



AUSTRALIAN
**FOOD &
GROCERY**
COUNCIL™

INTRODUCTION TO PIF V6

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Overview

- Competition Warning
- Short History of the PIF
- Drivers of PIF development
- The PIF Universe
- PIF Players – AFGC & Vendors roles and responsibilities
- PIF Support – now and into the future



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Competition Warning

The AFGC requires that participants at this meeting must not enter into any discussion, arrangement or understanding that may, in any way, infringe applicable competition laws.

In particular, members and participants must not –

- discuss or agree on production limits or strategies, prices (including rebates and discounts), marketing territories, bids or tenders;
- discuss or agree on dealings with customers or third parties, including trading terms and conditions;
- exchange any non-public or commercially sensitive information relating to - purchasing, production and supply chain strategy or capacity,
- marketing or advertising strategy, or profit, costs or revenues.

Such topics must be avoided both in the formal meetings and in any informal discussions before, during or after meetings. Please keep discussions within the scope of the set agenda items as off-topic discussions may represent a compliance risk.

Participants are encouraged at any time to challenge any discussions that might contravene this statement.



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A SHORT HISTORY OF THE PIF

- 2003-2005ish.- AFGC developed a standardised Product Information Form for information transfer efficiency
- 2005-2013 – PIF V1 – V5 updates – Word to Excel
- 2013 Decision to update to on-line format
- 2013 – 2017 – System Design
 - Basic Functionality and Content (significant update)
 - Organisations – Partnerships with Vendors
 - Role definition – AFGC determines PIF content, Vendors deliver
 - Commercial Arrangements – AFGC licenses Vendors, Vendors provide PIF service – create, store, transmit, secure
- 2017 PIF Launched
- 2018 2018 PIF System enhancement – testing and roll out



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Drivers of PIF Development

Business Efficiency

- ever growing need for info. exchange
- Regulatory compliance – company details, CoOL, NIP, allergens
- Product support – additional product specifications
- Customer Service – market differentiation

And greater consumer demand for

- Information on all aspects of food production and nature
- Accountability - impact on wellbeing and wider environment
- Demonstrating social license to operate



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Drivers of PIF Development

Standards and protocols are required for:

- **information integrity** – agreed standards and definitions for data accuracy and currency to provide absolute confidence and trust in the system for data users – businesses, customers and consumers alike
- **information storage** – robust IT systems and security to protect data from adverse impacts (hacking, natural disasters), and
- **information access** – user friendly access for end-users of all types of the information is critical to maximise the value of data.

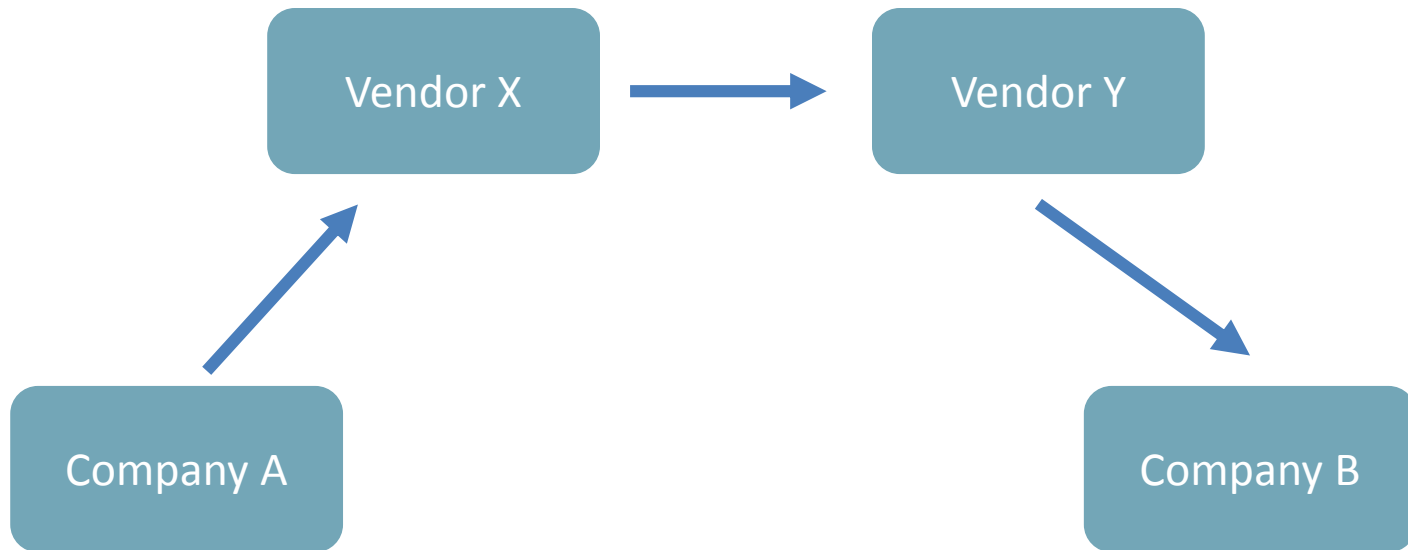


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The PIF Universe – basic function

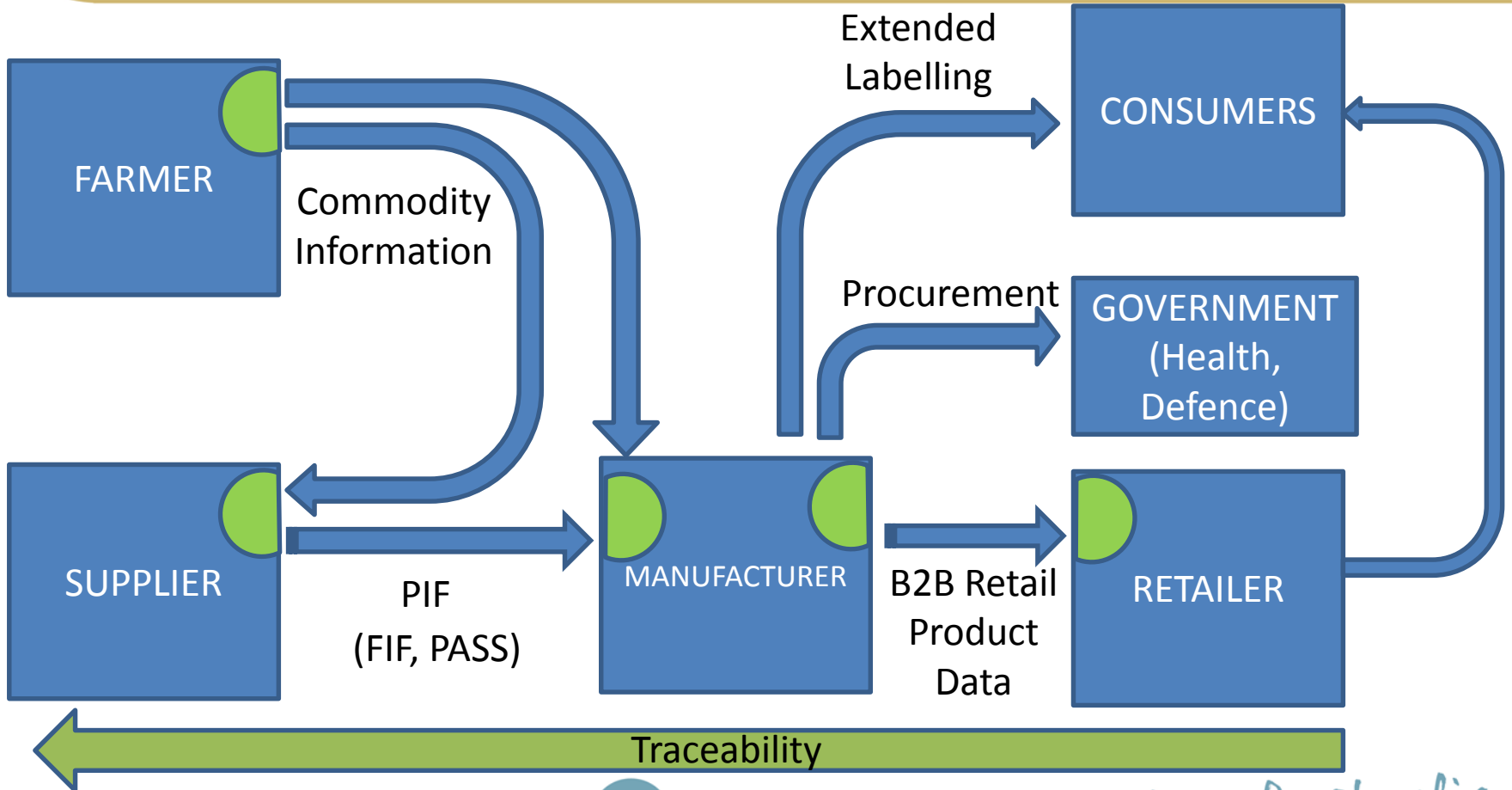


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The PIF Universe





The PIF Players – roles and responsibilities

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- Maintain integrity of PIF system
 - Functional specification – remains fit for purpose
 - Content – updated in response to regulatory changes, market demands
 - User support – training and reference material
 - Licence – appropriate Vendors

Vendors

- Meet license obligations
 - PIF functional specifications
 - User support – IT integration support as appropriate

Both

- System Enhancements – content and technical upgrades



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PIF Support – now and into future

- High visibility to AFGC Board – strong ongoing support
- Promotion to Industry and Industry Partners
- User support material, on-going training
- User Group support – Content review and update
- Vendor technical coordination
 - PIF system works seamlessly
 - Technical upgrades



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Information Transparency – it's global!

FULL DISCLOSURE



In our new post-truth reality, consumers require complete and total transparency from food and drink companies.

What's Happening in 2018?

Many consumers around the world lack trust in regulatory systems, manufacturers, and even their fellow humans. This compounds a pre-existing wariness about food and drink because of product recalls,

scandals, and suspicion about large companies. The convergence of skepticism extends and enhances the existing consumer interest in the origins of food and drink that has been present (in some markets) for the past decade.

French milk brand C'est qui le patron? (which translates to "Who's the boss?") surveyed 6,850 consumers online about half a dozen criteria from farm gate price to packaging in order to develop its product.



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