

RETAILER CATALOG DATA EXCHANGE

File Format & Data Exchange

Catalog submission guide for retailers participating in the SNAP Waiver program

Retailers can request to participate in a Data Exchange to submit products from their catalog for compliance analysis against the SNAP Waiver rules. Sifter Solutions provides participating retailers access to upload product data in the format defined below.

01 File Format

Catalog data may be submitted as a ZIP archive containing a CSV file, or as the CSV file alone. The file name should include the date (YYYYMMDD) on which the file was uploaded for processing. Required fields are indicated in the file definition.

ARCHIVE FILE	catalog_<YYYYMMDD>.zip
CSV FILE	catalog_<YYYYMMDD>.csv
ENCODING	UTF-8, comma-delimited, double-quoted fields

02 File Definition

Each row in the CSV represents one product. The schema is defined below.

FIELD	FORMAT	EXAMPLE	REQ	DETAILS
upc_cd	string	00030223060994	Y	GTIN. Must be 14 digits, zero padded with a check digit.
product_desc_tx	string	Taylor Farms Mexican Street Corn Chopped Kit	Y	Full product title which includes Brand Name, Sub Brand, Product Type, Variety, Flavor, Highlighted Claims (Gluten Free, Organic, Lactose-Free, etc.).
size_tx	string	11.62 oz bag	Y	Composite size field containing amount, unit of measure, and package type (if available).
pkg_size_qy	decimal	11.62	N	Numeric value of the size. In the case of a 24 pk of 12 fl oz cans of soda, this will be 12.
pkg_size_uom_cd	string	oz	N	In the case of a 24 pk of 12 fl oz cans of soda, this will be fl oz. Valid Values: {"CT","EA","FL OZ","FT","G","GAL","IN","KG","L","LB","MG","ML","NULL","OZ","PINT"
pkg_type_cd	string	BAG	N	Valid Values: {"BAG","BOTTLE","BOX","CAN","CANISTER","CARTON","CLAMSHELL / TUB","ENVELOPE","JAR","JUG","PACK","PKG","SLEEVE","TRAY","TUE
department_tx	string	Produce	Y	Highest level in the retailer's taxonomy. If only one category field is available, this should be the product's immediate parent — even if at the lowest level.
category_tx	string	Fresh Vegetables	N	2nd level category, if available.
sub_category_tx	string	Packaged Salads	N	3rd level category, if available.

FIELD	FORMAT	EXAMPLE	REQ	DETAILS
brand_tx	string	Taylor Farms	Y	Used to understand private and national brands.
temp_cd	string	PERISHABLE	N	Product storage temperature. Valid Values: {"CHILLED", "FROZEN", "HOT", "PERISHABLE", "SHELF STABLE"}
num_serving_qy	decimal	3.5	N	Number of servings as listed on the Nutritional Fact Panel. Numeric only — no "about" or "varies".
serving_size_qy	decimal	100	N	Numerical amount of a serving. Must be in metric. If the package states "About", omit it.
serving_size_uom_cd	string	g	N	Valid Values for Food & Bev: {"g", "ml"}
serving_size_tx	string	1 cup (100g)	N	Serving Size text as it appears on the Nutritional Fact Panel. Generally shows both imperial with metric in parentheses.
calorie_qy	integer	150	N	Calories per serving as displayed on the NFP.
total_fat_qy	decimal	12	N	Fat grams up to 1 decimal.
daily_pct_fat_qy	integer	15	N	If populated, present as a numeric value without the % symbol rounded to an integer. e.g. 24% would be populated as 24.
sat_fat_qy	decimal	2.5	N	Saturated fat grams up to 1 decimal.
daily_pct_sat_fat_qy	integer	13	N	Numeric value without the % symbol rounded to an integer.
trans_fat_qy	decimal	0	N	Trans fat grams up to 1 decimal.
cholesterol_qy	integer	10	N	Numeric value of mg of cholesterol.
daily_pct_cholesterol_qy	integer	3	N	Numeric value without the % symbol rounded to an integer.
sodium_qy	integer	320	N	Sodium milligrams.
daily_pct_sodium_qy	integer	14	N	Numeric value without the % symbol rounded to an integer.
carb_qy	integer	11	N	Total carbohydrates in grams.
daily_pct_carb_qy	integer	4	N	Numeric value without the % symbol rounded to an integer.
dietary_fiber_qy	decimal	2	N	Total dietary fiber grams up to 1 decimal.
daily_pct_dietary_fiber_qy	integer	7	N	Numeric value without the % symbol rounded to an integer.
sugars_qy	integer	3	N	Numeric value of sugars in grams.
added_sugars_qy	integer	1	N	Numeric value of added sugars in grams.
daily_pct_added_sugars_qy	integer	2	N	Numeric value without the % symbol rounded to an integer.
protein_qy	integer	3	N	Numeric value of protein in grams.
vitamin_c_qy	integer		N	Numeric value of Vitamin C in milligrams.
daily_pct_vitamin_c_qy	integer	30	N	Numeric value without the % symbol rounded to an integer.
calcium_qy	integer		N	Numeric value of calcium in milligrams.

FIELD	FORMAT	EXAMPLE	REQ	DETAILS
daily_pct_calcium_qy	integer	4	N	Some labels only list %DV. If that is the case, this can be populated and calcium_qy can be empty.
iron_qy	integer		N	Numeric value of iron in milligrams.
daily_pct_iron_qy	integer	4	N	Some labels only list %DV. If that is the case, this can be populated and iron_qy can be empty.
potassium_qy	integer		N	Numeric value of potassium in milligrams.
daily_pct_potassium_qy	integer	4	N	Some labels only list %DV. If that is the case, this can be populated and potassium_qy can be empty.
vitamin_k_qy	integer		N	Numeric value of Vitamin K in micrograms.
daily_pct_vitamin_k_qy	integer		N	Numeric value without the % symbol rounded to an integer.
vitamin_a_qy	integer		N	Numeric value of Vitamin A.
vitamin_a_uom_cd	string		N	Must be populated if vitamin_a_qy is. Valid Values: {"IU", "mg"}
daily_pct_vitamin_a_qy	integer		N	Numeric value without the % symbol rounded to an integer.
copper_qy	integer		N	Numeric value of copper in micrograms.
daily_pct_copper_qy	integer		N	Numeric value without the % symbol rounded to an integer.
folic_acid_qy	integer		N	Numeric value of folic acid in micrograms.
daily_pct_folic_acid_qy	integer		N	Numeric value without the % symbol rounded to an integer.
magnesium_qy	integer		N	Numeric value of magnesium in milligrams.
daily_pct_magnesium_qy	integer		N	Numeric value without the % symbol rounded to an integer.
niacin_qy	integer		N	Numeric value of niacin in milligrams.
daily_pct_niacin_qy	integer		N	Numeric value without the % symbol rounded to an integer.
vitamin_e_qy	integer		N	Numeric value of Vitamin E in milligrams.
daily_pct_vitamin_e_qy	integer		N	Numeric value without the % symbol rounded to an integer.
zinc_qy	integer		N	Numeric value of zinc in milligrams.
daily_pct_zinc_qy	integer		N	Numeric value without the % symbol rounded to an integer.
phosphorous_qy	integer		N	Numeric value of phosphorous in milligrams.
daily_pct_phosphorous_qy	integer		N	Numeric value without the % symbol rounded to an integer.
riboflavin_qy	integer		N	Numeric value of riboflavin in milligrams.
daily_pct_riboflavin_qy	integer		N	Numeric value without the % symbol rounded to an integer.
thiamin_qy	integer		N	Numeric value of thiamin in milligrams.
daily_pct_thiamin_qy	integer		N	Numeric value without the % symbol rounded to an integer.

FIELD	FORMAT	EXAMPLE	REQ	DETAILS
vitamin_b12_qy	integer		N	Numeric value of Vitamin B12 in micrograms.
daily_pct_vitamin_b12_qy	integer		N	Numeric value without the % symbol rounded to an integer.
vitamin_b6_qy	integer		N	Numeric value of Vitamin B6 in milligrams.
daily_pct_vitamin_b6_qy	integer		N	Numeric value without the % symbol rounded to an integer.
vitamin_d_qy	integer		N	Numeric value of Vitamin D (could be in international unit or mg).
vitamin_d_uom_cd	string		N	Must be populated if vitamin_d_qy is. Valid Values: {"IU","mg"}
daily_pct_vitamin_d_qy	integer		N	Some labels only list %DV. If that is the case, this is required and vitamin_d_qy can be empty.
ingred_tx	string		N	Ingredient string including all punctuation indicating components or sub-ingredients.
directions_tx	string		N	Copy listed as such on the package.
indications_tx	string		N	Copy listed as such on the package.
warnings_tx	string		N	Precautionary warnings listed on the package. Would include statements that begin "May Contain" or "Manufactured in a facility..."
allergens_tx	string		N	Allergen statement listed on the package. Should contain the 9 compulsory disclosures and begin with "Contains:".
marketing_tx	string		N	Marketing text listed on the package. Could include bulleted lists of features or benefits.
package_tx	string		N	Other copy listed as such on the package.
image_1_url	string		N	Main product image URL. Should be front-facing, white background, slight plunge angle.
image_2_url	string		N	Additional image URL.
image_3_url	string		N	Additional image URL.
image_4_url	string		N	Additional image URL.
image_5_url	string		N	Additional image URL.
image_6_url	string		N	Additional image URL.
image_7_url	string		N	Additional image URL.
image_8_url	string		N	Additional image URL.
image_9_url	string		N	Additional image URL.
image_10_url	string		N	Additional image URL.
image_11_url	string		N	Additional image URL.

03 Data Exchange SFTP Site

The Data Exchange uses SFTP for credentialed catalog uploads. Access is provisioned on request and requires approval.

SFTP ACCESS

SFTP Access

SFTP delivery is available for retailers that prefer scheduled, credentialed file transfer. Access is provisioned on request and requires approval.

HOST	siftersftp.blob.core.windows.net
USERNAME	siftersftp.<container>.<username>
ARCHIVE	catalog_<YYYYMMDD>.zip

Provisioning: Contact Sifter Solutions to request an SFTP account. Credentials are issued after approval.