascan Vanilla: worked case

Questions 1-3; provisional assessment and exact consumer pack still required.

QUESTION

What the reviewed product page documents

FINDING

Vanilla ice cream; reconstituted skimmed milk, sugars/syrups, coconut fat, water, exhausted vanilla bean pieces, stabilisers, emulsifiers, natural vanilla flavouring and carotenes

SAFE STATUS

Documented on this page

NEXT EVIDENCE

Acquire the exact current consumer pack and all panels

QUESTION

Is it legally not ice cream in Great Britain?

FINDING

Official FSA guidance says former composition requirements for descriptions such as ice cream and dairy ice cream were not retained

SAFE STATUS

The video's blanket premise is not supported

NEXT EVIDENCE

Confirm market and current legal name; assess overall presentation under general rules

QUESTION

Does Madagascan Vanilla prove every vanilla component's origin and amount?

FINDING

No. Natural vanilla flavouring has a source rule, but the label alone does not establish geographic origin, total percentage or every component

SAFE STATUS

Cannot resolve from label

NEXT EVIDENCE

Ask for formulation, origin and QUID basis/exemption

Source: Unilever product page and current GB labelling sources.

Carte D'Or worked case: conclusion

Questions 4-5; recipe preference is not a legal or safety verdict.

QUESTION

Does coconut fat make the product fake or unsafe?

FINDING

No. It is declared in the ingredient list; recipe quality and consumer expectation are separate questions

SAFE STATUS

Not supported by evidence reviewed

NEXT EVIDENCE

If testing consumer interpretation, use a neutral survey and exact pack

QUESTION

Provisional HonourFood publication status

FINDING

The front/description and ingredient list support a fair question, not an accusation

SAFE STATUS

Cannot resolve from label

NEXT EVIDENCE

Right of reply, pack verification and rule review

Source: Unilever product page and current GB labelling sources.

Case study: "9 UK Tinned Tomato Brands You MUST AVOID"

The February 2026 video identifies a **real research lane**—origin misdescription in processed tomato supply chains—but does not establish its nine named chopped-tomato conclusions. Its overall HonourFood status should be **Mixed truths; unsafe named-product conclusions**. The video may be retained as Grade F lead intelligence. The named chopped-tomato products remain **No product verdict: exact pack and evidence incomplete**.

The repeated error is claim transfer. A media investigation concerning a particular tomato-purée sample is moved to the retailer or private-label producer, then to a different chopped-tomato SKU, then to the whole range. The same problem appears when a can lining becomes presumed BPA, matching ingredient lists become proof of a shared line, and absence from one investigation becomes a positive endorsement.

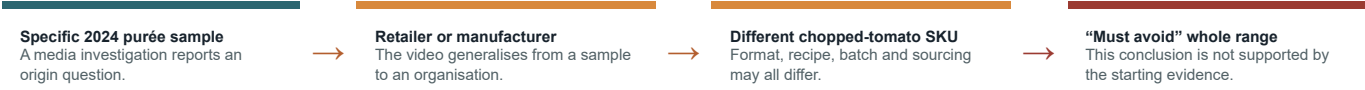
This is a valuable product lesson: HonourFood should show a visible **scope lock** beside every status—market, exact SKU/GTIN, pack version, lot or date, proposition, rule, evidence type and response status. If any of those changes, the prior evidence becomes context rather than a verdict.

Source: Protect Our Plates - 9 UK Tinned Tomato Brands You MUST AVOID

File: <https://www.youtube.com/watch?v=q9wyJwQx19k>

The video's decisive error: evidence changes scope at every arrow

A new evidential bridge is required each time the product, market, batch or proposition changes.



HonourFood correction: exact dated pack → exact claim → correct legal rule → suitable sample and method → manufacturer response → scoped status.

Scope map derived from the supplied video's transcript and the reviewed evidence. It does not make a finding about any named brand.

Tinned tomatoes: claim audit

Claims 1-2. Real category risks do not rescue a product-transfer error.

TIME 00:32 VIDEO CLAIM UK law allows chopped tomatoes to be only 60% actual tomato, leaving 40% filler EVIDENCE POSITION Likely materially misleading SAFE HONOURFOOD WORDING No such UK composition rule was verified. Tomato juice is a tomato-derived packing medium, not automatically non-tomato filler.	TIME 00:57 VIDEO CLAIM Citric acid masks cheap watery tomatoes and has no consumer benefit EVIDENCE POSITION Manufacture context partly true; motive unsupported SAFE HONOURFOOD WORDING Citric acid is a permitted acidity regulator. Its presence alone does not establish deception, poor quality or harm.
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Source: Video transcript, current official rules and primary-source follow-up.

Tinned tomatoes: claim audit continued

Claims 3-4. Lining chemistry and a different product require new evidence.

TIME 01:36 VIDEO CLAIM A plastic-lined tomato can implies a current BPA risk EVIDENCE POSITION Product-specific evidence absent SAFE HONOURFOOD WORDING Ask for the lining declaration or test the exact lot. EU/NI restrictions include transitions; GB rules remain different as at 2 August 2026.	TIME 02:15 VIDEO CLAIM A 2024 purée investigation establishes the nine chopped-tomato products should be avoided EVIDENCE POSITION Invalid transfer between products SAFE HONOURFOOD WORDING A result or allegation about a named purée sample does not transfer to a different chopped-tomato SKU, date, batch or supply route.
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Source: Video transcript, current official rules and primary-source follow-up.

Tinned tomatoes: claim audit continued

Claims 5-6. Manufacturer, market and format cannot be silently changed.

TIME 04:32-17:05 VIDEO CLAIM A shared retailer, private-label producer or ingredient list makes the products effectively identical EVIDENCE POSITION Unsupported inference SAFE HONOURFOOD WORDING Ownership, common manufacture and recipe identity require separate evidence. An ingredient-list match does not prove the same factory, inputs or quality.	TIME 17:07 VIDEO CLAIM A retailer statement about another market or tomato format applies to all current UK chopped tins EVIDENCE POSITION Scope not established SAFE HONOURFOOD WORDING Publish the original statement, product, market and date. Do not generalise beyond them.
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Source: Video transcript, current official rules and primary-source follow-up.

Tinned tomatoes: claim audit conclusion

Claims 7-8. Superlatives and protected-name claims need product-specific proof.

TIME 19:18-25:06 VIDEO CLAIM The recommended brands are objectively clean, transparent or superior EVIDENCE POSITION Some observable pack claims; superlatives unsupported SAFE HONOURFOOD WORDING Verify current ingredients, certification and provenance claims product by product; taste and absence from one investigation are not clearance.	TIME 20:46 VIDEO CLAIM San Marzano wording alone proves PDO origin and superior flavour or yield EVIDENCE POSITION PDO framework real; inference overbroad SAFE HONOURFOOD WORDING Verify the exact protected designation, logo and certification trail. PDO scope does not itself prove a universal sensory or nutrition advantage.
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Source: Video transcript, current official rules and primary-source follow-up.

The “60% actual tomato” claim does not survive a label check

The reviewed retailer listings use formulations such as “**Tomato (60%), tomato juice**” or “**Tomato (65%), concentrated tomato juice.**” Those percentages describe the chopped tomato fraction named in the ingredient list; they do not establish that the remainder is non-tomato filler. Codex CXS 13-1981 defines tomato juice for preserved tomatoes as liquid obtained from ripened tomatoes, canning residue or diluted tomato concentrate, and permits it as a packing medium.

GB rules require ingredients in descending weight, QUID in defined circumstances, and both net and drained net weight where solid food is packed in a liquid medium. A percentage or drained mass answers a quantity question. It does not prove cultivation country, cultivar, freshness, production line or whether the recipe meets a consumer’s texture preference. HonourFood should therefore present **chopped fraction, packing medium, net mass** and **drained mass** as separate fields —never convert “60% chopped tomatoes” into “40% fake”.

Source: Tinned-tomato retailer listing snapshot

Table: tomato_pack_snapshots

What the 60-65% listings actually mean

Examples 1-2. The chopped fraction and tomato-derived packing medium are listed separately.

DATED LISTING

Tesco Italian Chopped Tomatoes 400g

RETAILER TEXT

Tomato (65%), concentrated tomato juice, citric acid

SUPPORTS

A dated online formulation lead

CANNOT SUPPORT

That only 65% of the can is tomato-derived, or the current physical pack/batch

DATED LISTING

Tesco Everyday Value Chopped Tomatoes 400g

RETAILER TEXT

Tomato (60%), tomato juice, citric acid

SUPPORTS

Why the video's 60% figure may look plausible

CANNOT SUPPORT

That the remaining 40% is filler; the listing describes chopped tomatoes in tomato juice

Source: Tesco retailer pages plus Codex CXS 13-1981.

The listing check continued

Examples 3-4. Current physical packs still control product and origin conclusions.

DATED LISTING

KTC Chopped Tomatoes 400g

RETAILER TEXT

Tomatoes (60%), tomato juice, citric acid; Product of Italy

SUPPORTS

A product/origin claim requiring exact-pack verification

CANNOT SUPPORT

Field origin, factory identity, shared production line or ingredient-source country

DATED LISTING

Essential Waitrose Chopped Tomatoes 400g

RETAILER TEXT

Tomatoes (65%), tomato juice, citric acid; Italian chopped tomatoes

SUPPORTS

A current web listing to reconcile with the physical pack

CANNOT SUPPORT

The grow-origin of the tested lot or a verdict about Waitrose purée

Source: Tesco and Waitrose retailer pages plus Codex CXS 13-1981.

What “Italian” can and cannot mean

Under the food-information rules, the full presentation must not mislead. Wording, flags, maps and other origin cues can trigger an origin disclosure; where the food's indicated origin differs from that of its primary ingredient, the tomato origin or difference must be stated in a permitted form. A processor address, can code, “packed in Italy” statement, customs origin and the country where tomatoes were grown are distinct facts.

Italy's current national scheme for covered tomato derivatives made in Italy requires cultivation and processing countries, with **“Origin of tomato: Italy”** available where both occurred in Italy; the Italian ministry says the mandatory scheme is extended through **31 December 2026**. For a PDO/DOP case, “plum” or “San Marzano style” is not enough. The exact protected designation and certification trail must be checked; the official Pomodoro San Marzano dell'Agro Sarnese-Nocerino DOP specification limits the protected product, varieties and production area.

The app should OCR the front and back together, extract every origin phrase, and ask: **Where were the tomatoes cultivated? Where were they first transformed? Where was the product packed? What does the current label actually claim?**

Source: GOV.UK - food labelling and packaging: what you must show

File: <https://www.gov.uk/food-labelling-and-packaging/food-labelling-what-you-must-show>

Citric acid and can linings are separate evidence lanes

Citric acid may be industrially produced by fermentation, including processes using *Aspergillus niger*. That manufacturing fact does not mean mould remains in the purified ingredient and does not establish that a brand added it to hide poor tomatoes. On a label, citric acid is an acidity-regulator declaration; product quality, legality and motive require different evidence.

Can-lining chemistry also cannot be read from “plastic lined”. EU Regulation 2024/3190 restricts BPA and related bisphenols in food-contact materials with transitional provisions; the FSA's June 2026 guide says the EU rules apply in the EU and NI, while they did not then apply directly to the GB domestic market. A GB consultation does not prove that a current tin contains BPA, migrates BPA at a material level or is unsafe. Request the coating/resin declaration and declaration of compliance, then use an accredited migration test on the exact can/lot if the proposition warrants it. Keep packaging exposure secondary to the authenticity status.

Source: FSA - BPA in food contact materials: EU rules and UK implications

File: <https://www.gov.uk/government/publications/bpa-in-food-contact-materials-eu-rules-and-uk-implications>

There is substantive evidence—just not for this blanket ranking

The recent Australian evidence is the strongest current signal found. ABC Four Corners reported that Source Certain blind-tested more than 900 samples from 221 processed-tomato products across 39 brands. The laboratory reported 22% failing its country-of-origin test and 6% needing further work. Companies disputed the results and cited traceability records; the reviewed report was not a regulator or court determination. Crucially, diced cans and passata from some brands linked to failed paste samples **passed**. The investigation therefore supports urgent, properly scoped testing and simultaneously refutes the video's format-transfer shortcut.

The 2024 BBC/Panorama reporting raised serious questions about named tomato-purée products, while some retailers reported contrary independent testing and traceability audits. HonourFood must display the proposition, product, method, response and disagreement together. The evidence reviewed does not supply a probability-based UK or worldwide prevalence estimate for “fake tinned tomatoes”.

Source: ABC Four Corners - processed tomato origin investigation

File: <https://www.abc.net.au/news/2026-07-27/australian-tomatoes-leggos-coles-aldi-chinese-tests-show/106940742>

A genuine 2026 warning signal — with its denominator attached

ABC Four Corners commissioned blind origin testing in Australia. The findings are important, disputed and not a UK prevalence estimate.

221

processed-tomato products

>900

blind-tested samples

22%

failed the laboratory's origin test

6%

flagged for more testing

Why it matters: authenticated-reference chemical fingerprints can reveal serious origin inconsistencies in real retail samples.

Why it is not a verdict here: companies disputed results; the public report is not a regulator/court decision, and Australian paste/passata/diced samples do not establish UK chopped-tomato prevalence.

Source: ABC Four Corners, 27 July 2026. Diced cans and passata from some brands associated with failed paste samples passed, directly illustrating SKU and format specificity.

Tomato-origin evidence: what is real

Evidence 1-3. Conflicting evidence and investigation design must travel with every headline.

EVIDENCE BBC/Panorama reporting, December 2024 SCOPE Reported testing of 64 tomato-purée products RESULT A reported 17 had origin profiles that raised Chinese-origin questions BOUNDARY Not nine current chopped-tomato SKUs; the method was disputed and some retailers reported contrary traceability/testing	EVIDENCE Retailer counter-evidence reported in 2024 SCOPE Waitrose and Morrisons responses to their named purée cases RESULT They cited independent testing and traceability audits supporting non-Chinese origins BOUNDARY Conflicting evidence must be displayed; neither side clears a different product or future batch	EVIDENCE ABC Four Corners, Australia, July 2026 SCOPE More than 900 blind-tested samples from 221 processed-tomato products and 39 brands RESULT 22% failed the laboratory's origin test and 6% were flagged; companies disputed findings BOUNDARY Investigation sample, not UK or worldwide prevalence; no regulator or court finding in the reviewed report
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Source: BBC follow-up reporting, retailer responses and ABC Four Corners.

Tomato-origin evidence: decisive boundaries

Evidence 4-6. Format controls and reference-set limits prevent brand-wide or global claims.

EVIDENCE ABC internal controls SCOPE Paste, passata and diced products within the same investigation RESULT Diced tomato cans and passata from some brands linked to failed paste samples passed BOUNDARY Directly demonstrates why product-format and SKU transfer is unsafe	EVIDENCE Peer-reviewed origin science SCOPE Stable isotopes, multi-element chemistry and multivariate models in fresh and processed tomatoes RESULT Country or region discrimination can be feasible with matched authenticated reference sets BOUNDARY Performance does not transfer automatically across seasons, cultivars, processing, countries or laboratories	EVIDENCE No probability-based global survey found SCOPE Worldwide tinned-tomato authenticity prevalence RESULT Analytical feasibility and investigations exist BOUNDARY Do not publish a global percentage for fake tinned tomatoes
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Source: ABC Four Corners and peer-reviewed origin-authentication literature.

What the laboratory can actually establish

Peer-reviewed work supports a disciplined test programme. Stable-isotope and multi-element panels can distinguish origins in some authenticated tomato datasets; studies of processed tomato show that origin signal can survive processing. A large passata study used vegetal-water oxygen isotope ratios to target the specific hypothesis that concentrate had been reconstituted with tap water. NIR work can screen for selected added materials when calibrated to the relevant matrix. Brix, drained mass, pH and Howard mould count answer composition or quality questions—not origin, intent or universal safety.

Every model is only as good as its authenticated reference set. Season, cultivar, soil, water, processing and instrument/model drift can alter performance. HonourFood should publish “inconsistent with declared origin” only after pre-registered thresholds, chain of custody, matched multi-season reference material, independent validation, uncertainty, confirmation and a manufacturer response. A reasonable first pilot is **30-60 lots with duplicate purchases**, stratified by product format, price, retailer and claimed origin, with a smaller origin-testing subset chosen before results are known.

Source: Tinned-tomato evidence and testing plan

Table: tomato_testing_plan

Tinned-tomato pilot: documentary stages

Stages 1-3 establish the exact pack, proposition and traceability record before laboratory work.

STAGE 1. Lock the product CAPTURE Barcode, front/back/side panels, lot, date, retailer, country and factory/site code METHOD Two sealed cans per lot plus reserve sample PUBLISHABLE RESULT Exact label statements and pack-version identity	STAGE 2. Test the label question CAPTURE Food name, origin cues, primary-ingredient qualifier, ingredients, QUID, net/drained mass METHOD GB/NI/EU rule mapping and archived product-page capture PUBLISHABLE RESULT Supported, unsupported or unresolved on-face claim	STAGE 3. Request documents CAPTURE Grower/region, harvest, processor, canner, bill of materials, mass balance and certificates METHOD Lot reconciliation and issuer verification PUBLISHABLE RESULT What the authenticated traceability record supports
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Source: HonourFood tinned-tomato evidence protocol.

Tinned-tomato pilot: analytical stages

Stages 4-6 separate quality, authenticity and confirmation; every conclusion remains lot-scoped.

STAGE 4. Screen quality CAPTURE Replicate pH, soluble solids/Brix, salt, drained mass, colour and visible defects METHOD Correct category and jurisdiction thresholds PUBLISHABLE RESULT Measured quality/composition result for tested lots, not fraud intent	STAGE 5. Test the hypothesis CAPTURE Origin, dilution, filler or mould proposition fixed before analysis METHOD Accredited targeted panel: stable isotopes + elements; vegetal-water oxygen isotope; NIR screen; Howard count as appropriate PUBLISHABLE RESULT Screening anomaly or measured inconsistency within method scope	STAGE 6. Confirm and reply CAPTURE Independent replicate, uncertainty, comparator library, reserve sample and manufacturer response METHOD Orthogonal confirmation and two-person science/legal review PUBLISHABLE RESULT Scoped tested-lot conclusion, correction history and attributed response
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Source: Peer-reviewed tomato methods, UKAS principles and category-specific official standards.

Product decision for HonourFood

This case should become the first demonstration of **Cannot resolve - with reasons**, not a condemnation list:

- **Category risk:** supported. Origin misdescription and dilution hypotheses warrant investigation.
- **Video reliability:** mixed; unsuitable for named-product verdicts.
- **Nine chopped-tomato products:** no verdict on the evidence reviewed.
- **60% filler proposition:** not supported and likely materially misleading.
- **Citric acid / BPA / quality claims:** unresolved without exact product and method evidence.
- **Launch action:** acquire the nine exact current GB packs, record two lots where possible, send a standardised evidence request and publish the audit trail before commissioning tests.

The right public marker is therefore not “good/bad tomato”. It is **Evidence incomplete**, followed by the exact missing bridge. That answer is more useful, more legally defensible and more scientifically honest than the video’s confidence.

Source: Tinned-tomato video claim audit and current evidence synthesis

Tables: one, tomato_video_claims

Published-evidence deep dive: the truth is conditional

The literature firmly supports the existence of food substitution, adulteration and label-driven misunderstanding. It also demolishes the easy version of the story. Rates vary sharply by product, geography, channel, certification and sampling design. Analytical techniques answer narrow questions, and many impressive papers validate a classifier on prepared mixtures rather than measure real-world prevalence.

HonourFood should therefore use papers for three jobs: **choose high-value claim families; choose and challenge the correct method; and explain uncertainty.** Papers should never be used as a substitute for evidence from the named pack.

Two axes must never be merged. Literature quality A1-D rates a publication for the proposition being cited. Dossier evidence stage A-F records how far a product case has progressed, from lead intelligence to an attributed official finding. Neither converts into the other, and issuing-authority status is stored separately.

The best quantitative correction to viral seafood headlines. A Bayesian global meta-analysis found 141 studies with usable data, but the evidence was uneven and sampling designs were often poor. Its most credible product-level average was **8% mislabelling (95% highest-density interval 4%-14%)**, substantially more cautious than the large study-level averages often repeated in media. The authors' operational message was product-specific prioritisation, not one global “fake fish” percentage.

Source: Luque and Donlan - The characterization of seafood mislabeling: A global meta-analysis

File: <https://doi.org/10.1016/j.biocon.2019.04.006>

The counterexample matters just as much. A certification-program-affiliated study used DNA barcoding on **1,402 certified seafood products across 27 species and 18 countries** and found more than 99% correct species labelling. This does not prove certification caused the result or erase seafood substitution; it shows that supply-chain strata must be modelled rather than blended into one score.

Source: Barendse et al. - DNA barcoding validates species labelling of certified seafood

File: <https://pubmed.ncbi.nlm.nih.gov/30889387/>

The claims-versus-ingredients product has behavioural evidence behind it. A 2025 systematic review included 16 articles and found that natural claims, some nutrient claims and fruit imagery were associated with increased selection, perceived healthfulness or misunderstanding of juice and added-sugar content. Ingredient disclosures could partly correct misperceptions. That supports showing the front impression and the exact ingredient/juice disclosure side by side; it does not itself establish that a particular pack breaches UK law.

Source: Musicus et al. - fruit-drink front claims, imagery and disclosures systematic review

File: <https://pubmed.ncbi.nlm.nih.gov/39894077/>

Published evidence: strongest anchors

The finding and its permitted use travel together.

Evidence / grade	Design	Finding → proper use
Global seafood meta-analysis · provisional literature A1	141 usable studies; Bayesian synthesis	Best product-level average 8% (95% HDI 4%-14%) → prioritise products and retain uncertainty
Certified seafood counter-study · provisional literature B1	1,402 products; 27 species; 18 countries; scheme-affiliated authors	More than 99% species labels correct → model risk by supply-chain stratum, not certification causality
Fruit-drink label review · provisional literature A1	Systematic review; 16 included articles	Claims/imagery can raise misperceptions → compare front impression with disclosures
Honey LC-IRMS ring trial · provisional literature A2	14 labs; six samples; ISO 5725	Fit for stated conformity assessment → stay within validated honey scope
Animal DNA metabarcoding · provisional literature B2	15 labs; supplied DNA extracts/model material	Cross-lab classification capability → not end-to-end sampling/extraction validation
NIST seafood reference materials · provisional literature B2	Four materials characterised by NIST/NOAA/JRC collaborators	Reproducible multi-omic differences → validation and lab harmonisation

Source: Published-evidence ledger. All displayed grades are provisional literature-quality grades and do not map to the dossier's separate A-F evidence stages.

What each kind of evidence is actually allowed to prove

Qualitative role map. A strong paper can choose a category or validate a method; it cannot replace evidence from the named pack.

	Choose a category	Show a method works	Named-pack result	Official finding
Consumer report / video	Lead	No	No	No
Systematic review / meta-analysis	Strong	Context	No	No
Market sampling study	Strong	Useful	No	No
Interlaboratory validation	Useful	Strong	No	No
Named-pack accredited result	Lead	Useful	Direct	No
Formal official finding	Useful	Useful	Direct	Direct

“Direct” remains limited to the exact sample, method, pack, batch and legal scope. Source: HonourFood published-evidence review protocol.

The video revisited, claim by claim

Published work gives several of the video's categories legitimate research grounds, especially seafood identity, olive-oil authenticity, cinnamon exposure and the vulnerability of powders. It does **not** rescue the video's blanket “fake” framing. Lawful processing, quality preferences, identity, consumer interpretation, adulteration and health risk remain separate propositions.

The supplied video's ten claims, re-audited against papers

Short markers reproduce the video's auto-transcript; the proposition column preserves the claim being tested. A category issue never validates a blanket verdict.

Topic / time / marker	Testable proposition	Evidence anchor / position	Boundary
Sushi / fish 1:37 · “fish swapping”	Species served differs from the named species.	UK sushi DNA study + global meta-analysis: sampled authenticity issue.	No blanket fraud claim; certified-seafood results are an important counterweight.
Juice concentrate 4:34 · “sugar water”	Concentrate makes a product fake or deceptively labelled.	Label-perception review + composition rules: front impression and disclosure are testable.	Concentrate is a lawful process category; assess exact wording, juice percentage and disclosure.
Parmesan / cellulose 6:49 · “rarely real”	Retail grated cheese is substantially cellulose rather than cheese.	Prepared-cheese-mixture study tests cellulose/flow-aid measurement only.	No retail-prevalence estimate; it cannot support a “mostly wood” claim. Check the exact food name and pack.
Cinnamon 9:07 · “almost never”	UK cinnamon is falsely named or creates a coumarin risk.	Retail HPLC study supports dose-aware exposure questions.	Cassia is a cinnamon type; identity, coumarin level, chronic intake and population are separate.
Ground coffee 12:02 · “diluted”	Pre-ground coffee contains non-coffee filler.	Volatile-storage paper supports freshness loss, not filler prevalence.	Quality decline is not adulteration; a named-pack filler allegation needs a suitable test.

Part 1 of 2. Sources: supplied video's auto-transcript and published-evidence ledger where a paper is named.

Video audit continued: claims six to ten

Exact transcript markers route the claim; the evidence position and boundary control what HonourFood may publish.

Topic / time / marker	Testable proposition	Evidence anchor / position	Boundary
Black pepper 14:05 · "bulkied out"	Ground pepper contains undeclared plant filler.	NIR/fingerprint studies show analytical detectability.	Prepared mixtures prove method capability, not present-day UK retail prevalence.
Tea bags 15:42 · "dust or fannings"	Low particle grade makes a tea bag fake or misleading.	Evidence gap: no ledger paper tests this proposition.	Leaf grade, plastic release, deceptive naming and safety are different questions.
Extra-virgin oil 17:49 · "large portion"	A large UK share labelled extra virgin fails the standard.	EVOO authenticity review supports category risk and method selection.	No defensible blanket UK percentage; a bottle verdict needs sampling and a suitable method.
Truffle oil 19:44 · "almost all"	Almost all current UK truffle oil is fake.	Small Germany/Switzerland convenience sample compared commercial oils with home-made infusions.	It found volatile-profile differences but estimates no current UK prevalence. Assess exact food name and ingredients.
Farmed/processed salmon 21:40 · "most ... farmed"	Farmed/processed salmon is misleading or less healthy as a class.	Evidence gap: no ledger paper supports the video's combined health verdict.	Production, smoking, contaminants, nutrients and vulnerable groups require separate evidence.

Part 2 of 2. Tea-bag and farmed/processed-salmon rows identify unresolved evidence gaps requiring separate primary sources and exact claim wording. YouTube marks the video as made with AI or altered; provenance is a caution, not a scientific verdict.

Detection frontier

Readiness is claim- and matrix-specific. Screening never becomes confirmation by branding.

Technology / best role	Readiness	Hard limit
DNA Species and mixtures	High when matrix/taxa are validated	Does not prove origin, quantity, intent or safety
IRMS Sugar source / selected origin	High in validated commodity methods	Reference criteria and matrix scope control the answer
NMR / LC-HRMS Anomaly / origin fingerprints	Promising to strong in curated domains	Season, variety, processing and instrument drift can break models
Portable NIR / Raman Rapid screening	Medium; operationally attractive	Usually needs lab confirmation and model maintenance
Smartphone optics Capture / narrow screens	High for capture; low for universal composition	Lighting, phone, user and packaging change the signal
GS1 EPCIS Provenance events	High as participating supply-chain plumbing	Preserves assertions; cannot chemically verify them

Source: Published-evidence ledger and HonourFood review protocol.

The moat is two linked assets, not one. First, a documentary pack-occurrence library stores dated images, transcription, market, provenance, rights and version history. Second, an analytical reference system—owned by qualified laboratories and

partners—uses authenticated physical samples with custody, representativeness across batch/season/origin/process, storage and stability controls, commutability, negative controls, instrument/model versions, drift checks and external proficiency evidence.

Four NIST seafood reference materials—wild and aquaculture salmon and shrimp—were characterised by NIST, NOAA and European Commission JRC collaborators using genetics, NMR, LC-HRMS/MS, lipidomics and proteomics. The materials produced reproducible differences and can help laboratories validate instruments and harmonise measurements. HonourFood should link to such systems and record their scope; a pack-photo library is documentary evidence, not a physical reference material.

Source: NIST - multi-omics characterisation of seafood reference materials

File: <https://www.nist.gov/publications/multi-omics-characterization-nist-seafood-reference-materials-and-alternative-matrix>

A barcode is an address, not proof. A Netherlands assessment of seven nutrition-app databases found correct product identification ranging from 96% to 5%, with variable nutrient agreement. The figures are historical and not a current league table; their lesson is architectural. Store the source and capture date for every field, keep the image beside the transcription, and never let a barcode match silently overwrite a different pack version.

Source: Maringer et al. - quality of food databases underlying barcode nutrition apps

File: <https://pubmed.ncbi.nlm.nih.gov/29962361/>

The complete 25-source evidence ledger records design, scope, permitted inference, prohibited inference, quality grade and verified identifier. The accompanying review protocol defines inclusion, downgrade rules and the minimum evidence needed before a live pack dossier can make an adverse statement.

Source: Published-evidence ledger - 25 scoped papers and standards

Table: [published_evidence_highlights](#)

Claim-to-method routing

The claim determines the method. "High protein" is mostly a nutrition-conditions question. "100% Arabica" may require species or chemical-authenticity analysis. "British" is a provenance and documentary question. "Organic" is primarily certification and chain of custody. "Vegan" is not an allergen guarantee.

The service should encode these as jurisdiction-specific rule packs with effective dates, decision questions, required evidence and prohibited inference. AI may assist OCR and retrieval; a human must confirm the exact quote, rule relevance and outcome.

Nutrition. Authorised wording and conditions; add recipe/specification or accredited nutrient analysis where necessary.

Ingredient/QUID. Ingredient order and declared percentages; escalate to recipe, batch records or composition testing.

Identity/species. Exact food name and imagery; combine traceability with suitable DNA, microscopy or chemistry.

Origin. Statement and primary-ingredient qualifier; require custody records or carefully bounded analytical models.

Allergen/free-from/vegan. Label, HACCP and fit-for-purpose confirmation; vegan never means allergen-safe.

Organic/welfare/environment. Certification scope, audit and custody; broad claims rarely have a universal end-product test.

Adulteration. Use a hypothesis-specific method and corroborate screens; intent remains a separate legal question.

Health risk is a separate branch, never an authenticity shortcut. It requires the named substance/hazard, measured concentration and uncertainty, dose and exposure pattern, susceptible population, route/duration, an authoritative risk assessment and remaining uncertainty. If those fields cannot be populated, the platform makes no health verdict and records referral or out-of-remit status.

Product and editorial scaffold

Workflow: Nomination -> completeness/privacy check -> product and pack verification -> harm and remit triage -> claim question and jurisdiction locked -> evidence collection -> science/legal review as needed -> manufacturer invitation -> factual accuracy preview -> publication -> correction/appeal -> superseded or archived.

Reader, nominator, trusted contributor, investigator, science reviewer, food-law reviewer, laboratory partner, verified manufacturer, independent standards panel and safety liaison must have separate permissions. Contributor reputation should reward verified evidence and pack versions, never the number of accusations.

Do not reduce the outcome to one score. Show three separate answers: **Was the claim captured reliably? What does the reviewed evidence support? What, if anything, did an identified sample show?**

The durable record links: Product Identity and dated Pack Version; exact Claim Occurrence and Rule Version; sourced Evidence Items and reviewer Assessments; Manufacturer Response; versioned Dossier plus Correction/Appeal history; optional Test Plan, Sample and Result; and regulator Referral plus append-only Audit Events.

Every Evidence Item stores an `evidence_role` enum—lead intelligence, consumer interpretation, category context, prevalence estimate, method capability, sample measurement, documentary traceability, health-risk assessment or official finding. Separate fields hold sample ID, batch/lot, pack version, method scope, decision threshold, uncertainty, issuing authority and authority scope. Literature quality and dossier evidence stage remain independent.

Public status vocabulary

- Documented on this pack
- Supported by evidence reviewed
- Supported with qualification
- Not supported by evidence reviewed
- Conflicting evidence
- Cannot resolve from label
- Testing required
- Corrected or withdrawn
- Superseded pack
- Official finding/recall - attributed
- Referred to authority
- Review expired - update pending

Every status must name the exact pack, market, proposition, evidence cut-off and limitations. The platform itself should not label a business or product illegal, fraudulent, dishonest, fake, safe/unsafe or healthy/unhealthy. Official findings should be attributed to the issuing authority and reproduced with their scope and date.

UK legal operating system

The service touches food-information law, defamation, platform/online-safety duties, privacy, copyright and database rights, trade marks, consumer subscriptions, advertising and ordinary contract law. Great Britain and Northern Ireland can diverge; Scotland and Northern Ireland also have distinct defamation regimes. Market of sale and publication jurisdiction are mandatory fields.

Classify the business role feature by feature: editorial publisher, review publisher, advertiser/affiliate, subscription provider or food trader. Food rules supply the assessment baseline, but publisher risk is separate. A truth, honest-opinion or public-interest defence is not a substitute for disciplined sourcing, meaning control, response opportunity, records and insurance.

User submissions also create moderation and notice-handling duties. Build legal gates into workflow states rather than adding terms at launch.

1. Lock market, pack occurrence, exact claim and applicable rule version.
2. Constrain language to the dossier evidence stage; require two-person sign-off.
3. Offer the responsible business a free, neutral and documented right of reply.
4. Escalate serious reputational or financial harm for specialist pre-publication review and insurance controls.
5. Keep nominations private at launch; complete Online Safety Act classification before public UGC.
6. Secure contributor, image, database and personal-data rights with minimisation and takedown processes.
7. Maintain an editorial-commercial firewall: no pay-to-remove, paid outcome or payer-controlled testing decision.
8. Pre-register analytical questions, purchase independently, preserve custody/reserve sample and publish uncertainty and batch limits.

Community, reviews and online safety

The launch MVP should accept nominations into a **private editorial queue** and publish only provider-written dossiers. It should have no public user posts, comments, profiles, feeds, messaging or visible allegation queue. Before adding any public user-generated content, obtain a written Online Safety Act classification for the actual design; do not assume the narrow Schedule 1 exemption for certain comments/reviews applies.

From 7 April 2026, the CSEA reporting regulations apply to regulated user-to-user services: the operator needs a documented route to register, report detected and unreported CSEA content in scope, retain required data and escalate urgent safeguarding. The duty applies regardless of service size; specialist advice should map the exact knowledge/content threshold and handling process.

Member reactions must not become a review score. Under the DMCC Act regime in force from 6 April 2025, publishers of consumer reviews or review information must take reasonable and proportionate steps to prevent and remove fake reviews, concealed incentivised reviews and false or misleading review information. A thumb, aggregate count or ranking can fall within that information. The CMA's March 2026 review of more than 100 business websites said 54 could be failing to comply with its guidance and opened five investigations. A passive report button is not enough: HonourFood needs a published policy, risk assessment, detection, investigation, sanctions and appeal before any public signal.

If a later design is a regulated user-to-user service, implement the applicable illegal-content, complaints, records and child-safety controls. Complete the children's access assessment and review the risk record before each significant feature change. Keeping contributor photos and text private until HonourFood publishes an editor-owned page materially narrows the launch surface, but counsel must classify the actual service rather than infer an exemption.

Source: HonourFood platform-readiness review

Table: platform_readiness

The launch-safe platform boundary

Controls 1-3. Evidence status, process checking and member opinion are separate products and records.

AREA Private nomination OPERATING RULE Contributors submit packs and concerns into a non-public editorial queue WHY IT MATTERS NOW Reduces allegation, fake-review and user-to-user exposure while the evidence loop is proved GATE Provider-written publication only	AREA Evidence status OPERATING RULE Editors assess one exact claim on one dated pack; member activity cannot alter it WHY IT MATTERS NOW Truth, legality, safety and health cannot be decided by popularity GATE Two-person sign-off and visible scope lock	AREA Member view OPERATING RULE A separately labelled opinion about the published dossier, not about product truth WHY IT MATTERS NOW A thumb, aggregate or ranking can be consumer review information under current CMA guidance GATE Published fake-review policy, risk assessment, detection, investigation and appeal
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Source: Current CMA, Ofcom and Defamation Act platform-readiness review.

The launch-safe platform boundary continued

Controls 4-6. Public contribution, business response and complaints each have their own release gate.

AREA Public contributor content OPERATING RULE No comments, public nomination feed, profiles or user-upload gallery in the proof stage WHY IT MATTERS NOW Content encountered by other users may make the service user-to-user under the Online Safety Act GATE Written classification, risk assessments, terms, reporting and complaints before release	AREA Business response OPERATING RULE Free verified reply and factual-accuracy preview; no veto over a supported publication WHY IT MATTERS NOW Fairness helps evidence quality without allowing a company to suppress genuine criticism GATE Identity check, neutral deadline and full response history	AREA Notice and correction OPERATING RULE One complaint address, timed case log, preservation hold, correction and specialist escalation WHY IT MATTERS NOW The website-operator defence is conditional and is not a substitute for disciplined publication GATE Approved notice playbook before the first named dossier
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Source: Current CMA, Ofcom and Defamation Act platform-readiness review.

The legally safer member-reaction design

Use the exact prompt: **“Community review signal - not a factual, legal, health or safety verdict. Based only on the published dossier, does its conclusion appear supported?”** Choices are **Appears supported**, **Appears unsupported** and **Not enough information**. Publish sample size, eligibility and time window, detect brigading and exclude undisclosed conflicts. The evidence status remains editor-controlled regardless of the result.

A separate **Research this claim** request may rank complete nominations inside the private editorial queue. Do not use real/fake, good/bad, safe/unsafe or honest/misleading voting controls.

Source: Defensible community-signal and publication wording

Table: community_signal

What a member reaction may safely mean

Signals 1-2; opinion cannot establish fact, law, safety or health.

CONTROL

Research this claim

CHOICE

Thumb / pledge

MEANING

Prioritise a private editorial lead

MUST DISPLAY

Not evidence; no public allegation queue

CONTROL

Community review signal

CHOICE

Appears supported

MEANING

The published dossier conclusion seems supported

MUST DISPLAY

Sample, eligibility, period and non-verdict disclaimer

Source: Defensible community-signal and publication wording.

Community review signal continued

Signals 3-4; sample, eligibility, period and non-verdict wording stay visible.

CONTROL

Community review signal

CHOICE

Appears unsupported

MEANING

The published dossier conclusion seems unsupported

MUST DISPLAY

Sample, eligibility, period and non-verdict disclaimer

CONTROL

Community review signal

CHOICE

Not enough information

MEANING

The dossier does not allow a view

MUST DISPLAY

Sample, eligibility, period and non-verdict disclaimer

Source: Defensible community-signal and publication wording.

App-only reactions, fake-account defence and public wording

The public may react, but the public does not adjudicate truth. Limit reactions to members with a server-verified store entitlement, verified email, passkey and a device-integrity signal. Permit one current reaction per account for the exact market, pack version and dossier version. Rate limits, account maturity, device caps and anomaly holds apply symmetrically to favourable and unfavourable activity. Held or removed activity receives a human review and appeal route.

Publish only an aggregate labelled **"HonourFood paid-member opinion on this dossier"**, with eligibility, window, sample size and excluded/held counts. Suppress exact distributions below 20 eligible reactions. The fixed question remains: **"Based only on the published dossier, does its conclusion appear supported?"** This is opinion about the quality of HonourFood's work, not a finding about whether a product is fake, legal, safe or healthy.

Source: Member-signal integrity and DMCC control design

Table: integrity_layers

Protecting the member signal

Layers 1-3. App-only voting raises the cost of abuse but never establishes identity or truth.

LAYER Eligibility CONTROL Paid app entitlement, verified email and passkey LIMIT Payment deters cheap bots but is not identity proof	LAYER Device integrity CONTROL Server-verified Apple App Attest / Google Play Integrity token LIMIT Risk signal only; provide accessible recovery and appeal	LAYER Vote rule CONTROL One current reaction per account per exact pack-version, market and dossier version LIMIT Never changes the editorial evidence status
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Source: Platform integrity design using App Attest and Play Integrity.

Protecting the member signal continued

Layers 4-6. Transparent aggregation and appeal are part of integrity, not optional support work.

LAYER Abuse defence CONTROL Rate limits, account maturity, device caps, anomaly holds and human review LIMIT Apply symmetrically to positive and negative activity	LAYER Public display CONTROL Show eligibility, time window, sample size and suppressed/held counts; no aggregate below n=20 LIMIT Call it paid-member opinion, never public consensus	LAYER Appeal CONTROL Explain holds, permit review and log moderator action LIMIT No secret trust weighting or permanent unexplained shadow ban
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Source: Platform integrity and moderation design.

Recognition marks: split review, evidence and popularity

At launch, the safest process mark is **Double-Checked dossier**: two independent reviewers checked the source-to-claim mapping for the named dossier version. That is a statement about HonourFood's process, not the product. A later **Evidence-Verified** status may additionally record independent laboratory or authenticated traceability evidence, but only for the exact claim, pack, market and evidence date—and only after separate counsel, method and governance gates. **Member Favourite** remains a manipulation-checked opinion threshold and uses a different visual legend.

None may say regulator approved, safe, healthy, best or universally compliant. A manufacturer cannot buy a mark, faster review, a better result or continued use after expiry. Any external logo use should begin under a no-fee, revocable standard licence and public register. A genuine certification mark is a separate regulated programme; do not describe these marks as certification without specialist advice and structural independence.

Source: Double-mark and advertising governance design

Table: award_rules

Three distinct recognition concepts

Process review, evidence verification and member preference must never share a definition or visual legend.

MARK Double-Checked dossier MEANING Two independent reviewers checked the source-to-claim mapping REQUIREMENTS Exact dossier/version, reviewer roles, review date, scope and visible limitations COMMERCIAL RULE Launch-safe process mark; not a product approval and never for sale	MARK Evidence-Verified later MEANING Documentary/rule support plus independent laboratory or authenticated traceability evidence REQUIREMENTS Exact pack, claim, market, method, evidence date, uncertainty and expiry COMMERCIAL RULE Defer; free decision and revocable licence only after counsel/governance gate	MARK Member Favourite MEANING Manipulation-checked paid-member opinion threshold REQUIREMENTS Minimum sample, published eligibility/window and conflict screening COMMERCIAL RULE Never presented as scientific, legal, safety or regulator approval
MARK Advertising eligibility		

Can the free website carry advertising?

Not beside dossiers and not at launch. For at least the first 18 months, prohibit ads beside named adverse cases, affiliate links, paid rankings, pay-to-remove, paid acceleration and manufacturer-funded verification. This makes the public website slower to monetise but protects the only moat that matters: belief that evidence cannot be bought.

If later trust metrics and counsel permit advertising, confine it to neutral index or explainer pages; label it **Advert**; sell fixed-rate contextual inventory; rotate equally; publish advertiser and institutional-client registers; bar commercial staff from editorial systems; and give the editor an absolute conflict veto. Never target advertising from pack submissions, allergies, diets, health profiles or inferred religion. A company may advertise only after—never in order to obtain—any editorial mark, and the advert has no ranking effect.

Source: Double-mark and advertising governance design

Table: award_rules

Where the claim and ingredients come from

The best product-specific source is the **same physical pack sold in the target market**, photographed on all sides with retailer, capture date, barcode and lot/date where visible. That single record carries the front claim and the ingredient/nutrition disclosures being compared.

Open Food Facts is the best open MVP seed because it supplies global pack and ingredient-panel images plus structured ingredients, but its current documentation gives no assurance of accuracy, completeness or reliability. Its database, individual contents and images have different licences. Current v3.6 is the recommended product API, while production category search should use a locally indexed licensed snapshot rather than repeated search-as-you-type calls. NIQ Brandbank/Label Insight remains the strongest commercial candidate for a production catalogue.

GS1 UK's GTIN Check API terms effective 16 June 2026 make identity corroboration more practical: the service can expose GTIN, brand, description, image URL, category, net content and target market inside a value-added product. The same terms restrict permanent copies and business-critical reliance. HonourFood should call it as a graceful online corroboration service, not treat it as the canonical pack or ingredient database. The FSA Food Alerts API can add an official recall/allergy/action overlay only when identity and scope match; it is not a substitute for claim evidence.

- **Primary record:** contributor-owned full-pack capture from the same physical SKU and market, including barcode, retailer, date and lot/date where visible.
- **Open seed:** Open Food Facts for images, ingredients, labels and deduplication, with field-level provenance and licence/freshness checks.

- **Commercial candidate:** NIQ Brandbank/Label Insight, subject to display, cache, history and image-rights terms.
- **Identity corroboration:** GS1 data services, without assuming unrestricted public reuse.
- **Research intelligence:** Mintel GNPD/Innova for launches and claim trends, not automatically current everyday-SKU coverage.
- **Right of reply:** responsible-business artwork, rationale, specifications and certificates, independently verified where material.

Rights are item-level, not inherited from the submitter. For every image, catalogue field and database extract, record copyright/database owner, contributor or supplier, licence/legal basis, permitted display/cache/history uses, attribution, expiry and takedown state. Permission to photograph a pack does not automatically clear every artwork or database right depicted.

Source: HonourFood platform-readiness review

Table: platform_readiness

Data sources are evidence roles, not interchangeable feeds

Sources 1-3. The same-pack capture controls; open and commercial services enrich identity and discovery.

SOURCE Same-pack contributor capture SAFE ROLE Canonical product-specific evidence record DESIGN Private originals; reviewed/redacted derivatives; field-level source and capture time LIMIT Contributor licence, privacy redaction and item-level image-rights record	SOURCE Open Food Facts v3.6 and exports SAFE ROLE Discovery, ingredient seed, image-age checks and deduplication DESIGN Local indexed snapshot plus source timestamp; exact pack remains controlling LIMIT ODbL, Database Contents Licence and CC BY-SA images; no assurance of accuracy	SOURCE GS1 UK GTIN Check API SAFE ROLE Online identity corroboration and target-market context DESIGN Graceful fallback; never the canonical pack or a business-critical dependency LIMIT Current terms permit value-added use but restrict permanent copies and reliance
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Source: Official Open Food Facts and GS1 UK terms plus HonourFood source-rights design.

Official alerts and business evidence

Sources 4-5. Official alerts and responsible-business documents must keep their actual scope.

SOURCE FSA Food Alerts API SAFE ROLE Official allergy, recall or action overlay DESIGN Match business, product identity, date and alert scope before display LIMIT An alert is not proof that an unrelated marketing claim is misleading	SOURCE Responsible business SAFE ROLE Current artwork, specifications, rationale, certificates and corrections DESIGN Verified representative; immutable response and attachment versions LIMIT Documents remain claims until material issuers or evidence are verified
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Source: FSA Food Alerts API and HonourFood manufacturer-response design.

Activation: prove the trust loop before the scanner

The first public unit is a shareable dossier: exact claim, current status, date, evidence and manufacturer response. A reader can scan a barcode, then submit the **front, back, ingredient panel, nutrition panel and visible lot/date** from the same

physical pack, follow the case and receive updates when evidence, reply or packaging changes. High-value unresolved cases may later move to a transparent testing pledge.

The north star should be **monthly evidence-resolved dossier uses**: a reviewed dossier followed by a verified action such as opening evidence, exporting to a regulator, recording a purchase decision, receiving a manufacturer response or capturing a pack correction. Scans, page views and accusations are poor success metrics.

- **Six weeks**: landing page, guided private nominations, 15-25 concierge dossiers, expert and manufacturer interviews.
- **Months 2-6**: public searchable provider-written registry, replies, corrections, follows and regulator export; target 50 strong dossiers.
- **Months 6-12**: extend claim families, monitor pack changes and test one institutional API/monitoring pilot.
- **Months 12-18**: only then run two pre-registered accredited batch-testing pilots if funding and methods are viable.

Validation gates: at least 3% usable full-pack submissions from 1,000 targeted visits; 80% of test readers distinguish “not supported” from “illegal/fake”; at least 85% blind reviewer agreement; useful manufacturer responses; and three written institutional pilot expressions at GBP 5,000 or more.

Controlled launch sequence

Stages 1-3; expand public risk only when each gate is passed.

STAGE Now - private proof SHIP Landing page, private nominations, evidence schema, 10-20 concierge dossiers HOLD Public adverse named verdicts, public UGC, health/safety scoring EXIT GATE Pack capture and review workflow are reproducible	STAGE Editorial alpha SHIP 30-50 provider-written GB pack dossiers, replies, corrections and source cards HOLD Community comments and laboratory verdicts EXIT GATE Counsel, insurance and reviewer agreement gates pass	STAGE Controlled community SHIP Research-priority signal and dossier-support reaction with anti-manipulation controls HOLD Real/fake, safe/unsafe or popularity-based rankings EXIT GATE Feature-level OSA advice and staffed moderation
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Source: Founder launch and risk-gate plan.

Controlled launch sequence continued

Stages 4-5; testing and international work require new controls.

STAGE Evidence expansion SHIP Accredited sample testing, recalls and one partner/API pilot HOLD Universal product certification or automated legal conclusions EXIT GATE Custody, method scope, appeal and funding are proven	STAGE International SHIP One EU and one US pilot with separate pack/rule records HOLD One global verdict copied across markets EXIT GATE Named local editor/counsel and sustainable rule maintenance
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Source: Founder launch and risk-gate plan.

Business model and economics

Keep the free public website complete. The rounded consumer offer can be presented as a **GBP20 launch bundle covering contributor activation and year-one membership, then GBP5 per year** for watchlists, alerts, contribution history and app-only reactions. The exact paid-app/subscription implementation requires confirmation in App Store Connect and Play Console; show the first-year total, renewal price, date, auto-renew status, cancellation route and continuing value before purchase. Provide a non-smartphone nomination route so the paid app does not exclude evidence from lower-income or accessibility cohorts.

The arithmetic is sobering and useful. With illustrative 20% VAT, a 15% store fee and a 3% refund reserve, the GBP20 sale contributes about **GBP13.74** and the GBP5 renewal about **GBP3.44** before cloud, support, editorial, legal, insurance and tax. At GBP360,000 annual cash cost, app-only break-even would require roughly 26,200 new sales; the renewal equivalent is about 105,000 members. This is why the app is a trust and acquisition product, not the sole evidence-funding engine.

The sustainable route is a disclosed portfolio: professional watchlists; institutional/API monitoring; public-interest grants; licensed syndication; and pass-through funding for tightly scoped testing. Consumer, manufacturer, advertiser and institutional money can buy access, continuity or delivery—but never a conclusion, removal, ranking, reply prominence or investigation choice.

- **Six-week validation:** GBP15,000-30,000; founder-led research, prototype and limited legal/science review.
- **Six-month public MVP:** GBP110,000-190,000; engineering, editorial investigation, fractional design, legal/science and insurance; no testing.
- **Base year one model:** about GBP360,000 cash cost, including editorial/science/complaints, engineering/security, legal/insurance, acquisition, cloud, support and contingency.

Source: Founder unit-economics and three-year scenario model

Table: financial_scenarios

Rounded pricing: what reaches the operation

Illustrative UK planning arithmetic with 20% VAT, 15% store fee and 3% refund reserve; confirm merchant-of-record treatment before launch.

ITEM Initial member sale FORMULA GBP20 / 1.20 VAT; less 15% store fee and 3% refund reserve CONTRIBUTION GBP 13.74 MEANING Before cloud, support, editorial, legal and tax	ITEM Annual renewal FORMULA GBP5 / 1.20 VAT; less 15% store fee and 3% refund reserve CONTRIBUTION GBP 3.44 MEANING Retention and continuity, not core evidence financing	ITEM Professional account FORMULA GBP600-1,200 price; less 20% service reserve CONTRIBUTION GBP 480 MEANING Low end; upper planning contribution is GBP960	ITEM GBP10k institution FORMULA Contract value less 20% delivery/sales reserve CONTRIBUTION GBP 8000 MEANING Roughly funds five GBP1,600 dossiers in the base model
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Source: Founder unit-economics model.

Three-year operating scenarios

Planning scenarios, not forecasts. Bars compare annual net contribution with cash operating cost; the black line marks break-even.

Conservative Y1: GBP14k / GBP300k Y2: GBP30k / GBP330k Y3: GBP52k / GBP380k Three-year cash need: about GBP914k	Base Y1: GBP54k / GBP360k Y2: GBP126k / GBP430k Y3: GBP230k / GBP560k Three-year cash need: about GBP939k	Upside Y1: GBP163k / GBP380k Y2: GBP432k / GBP560k Y3: GBP966k / GBP830k Annual break-even in Y3; peak cash need about GBP345k
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Decision: do not fund the evidence operation with the GBP5 renewal alone. One GBP10k institutional contract contributes about GBP8k in the model; changing renewal by ten percentage points changes the next-year contribution of each 1,000-member cohort by only about GBP343.

Assumptions: member contribution GBP13.74 initial / GBP3.44 renewal; professional and institutional revenue starts small; annual cash costs include editorial, engineering, legal/insurance, support, security, cloud and a tightly scoped test reserve.

Revenue portfolio and firewall

The app builds trust and continuity; higher-value monitoring funds the evidence operation.

LANE Consumer app COMMERCIAL ROLE GBP20 first year then GBP5/year for contribution, saves, alerts and continuity NON-NEGOTIABLE FIREWALL Free public evidence remains complete; membership never changes status	LANE Professional monitoring COMMERCIAL ROLE Watchlists, exports, team workflow and pack-change alerts NON-NEGOTIABLE FIREWALL No legal-reliance promise; no influence over publication	LANE Institutional/API COMMERCIAL ROLE Category monitoring, provenance-linked data and workflow NON-NEGOTIABLE FIREWALL Contract cannot select investigations, suppress evidence or alter status
LANE Grants / investigations COMMERCIAL ROLE Disclosed public-interest category work	LANE Testing coordination COMMERCIAL ROLE Pass-through funding for pre-registered named cases	LANE Advertising later COMMERCIAL ROLE Low-risk contextual inventory only after trust metrics pass

Server costs: cloud is not the expensive part

A lean stack can start with a cross-platform native app, on-device barcode scan and OCR, Postgres/authentication, object storage, a web dossier publisher and a small editorial console. Use direct signed uploads, private originals, redacted derivatives, row-level access controls, immutable dossier revisions and a deletion/retention schedule. Avoid sending every image through a general-purpose AI model.

The ranges below assume four compressed photographs per scan at about 0.75 MB each, on-device OCR for most users and cloud OCR fallback for about 10%. Public-alpha and early-scale figures assume roughly six months of original-image retention. They are planning envelopes, not quotes. The real cost centre is **people and liability**: verification, editing, complaints, manufacturer response, specialist review, insurance and occasional laboratory work.

Source: App infrastructure, cost and subscription planning assumptions

Table: infrastructure_costs

Illustrative cloud operating envelope

2026 USD/month; staff, editorial, legal, insurance, laboratory work, tax and VAT excluded.

SCENARIO Private pilot	SCENARIO Public alpha	SCENARIO Early scale
MAU 1000	MAU 10000	MAU 100000
SCANS/MONTH 2000	SCANS/MONTH 20000	SCANS/MONTH 200000
PHOTOS/MONTH 8000	PHOTOS/MONTH 80000	PHOTOS/MONTH 800000
RETAINED GB 18	RETAINED GB 360	RETAINED GB 3600
CLOUD OCR IMAGES 800	CLOUD OCR IMAGES 8000	CLOUD OCR IMAGES 80000
CLOUD RANGE	CLOUD RANGE	CLOUD RANGE

Current platform cost anchors

Vendor facts 1-3; primary pages checked 2 August 2026.

ITEM Cloudflare Workers Paid	ITEM Cloudflare R2 Standard	ITEM Supabase Pro
CURRENT PRICE USD5/month minimum	CURRENT PRICE USD0.015/GB-month	CURRENT PRICE From USD25/month
INCLUDED 10m requests and 30m CPU ms/month	INCLUDED 10GB storage, 1m Class A and 10m Class B operations; no egress fee	INCLUDED 100k MAU, 8GB database, 250GB egress and 100GB file storage
PLANNING USE API edge, signed uploads, queues and lightweight transformations	PLANNING USE Private originals, redacted derivatives and published pack images	PLANNING USE Postgres, authentication, row-level security and backups

Source: Cloudflare and Supabase primary pricing pages.

Current platform cost anchors continued

Vendor facts 4-6; prices and programmes change.

ITEM Google Cloud Vision text OCR	ITEM Apple Developer Program	ITEM Mobile-store subscription fee
CURRENT PRICE First 1k images free; then USD1.50/1k to 5m	CURRENT PRICE USD99/year	CURRENT PRICE Plan around 15% at small scale
INCLUDED Per-image text or document-text detection	INCLUDED App Store distribution and developer services	INCLUDED Apple small-business 15%; Google terms vary by programme/region
PLANNING USE Fallback for low-confidence or unsupported-device scans	PLANNING USE iOS release	PLANNING USE Deduct before contribution-margin forecasts

Source: Google and Apple primary pricing pages.

Subscriptions: simple, honest and continuing

Keep search, scans, dossiers, sources, corrections and manufacturer replies free on the website. The GBP20 launch bundle should unlock capture, contribution history and the first year of membership; the rounded GBP5 renewal funds saved products, pack-change alerts, follows and member reactions. Do not invent penny-off pricing. Do not make basic evidence disappear when membership ends.

The future DMCC subscription-contract regime was not yet in force on 2 August 2026 and is expected from spring 2027. Build its direction in now: conspicuous renewal terms, simple cancellation, reminders, accurate price presentation and a documented cooling-off workflow. A subscription must keep providing real value; access to voting alone is not enough.

Source: Subscription and editorial-firewall assumptions

Table: subscription_model

Subscription and revenue design

Tiers 1-3; all editorial outcomes remain independent of payment.

TIER Free public website ILLUSTRATIVE PRICE GBP0 INCLUDES Search, scan hand-off, full dossiers, sources, corrections and manufacturer replies EDITORIAL GUARDRAIL Read-only; no paid ranking and no ad beside an adverse dossier	TIER Member app ILLUSTRATIVE PRICE GBP20 launch bundle; GBP5/year thereafter INCLUDES Activation plus first-year membership, barcode/photo submission, reactions, saves and alerts EDITORIAL GUARDRAIL Store implementation requires approval; payment is friction, not identity proof or influence	TIER Professional ILLUSTRATIVE PRICE GBP600-1,200/year test INCLUDES Watchlists, exports, team workflow and pack-change monitoring EDITORIAL GUARDRAIL No legal-reliance promise; no influence over outcomes
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Source: Founder subscription assumptions.

Subscription design continued

Tiers 4-5; institutional access and manufacturer reply remain subject to the editorial firewall.

TIER Institutional pilot ILLUSTRATIVE PRICE GBP5k-25k/year INCLUDES Category monitoring, API/export, workflow and evidence-change alerts EDITORIAL GUARDRAIL Contract cannot control investigations or outcomes	TIER Manufacturer response ILLUSTRATIVE PRICE Always free INCLUDES Verified reply, evidence upload, correction and appeal route EDITORIAL GUARDRAIL No pay-to-reply, pay-to-remove or pay-to-improve
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Source: Founder subscription assumptions.

Kill or pivot criteria

Pivot if the calibrated pilot cannot produce enough complete packs, understandable statuses or reproducible reviews. Specific founder thresholds: fewer than 25 usable nominations from 1,000 targeted visitors plus 30 interviews; median routine work above eight staff-hours or GBP 600 external cost after 20 dossiers; reviewer agreement below 85%; more than 10% substantive corrections within 60 days; no institutional pilot at GBP 5,000 or more; or specialist counsel/insurers finding the workflow uneconomic.

If testing pledges repeatedly fail to fund tightly scoped GBP 2,000-5,000 cases, keep testing partner-led and outside the core roadmap. If more than a quarter of qualified claims require inaccessible supply-chain data, narrow the taxonomy.

Source: Founder planning assumptions

Table: budget

Worldwide expansion: a maintained legal-and-evidence tree

Worldwide does not mean one global verdict. The same brand may use a different recipe, language, claim or responsible operator in another market. Each country or regulatory bloc needs a versioned jurisdiction pack covering food rules, publisher/platform law, complaint routes, evidence institutions, laboratory procedure and operating ownership.

Start with Great Britain, model Northern Ireland separately, then pilot one EU country and one US state/federal workflow only after UK review economics are stable. Use Codex, translation and structured rules to accelerate research, but assign a named human editor and local specialist review to every pack.

Each jurisdiction pack must separately version: pack/language rules; substantive food and claims law; publisher, platform, privacy and IP law; regulator/laboratory/complaint institutions; formal sampling and testing procedure; and named operational ownership. A dossier never transfers across markets without a new pack occurrence and rule check.

Next 30 days

1. Commission food/media counsel for a two-hour model review and written red-flag memo; request insurer indications.
2. Choose two MVP claim families and write ten worked assessment examples.
3. Recruit one food-law reviewer, one analytical scientist/Public Analyst adviser and an independent complaints chair candidate.
4. Build the barcode-led capture prototype with mandatory front, back, ingredients, nutrition and lot/date views, on-device image checks and OCR confirmation.
5. Implement the pack-version schema, EXIF removal/redaction, private editorial queue and immutable revision log.
6. Produce 15 concierge dossiers, including Carte D'Or and at least five outcomes of "supported" or "cannot resolve" to test neutrality.
7. Interview 20 consumers, ten import/retail technical teams and ten potential institutional buyers; ask the user's manufacturing-experienced sister to red-team the reply and corrections workflow.
8. Send the documented preliminary clearance pack to a UK trade-mark attorney. Ask for an identical/phonetic/conceptual and common-law opinion on HonourFood/HonorFood, HONOUR registrations in classes 9/35/42, the US HONOR FOODS and HONORABLE FOODS marks, and a filing specification. Do not file or launch in the US first.
9. Obtain written Online Safety Act feature classification, media-liability indications and an editorial complaints owner before any public community voting.
10. Decide controlled-alpha go/no-go using the validation and legal gates in this dossier.

Further questions

- Which exact nutrition and visible-composition claims produce enough cases without drifting into health advice?
- Will responsible businesses use a structured reply portal, and what evidence will they share publicly?
- What contributor licence permits permanent pack history while respecting copyright and database rights?
- Can the service secure media liability cover at a viable per-dossier cost?
- Which UKAS laboratories can quote the likely methods within their current scope?
- Which neutral name is distinctive, available and credible to both consumers and institutions?
- Can institutional monitoring revenue fund a free public evidence layer without editorial capture?

Published-evidence appendix

The 25 entries below are the paper-and-standards backbone of this research pass. Each link resolves to a DOI, PubMed, publisher or standards record. The ledger preserves what each source can support, what it cannot support, review depth, verification state and the additional checks required before live product use.

Source: Published-evidence ledger - 25 scoped papers and standards

Table: published_evidence_highlights

Linked published-evidence bibliography · P01-P07

Every entry opens its DOI, PubMed, publisher or standards record. Grades are provisional literature-quality grades, not product verdicts.

P01 · provisional literature A1 The characterization of seafood mislabeling: A global meta-analysis Luque and Donlan, 2019	P02 · provisional literature B1 DNA barcoding validates species labelling of certified seafood Barendse et al., 2019
P03 · provisional literature C Sushi barcoding in the UK: another kettle of fish Vandamme et al., 2016	P04 · provisional literature C DNA barcoding reveals global and local influences on patterns of mislabeling and substitution in the trade of fish in Mexico Munguia-Vega et al., 2022
P05 · provisional literature A1 The Relationship Between Fruit Drink Front-of-Package Claims, Fruit Imagery, and Ingredient Disclosures and Consumer Perceptions, Intentions, and Behavior: A Systematic Review Musicus et al., 2025	P06 · provisional literature C Extra virgin olive oil: A comprehensive review of efforts to ensure its authenticity, traceability, and safety Lozano-Castellon et al., 2022
P07 · provisional literature C Quantification of Flavoring Constituents in Cinnamon: High Variation of Coumarin in Cassia Bark from the German Retail Market and in Authentic Samples from Indonesia Woehrlin et al., 2010	

Source: published-evidence ledger, verified 1 August 2026. Full-text, funding/conflict and correction/retraction checks remain mandatory before a paper supports a live adverse product dossier.

Linked published-evidence bibliography · P08-P13

Every entry opens its DOI, PubMed, publisher or standards record. Grades are provisional literature-quality grades, not product verdicts.

P08 · provisional literature A2 Results of an Interlaboratory Comparison of a Liquid Chromatography-Isotope Ratio Mass Spectrometry Method for the Determination of 13C/12C Ratios of Saccharides in Honey Aries et al., 2021	P09 · provisional literature B2 Interlaboratory Validation of a DNA Metabarcoding Assay for Mammalian and Poultry Species to Detect Food Adulteration Dobrovolny et al., 2022
P10 · provisional literature B2 A DNA Metabarcoding Workflow to Identify Species in Spices and Herbs Cottenet et al., 2022	P11 · provisional literature C A review of fruit juice authenticity assessments: Targeted and untargeted analyses Xu et al., 2022
P12 · provisional literature C Verification of cheeses authenticity by mass spectrometry Kuckova et al., 2019	P13 · provisional literature B2 Modifications to established fiber methods may be required to quantify cellulose from flow aids in grated Parmesan cheese Tyl et al., 2020

Source: published-evidence ledger, verified 1 August 2026. Full-text, funding/conflict and correction/retraction checks remain mandatory before a paper supports a live adverse product dossier.

Linked published-evidence bibliography · P14-P19

Every entry opens its DOI, PubMed, publisher or standards record. Grades are provisional literature-quality grades, not product verdicts.

P14 · provisional literature C
[Composition and authentication of commercial and home-made white truffle-flavored oils](#)
Wernig et al., 2018

P15 · provisional literature C
[Exploring the impact of different packaging types and repeated package opening on volatile compound changes in ground roasted coffee](#)
Trenzova et al., 2024

P16 · provisional literature D
[Fast quantitative detection of black pepper and cumin adulterations by near-infrared spectroscopy and multivariate modeling](#)
Lima et al., 2020

P17 · provisional literature B2
[Fusing one-class and two-class classification - A case study on the detection of pepper fraud](#)
Alewijn et al., 2023

P18 · provisional literature D
[Assessment of a mobile phone for use as a spectroscopic analytical tool for foods and beverages](#)
Iqbal and Bjorklund, 2011

P19 · provisional literature C
[Portable and miniature sensors in supply chain for food authentication: a review](#)
He et al., 2025

Source: published-evidence ledger, verified 1 August 2026. Full-text, funding/conflict and correction/retraction checks remain mandatory before a paper supports a live adverse product dossier.

Linked published-evidence bibliography · P20-P25

Every entry opens its DOI, PubMed, publisher or standards record. Grades are provisional literature-quality grades, not product verdicts.

P20 · provisional literature B2
[Non-Targeted Nuclear Magnetic Resonance Analysis for Food Authenticity: A Comparative Study on Tomato Samples](#)
Musio et al., 2024

P21 · provisional literature B2
[Multi-omics characterization of NIST seafood reference materials and alternative matrix preparations](#)
Ellisor et al., 2024

P22 · provisional literature C
[Geographical Origin Authentication of Agri-Food Products: A Review](#)
Katerinopoulou et al., 2020

P23 · provisional literature B1
[Food identification by barcode scanning in the Netherlands: a quality assessment of labelled food product databases underlying popular nutrition applications](#)
Maringer et al., 2019

P24 · provisional literature C
[DNA barcode markers applied to seafood authentication: an updated review](#)
Fernandes et al., 2021

P25 · provisional literature C
[Application of analytical methods in authentication and adulteration of honey](#)
Siddiqui et al., 2017

Source: published-evidence ledger, verified 1 August 2026. Full-text, funding/conflict and correction/retraction checks remain mandatory before a paper supports a live adverse product dossier.

Caveats and confidence

This is strategic research and a documented preliminary legal/IP screen—not legal advice, a solicitor's trade-mark clearance, a prevalence study or a laboratory opinion. Laws, guidance, prices, registrations, product formulations, domains, apps and competitor features change. Primary sources were checked through 2 August 2026; every jurisdiction pack and named product dossier must record an as-of date.

Competitive absence is impossible to prove. The conclusion is limited to the reviewed services and public materials. Quantitative surveillance is targeted and should not be extrapolated to all UK food. Budget and conversion numbers are explicit founder assumptions requiring quotes and live validation.

Confidence: high in the product-governance architecture and evidence boundaries; medium in market willingness to pay; low until validated in the public brand name, unit economics and insurability.