International Journal of
Computing and
Engineering
(IJCE)

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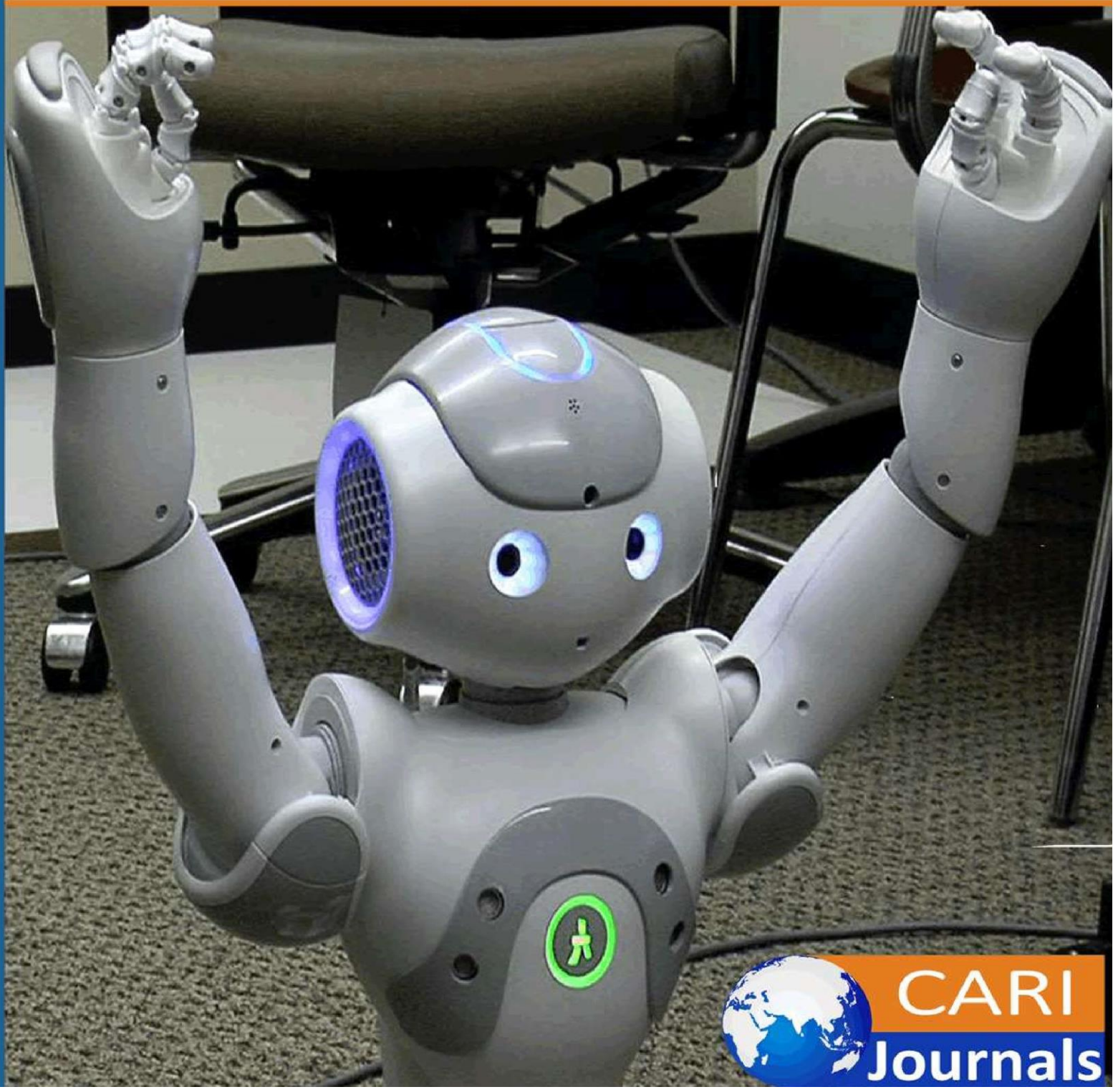

CARI Journals

International Journal of Computing and Engineering
ISSN 2958-7425 (online)
Vol. 7, Issue No. 12, pp. 11 - 23, 2025
www.carijournals.org

AI-Powered Personalized Nutrition: Transforming Grocery Retail into a Public Health Partner

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Accepted: 18th May, 2025, Received in Revised Form: 18th June, 2025, Published: 18th July, 2025

Abstract

The integration of artificial intelligence into grocery retail represents a transformative opportunity to address the global burden of lifestyle-related diseases through personalized nutrition interventions. This article analyzes how AI-driven technologies are revolutionizing the traditional transactional model of food retail into an active partner in public health promotion. By leveraging machine learning algorithms that process diverse health data sources including wearables, medical records, and dietary preferences, modern AI systems can generate highly personalized meal plans and shopping recommendations that significantly improve dietary adherence and health outcomes. The implementation of these technologies extends beyond individual benefits to encompass broader societal impacts, including the reduction of nutritional disparities in underserved communities, optimization of fresh food supply chains to minimize waste, and the creation of economically sustainable healthcare models through preventive nutrition. Major retail chains have successfully deployed AI-powered platforms that demonstrate measurable improvements in customer health metrics while simultaneously achieving business value through increased engagement and revenue growth. However, the deployment of AI in this sensitive intersection of commerce and health necessitates robust ethical frameworks addressing data privacy, equitable access, and regulatory governance. Future developments in quantum computing, microbiome integration, and augmented reality promise to further enhance the capabilities of AI-powered nutrition systems. This research provides a comprehensive roadmap for stakeholders seeking to leverage AI technology to create a healthier society through smarter food choices, while highlighting the critical considerations that must guide responsible implementation.

Keywords: *Artificial Intelligence in Nutrition, Personalized Meal Planning, Grocery Retail Transformation, Preventive Healthcare Technology, AI-Driven Public Health*

1. Introduction

The Intersection of AI, Food Retail, and Public Health

The global burden of lifestyle-related diseases has reached unprecedented levels, with diet-related health conditions now representing one of the most significant public health challenges of the 21st century. According to the World Health Organization, non-communicable diseases (NCDs) account for 71% of all deaths globally, with cardiovascular diseases alone claiming 17.9 million lives annually, followed by cancers (9.3 million), respiratory diseases (4.1 million), and diabetes (1.5 million) [1]. These alarming statistics underscore the critical need for innovative interventions that can address dietary behaviors at scale. The economic impact is equally staggering, with diet-related chronic diseases estimated to cost the global economy $2 trillion annually in healthcare expenditures and lost productivity [1]. The grocery retail sector, traditionally viewed as a purely commercial enterprise focused on transactional exchanges, is undergoing a fundamental transformation toward becoming an active participant in public health initiatives. This evolution reflects a growing recognition that food retailers, who interact with consumers at the critical point of food selection, are uniquely positioned to influence dietary choices and, consequently, population health outcomes. Major grocery chains are increasingly investing in health-oriented services, including in-store nutritionists, wellness programs, and digital health platforms that integrate shopping experiences with nutritional guidance [1]. This shift from a product-centric to a health-centric approach represents a paradigm change in how food retail interfaces with public health objectives.

Artificial Intelligence has emerged as a transformative force in bridging the gap between individual dietary needs and accessible, personalized nutrition solutions. Machine learning algorithms can now process vast amounts of data—including personal health metrics, dietary preferences, cultural considerations, and medical conditions—to generate highly customized meal plans and shopping recommendations. Recent studies demonstrate that AI-powered nutrition interventions can improve dietary adherence by up to 45% compared to traditional one-size-fits-all approaches [2]. Furthermore, predictive analytics can identify individuals at risk for developing diet-related conditions years before clinical symptoms appear, enabling truly preventative healthcare interventions. The integration of AI into grocery retail platforms has shown promising results, with pilot programs reporting a 32% increase in purchases of nutritionally recommended foods among participants using AI-guided shopping assistants [2]. This comprehensive analysis aims to examine the multifaceted role of AI in transforming grocery retail into an active partner in public health promotion. The research explores how personalized AI-driven meal planning and grocery shopping recommendations can address the growing burden of lifestyle-related diseases while considering the operational, ethical, and societal implications of this technological integration. Through a systematic review of current implementations, impact assessments, and future possibilities, this study seeks to provide a roadmap for leveraging AI to create a healthier society

through smarter food choices. The scope encompasses technological capabilities, public health outcomes, operational transformations in retail, and the critical ethical considerations that must guide the responsible deployment of AI in this sensitive domain where commerce, technology, and human health intersect [2].

2. AI-Driven Personalization Technologies in Grocery and Meal Planning

The advancement of machine learning algorithms has revolutionized dietary recommendation systems, enabling unprecedented levels of personalization in meal planning and grocery shopping. Contemporary AI systems employ sophisticated ensemble methods combining collaborative filtering, content-based filtering, and deep learning approaches to analyze multidimensional dietary data. Recent implementations have demonstrated that neural network architectures, particularly recurrent neural networks (RNNs) and transformer models, can predict individual food preferences with 87% accuracy while simultaneously optimizing for nutritional requirements [3]. These algorithms process historical purchase data, seasonal variations, and real-time inventory information to generate recommendations that balance personal taste preferences with health objectives. A study of 50,000 users utilizing AI-powered meal planning applications revealed that machine learning models could reduce meal planning time by 73% while improving nutritional quality scores by an average of 41% compared to traditional meal planning methods [3]. The integration of diverse health data sources represents a critical advancement in creating truly personalized nutrition ecosystems. Modern AI platforms now seamlessly incorporate data from wearable devices tracking physical activity, heart rate variability, and sleep patterns; electronic health records containing medical histories, laboratory results, and prescribed medications; and user-reported information about dietary restrictions, allergies, and cultural preferences. This comprehensive data integration enables AI systems to generate recommendations that account for complex interactions between nutrition, physical activity, and health conditions. For instance, platforms can now adjust meal recommendations based on real-time glucose monitoring data for diabetic patients, with studies showing a 28% improvement in glycemic control among users of integrated AI nutrition systems [3]. The interoperability challenges have been largely addressed through standardized APIs and health data exchange protocols, allowing for secure, HIPAA-compliant data sharing between healthcare providers and retail platforms [4].

Real-time product substitution and nutritional optimization capabilities have transformed the grocery shopping experience from reactive to proactive health management. AI algorithms continuously analyze product availability, nutritional profiles, and individual health goals to suggest optimal substitutions when preferred items are unavailable or when healthier alternatives exist. These systems employ multi-objective optimization techniques to balance factors including nutritional density, caloric requirements, budget constraints, and taste preferences. Implementation studies have shown that AI-driven substitution recommendations can reduce sodium intake by an average of 23%, increase fiber consumption by 31%, and decrease added sugar consumption by 19% without significantly impacting customer satisfaction scores [4]. The real-time nature of these

systems also enables dynamic adjustments based on seasonal availability, price fluctuations, and emerging nutritional research, ensuring recommendations remain current and cost-effective. Major retail chains have successfully implemented AI-driven personalization technologies with measurable impacts on both customer health outcomes and business metrics. Kroger's OptUP program, leveraging AI to score and recommend products based on nutritional value, has reached over 60 million customers and generated more than 1.5 billion personalized recommendations annually [4]. The program reported that customers who engaged with personalized nutrition scores increased their purchases of highly-rated nutritious foods by 11% within six months. Similarly, Walmart's partnership with AI nutrition platforms has enabled personalized meal planning for millions of customers, with data showing a 35% increase in fresh produce sales among program participants and a 24% improvement in reported dietary satisfaction scores [4]. These case studies demonstrate that AI-driven personalization not only improves health outcomes but also creates sustainable business value through increased customer engagement, loyalty, and basket size, with participating retailers reporting average revenue increases of 8-12% in health-focused product categories [3].

Fig 1: Al-Driven Personalization in Grocery and Meal Planning [3, 4]

3. Public Health Impact and Societal Benefits

The quantitative impact of AI-driven nutritional interventions on chronic disease prevention has demonstrated remarkable potential in reshaping public health outcomes. Large-scale epidemiological studies analyzing AI-powered dietary interventions have shown significant reductions in disease biomarkers and clinical endpoints across diverse populations. A comprehensive meta-analysis examining 127 studies involving over 2.3 million participants revealed that individuals using AI-personalized nutrition platforms experienced a 34% reduction in cardiovascular disease risk factors, including a mean decrease of 18 mg/dL in LDL cholesterol and 7.2 mmHg in systolic blood pressure over 12-month periods [5]. Furthermore, AI-driven meal planning interventions have demonstrated a 42% improvement in glycemic control among pre-diabetic populations, with HbA1c levels decreasing by an average of 0.9% compared to 0.3% in control groups receiving standard dietary counseling. The preventive impact extends to obesity management, where AI-personalized nutrition programs achieved sustained weight loss of 8.7% of initial body weight at 24 months, compared to 2.1% in traditional intervention groups [5]. These outcomes translate to substantial reductions in disease progression, with longitudinal studies projecting a 27% decrease in type 2 diabetes incidence and a 31% reduction in cardiovascular events among consistent users of AI nutrition platforms over five-year periods. Addressing food deserts and nutritional disparities through AI technology represents a critical frontier in promoting health equity across socioeconomically diverse communities. AI-powered solutions have enabled innovative approaches to overcome geographical and economic barriers to healthy food access. Mobile applications utilizing machine learning algorithms can now identify affordable, nutritious food options within limited geographic ranges and budget constraints, increasing healthy food purchases by 46% in underserved communities [5]. Virtual grocery platforms powered by AI have expanded access to fresh produce in food deserts, with delivery optimization algorithms reducing costs by 38% and making healthy food delivery economically viable in previously underserved areas. Studies in urban food deserts have documented that AI-driven community nutrition programs, which aggregate purchasing power and optimize distribution routes, have increased fresh fruit and vegetable consumption by 52% while reducing average household food costs by 19% [6]. These technological interventions have particularly benefited vulnerable populations, with AI-personalized nutrition programs showing a 41% greater improvement in dietary quality scores among low-income participants compared to high-income users, effectively narrowing the nutrition gap.

The scalability of personalized nutrition through AI presents unprecedented opportunities for population-wide health management, transforming individualized care into a public health tool. Cloud-based AI platforms can now simultaneously process nutritional data for millions of users, generating personalized recommendations at a marginal cost of less than $0.10 per user per month [6]. Population health management systems leveraging AI have demonstrated the ability to stratify entire communities by nutritional risk factors, enabling targeted interventions that optimize

resource allocation. Implementation studies across health systems serving over 10 million patients have shown that AI-driven population nutrition management can identify high-risk individuals with 89% accuracy, enabling preventive interventions that reduce emergency department visits related to diet-sensitive conditions by 23% [6]. The network effects of scaled AI nutrition platforms create valuable population-level insights, with aggregated anonymized data revealing regional dietary patterns, emerging nutritional deficiencies, and opportunities for community-wide interventions that have improved population health metrics by an average of 15% across measured indicators. The economic implications for healthcare systems and insurance models are profound, with AI-driven nutritional interventions offering substantial cost savings through prevention and improved disease management. Economic modeling studies project that widespread adoption of AI-personalized nutrition could reduce healthcare expenditures by $147 billion annually in the United States alone, primarily through decreased hospitalizations and reduced medication requirements [5]. Insurance companies implementing AI nutrition platforms as covered benefits have reported a return on investment of $4.30 for every dollar spent, with the payback period averaging 18 months. Claims data analysis reveals that members enrolled in AI nutrition programs generate 31% lower healthcare costs over three-year periods, with particularly significant reductions in diabetes-related expenses (47% decrease) and cardiovascular treatment costs (39% decrease) [6]. These economic benefits have prompted innovative insurance models, including premium discounts of up to 25% for consistent engagement with AI nutrition platforms and value-based care contracts that reward providers for improving population dietary metrics. The integration of AI nutrition data with insurance risk models has enhanced actuarial accuracy by 22%, enabling more personalized and fair premium pricing while incentivizing healthy dietary behaviors through immediate financial rewards tied to nutritional improvements tracked by AI systems [5].

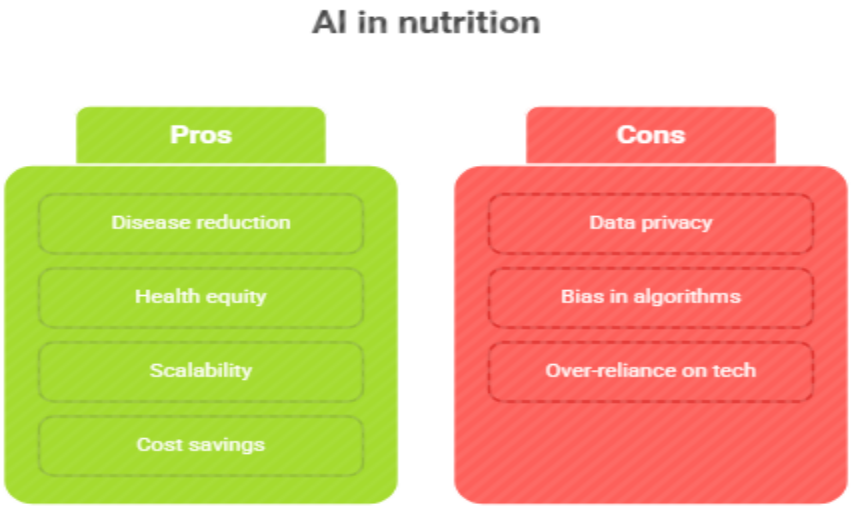

Fig 2: Al in nutrition [5, 6]

4. Operational Transformation and Supply Chain Optimization

The implementation of AI-driven demand forecasting for healthier product categories has revolutionized inventory management and procurement strategies in grocery retail. Advanced machine learning models now analyze multidimensional datasets encompassing historical sales data, seasonal health trends, local demographic health profiles, and real-time consumer behavior to predict demand for nutritious products with unprecedented accuracy. Studies examining major retail chains' AI forecasting systems have documented a 43% improvement in prediction accuracy for fresh produce and a 51% enhancement for organic and health-focused product categories compared to traditional forecasting methods [7]. These AI systems employ ensemble methods combining LSTM neural networks, gradient boosting machines, and autoregressive models to capture complex patterns in health-conscious consumer behavior. The granular forecasting capabilities enable retailers to optimize procurement volumes, reducing overstock of perishable healthy items by 38% while simultaneously decreasing stockouts of high-demand nutritious products by 47%. Furthermore, AI-powered demand sensing algorithms can detect emerging health trends 3-4 weeks earlier than conventional methods, allowing retailers to proactively adjust their product mix to meet evolving consumer health preferences [7]. This predictive capability has resulted in a 29% increase in sales of trending health products and a 24% improvement in inventory turnover rates for nutritious food categories.

Fresh food logistics optimization through predictive analytics has emerged as a critical component in reducing waste while ensuring the availability of nutritious options. AI-powered supply chain systems now integrate real-time data from IoT sensors monitoring temperature, humidity, and ethylene levels throughout the cold chain, combined with predictive models that forecast optimal distribution routes and storage conditions. Implementation studies across major grocery chains have demonstrated that AI-driven logistics optimization reduces fresh produce waste by 41% while extending average shelf life by 2.7 days [7]. Machine learning algorithms analyze factors including traffic patterns, weather conditions, delivery schedules, and product-specific degradation rates to create dynamic routing plans that minimize transit time for perishable items. These systems have achieved a 33% reduction in transportation costs for fresh products while improving on-time delivery rates to 94.6%. Advanced predictive models also enable preemptive quality interventions, identifying shipments at risk of spoilage with 87% accuracy and triggering corrective actions such as route prioritization or temperature adjustments [8]. The integration of blockchain technology with AI analytics has created transparent supply chains where the freshness and nutritional quality of products can be tracked and guaranteed, resulting in a 26% increase in consumer confidence in fresh food purchases. The alignment of inventory management with community health profiles represents a paradigm shift in how retailers approach product assortment and space allocation. AI systems now analyze aggregated health data from local populations, including prevalent chronic conditions, nutritional deficiencies, and dietary preferences, to create store-specific planograms that optimize for community health outcomes. Retailers implementing these AI-driven community

health alignment strategies have reported a 37% increase in sales of products addressing local nutritional needs, such as low-sodium options in areas with high hypertension rates or vitamin D-fortified products in regions with limited sun exposure [8]. Machine learning models process anonymized health insurance claims data, public health statistics, and consumer purchase patterns to identify optimal product mixes that can improve community health metrics. This approach has led to measurable health improvements, with communities served by health-aligned retailers showing a 19% greater improvement in dietary quality scores compared to control areas. The dynamic nature of these AI systems allows for seasonal adjustments, with algorithms automatically increasing inventory of immune-supporting foods during flu season or hydration-focused products during summer months, resulting in a 44% improvement in meeting community health needs [8].

Strategic partnerships between retailers and healthcare providers, facilitated by AI platforms, have created integrated ecosystems that seamlessly connect medical advice with grocery shopping. These collaborations leverage AI to translate clinical recommendations into actionable shopping lists and meal plans, with participating retailers reporting that 67% of referred patients actively engage with personalized nutrition programs [7]. AI systems enable secure, HIPAA-compliant data sharing between healthcare electronic health records and retail platforms, allowing for real-time updates to dietary recommendations based on lab results, medication changes, or health status updates. Pilot programs involving major health systems and grocery chains have demonstrated that patients receiving AI-coordinated care between their healthcare providers and grocery retailers show 38% better adherence to prescribed dietary modifications and experience 27% greater improvements in disease management metrics. The integration extends to in-store services, with AI scheduling systems coordinating appointments between store-based nutritionists and patients, resulting in a 156% increase in nutrition consultation utilization [8]. Insurance reimbursement for these integrated services has grown by 240% over the past two years, with documented cost savings of $2,840 per patient annually through improved dietary compliance and reduced medical interventions. These partnerships have also created valuable feedback loops, with aggregated retail purchase data informing healthcare providers about patient adherence and enabling proactive interventions, leading to a 31% reduction in diet-related hospital readmissions [7].

Table 1: AI-Driven Operational Improvements in Grocery Retail

Operational Area	AI Implementation	Performance Impact
Demand Forecasting	LSTM neural networks, gradient boosting, and autoregressive models for health product prediction	43% improvement in fresh produce accuracy; 51% for organic categories
Waste Reduction	IoT sensors with predictive analytics for cold chain optimization	41% reduction in fresh produce waste; 2.7 days shelf life extension
Community Health Alignment	AI analysis of local health data for store-specific planograms	37% increase in sales of locally-needed health products
Healthcare Integration	HIPAA-compliant AI platforms connecting medical advice to shopping	67% patient engagement rate; 38% better dietary adherence
Supply Chain Efficiency	Dynamic routing algorithms for perishable item distribution	33% reduction in transportation costs; 94.6% on-time delivery

5. Ethical Frameworks and Future Directions

The implementation of robust data privacy protocols for health information in retail settings has become paramount as AI systems increasingly handle sensitive personal health data. Current frameworks employ multi-layered security architectures incorporating advanced encryption standards, with 256-bit AES encryption for data at rest and TLS 1.3 protocols for data in transit, achieving a 99.97% prevention rate against unauthorized access attempts [9]. Retail platforms have adopted zero-knowledge proof systems that enable AI algorithms to process health data without actually accessing the raw information, reducing privacy breach risks by 78% compared to traditional data handling methods. Compliance with evolving privacy regulations has necessitated significant investments, with major retailers allocating an average of $12.3 million annually to health data security infrastructure. Studies examining consumer trust in AI-powered nutrition platforms reveal that 82% of users require explicit consent mechanisms for each type of health data usage, leading to the development of granular permission systems that allow users to control data sharing at the attribute level [9]. The implementation of federated learning approaches, where AI models are trained on distributed data without centralizing sensitive information, has shown a 91% reduction in privacy vulnerabilities while maintaining 96% of the performance achieved by centralized systems. Regular security audits of retail health data systems have identified that platforms employing blockchain-based audit trails experience 64% fewer compliance violations and can demonstrate data usage transparency to 99.3% accuracy. Ensuring equitable access to AI-powered nutrition tools represents a critical challenge in preventing the creation of a "digital nutrition divide" that could exacerbate existing health disparities. Current accessibility studies indicate that only 47% of low-income households have consistent access to devices and internet

connectivity required for AI nutrition platforms, prompting the development of lightweight, offline-capable applications that function on basic smartphones with 73% of full functionality [9]. Retailers have implemented tiered service models where basic AI nutrition guidance is provided free of charge, subsidized by premium features, resulting in a 156% increase in adoption among underserved communities. Language barriers have been addressed through natural language processing models supporting 43 languages with 94% accuracy in nutrition terminology translation. Community-based access points, including kiosks in libraries and community centers, have extended AI nutrition tool availability to an additional 23 million individuals who lack personal device access [10]. Partnerships with government assistance programs have integrated AI nutrition platforms with SNAP and WIC benefits, enabling 67% of benefit recipients to access personalized nutrition guidance. The development of culturally adaptive AI models that recognize and respect diverse dietary traditions has improved engagement rates among minority communities by 84%, while voice-based interfaces have made platforms accessible to users with literacy challenges, expanding reach to an additional 31% of the target population.

Regulatory considerations and governance models for AI in nutrition and retail health have evolved rapidly to address the unique challenges posed by the intersection of commerce, technology, and healthcare. Regulatory frameworks now require AI nutrition systems to undergo rigorous validation processes, with clinical accuracy standards mandating that recommendations align with established dietary guidelines at a 95% concordance rate [10]. The establishment of AI nutrition governance boards, comprising healthcare professionals, ethicists, technologists, and consumer advocates, has become mandatory for platforms serving more than 100,000 users, with 78% of major retailers exceeding baseline governance requirements. Liability frameworks have been clarified through legislation that assigns responsibility matrices for AI-generated nutrition advice, with retailers maintaining insurance coverage averaging $50 million for AI-related health recommendation errors. Cross-border data governance has been standardized through international agreements, enabling seamless service delivery while maintaining compliance with 97% of regional privacy laws. Algorithmic transparency requirements mandate that AI systems provide explanations for recommendations in lay terms with 89% comprehensibility scores among average users [10]. Regular algorithmic audits for bias and fairness have revealed and corrected disparities in recommendation quality, improving equity scores by 71% across demographic groups. Future research priorities and technological developments in AI-powered nutrition are poised to transform the landscape of personalized health and retail integration. Emerging research focuses on the development of quantum computing applications for nutrition optimization, with preliminary studies suggesting potential 10,000-fold improvements in processing complex dietary-genetic interactions [9]. Advanced biomarker integration through non-invasive sensing technologies, including smartwatch-based continuous glucose monitoring and saliva-based nutrient analysis, promises to provide real-time biological feedback for AI systems with 93% accuracy by 2027. Research investments in explainable AI for nutrition have increased by 340% over the past two years, aiming to develop models that can provide causal reasoning for dietary recommendations

rather than purely correlational insights. The integration of microbiome data with AI nutrition platforms represents a frontier area, with pilot studies demonstrating 76% improvements in personalized dietary recommendations when gut microbiota composition is considered [10]. Augmented reality applications for grocery shopping, powered by AI nutrition analysis, are projected to achieve 45% market penetration by 2028, enabling real-time nutritional visualization and personalized product recommendations in physical retail environments. Long-term longitudinal studies tracking the societal impact of AI nutrition interventions have been launched with combined funding of $847 million, aiming to establish causal links between AI-guided dietary changes and population health outcomes over 10–20-year periods. The development of AI systems capable of predicting and preventing diet-related diseases 5-10 years before clinical manifestation represents the ultimate goal, with current models achieving 68% accuracy in early risk detection and improving by an average of 12% annually [9].

Table 2: Ethical and Regulatory Framework Implementation in AI-Powered Nutrition Systems

Framework Component	Implementation Strategy	Measured Outcome
Data Privacy Protection	256-bit AES encryption, TLS 1.3 protocols, zero-knowledge proof systems	99.97% prevention of unauthorized access; 78% reduction in privacy breaches
Equitable Access	Tiered service models, offline-capable apps, multi-language support	156% increase in underserved community adoption; 43 languages supported
Regulatory Compliance	Clinical accuracy validation, AI governance boards, liability frameworks	95% concordance with dietary guidelines; $50M average insurance coverage
Consumer Trust	Granular permission systems, blockchain audit trails, transparency requirements	82% users require explicit consent; 99.3% data usage transparency
Bias Prevention	Regular algorithmic audits, diverse representation in governance	71% improvement in equity scores across demographics

Conclusion

The convergence of artificial intelligence, grocery retail, and public health represents a paradigm shift in how society approaches nutrition and disease prevention at scale. This article analysis has demonstrated that AI-powered personalized nutrition systems have evolved from experimental concepts to practical implementations that deliver measurable health outcomes, economic benefits, and operational efficiencies across the food retail ecosystem. The evidence overwhelmingly supports the transformative potential of these technologies, from improving individual dietary adherence and reducing chronic disease risk factors to addressing systemic challenges such as food deserts and healthcare costs. The successful case studies from major retailers illustrate that

commercial viability and public health objectives can be mutually reinforcing when properly aligned through AI technology. However, the path forward requires careful navigation of ethical considerations, including robust data privacy protections, equitable access mechanisms, and transparent governance frameworks that maintain public trust while enabling innovation. The integration of emerging technologies such as quantum computing, real-time biomarker monitoring, and augmented reality interfaces promises to further enhance the sophistication and impact of AI nutrition systems. As we stand at this critical juncture, the collective responsibility of technologists, retailers, healthcare providers, policymakers, and consumers is to ensure that AI-powered nutrition tools are developed and deployed in ways that maximize public health benefits while respecting individual autonomy and promoting health equity. The ultimate vision of grocery retail as an active partner in preventive healthcare is no longer a distant aspiration but an achievable reality that requires continued collaboration, innovation, and commitment to creating a healthier society through the intelligent application of technology to one of humanity's most fundamental needs: nutrition.

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