



AFGC  
Authorised  
Food Data  
System®

# AFGC PIF V6.0 USER SURVEY 2020/21

## WHY USE THE PIF?

- Our customers request/expect it
- One stop shop
- Information about our products
- Streamlines process
- Assist with information gathering

# 01

82 responses  
80 Sites  
Representing  
~36,000 PIFs

# 02

PIF V6.0:  
Currently using = 22%  
Transitioning = 11.5%  
Thinking about = 22%  
(n=74)

# 03

Types of PIFs  
Sample = 30%  
Ingredient = 89%  
Flavour = 32%  
Retail Ready = 51%

# 04

Status of portal  
implementation  
Ready = 61%  
Implementing = 39%  
(n=23)

# 05

PIF V6.0 Information  
on the AFGC  
website:  
70% Aware  
30% Not Aware