Meeting the challenges: managing food ingredients from multiple sources – food manufacturer’s perspective

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Overview

- The Consumer Driver
- Global Supply Chains
- AFGC’s Product Information

Form
- Greater Transparency for consumers

AGFC

Its all about consumers.....

- more fresh
- more natural
- more wholesome
- more healthy
- more convenient
- more safe
- more indulgent
- more consistent
- more available
- more affordable
- more eco friendly
- more ethical
- more information
- more trustworthy
- more authentic

AGFC

Who the hell know what goes into our food anymore?

(Yes – its about me, and I want everything)
Promise – What Consumers are looking for

Product

Price

Production

Provenance

Product Integrity Safety and Quality

Promise Authenticity

AUTHENTICITY

PRODUCTS MUST BE WHAT THEY CLAIM TO BE

Product Integrity – Commonality of approach

Fair Trade

Animal Welfare

Traceability

Natural

Origin

Processes Technologies

Sustainability

Audit

Certification

Authenticity

Industry 3rd Party Certification schemes

Nutrition (eg. NRF’s Tiers, ...)

Specific Dietary Chol...

Ethical Sourcing (eg...)

Place of Origin (eg...)

Animal Welfare and Product...

Sustainability and the...

Religion (eg Halal, Kosher)

Food Quality or Safety (eg...)

Other (please specify)
Risk evaluation

Food Quality

Food Safety

Food Authenticity

High
Consumer concern, Political interest, Regulatory risk in sync.

Low

How Yoplait Learnt to Manufacture Saleable Authenticity

Goulburn Valley

Free Range Eggs
40% of trade in agriculture, fisheries, forestry is between developing and developed countries.

Australian companies source a wide variety of ingredients and products globally and on a daily basis.

Globalisation of the food supply means that both industry and government share responsibility for food integrity across the food supply chain.

Top Ten Import Suppliers

<table>
<thead>
<tr>
<th>Country</th>
<th>$'000</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Zealand</td>
<td>2,380,526</td>
</tr>
<tr>
<td>USA</td>
<td>1,644,138</td>
</tr>
<tr>
<td>Thailand</td>
<td>1,036,038</td>
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<tr>
<td>China</td>
<td>1,019,153</td>
</tr>
<tr>
<td>Singapore</td>
<td>851,470</td>
</tr>
<tr>
<td>Italy</td>
<td>680,327</td>
</tr>
<tr>
<td>Malaysia</td>
<td>560,405</td>
</tr>
<tr>
<td>France</td>
<td>576,749</td>
</tr>
<tr>
<td>Argentina</td>
<td>510,698</td>
</tr>
<tr>
<td>UK</td>
<td>508,359</td>
</tr>
</tbody>
</table>

Total: 9,795,863

Source: Based on ABS customised report

Supply chain

- Agriculture - Production
- Consolidation
- Distribution
- Manufacture – Ingredients/Additives/Process Aids
- Manufacture Retail Ready products
- Distribution
- Food Service
- Retail
- Restaurant
- Consumer

The PIF is:
- a tool developed by the food industry
- to collect and share information
- to meet obligations under regulatory requirements and industry codes
- for food ingredients and finished products
- in a consistent and standardised manner

Product Information Form
PIF V6.0 – section 1

1.2 Manufacturing Information

This section should be completed when the manufacturing site(s) are in different locations to the Company head office information.

Relevant Facility Information Form (FIF) Unique ID

This field has been included to accommodate the Facility Information Form (FIF) once this has been developed. The FIF will be available via online portals in the same way that PIF V6.0 is accessed via a Vendor portal.

PIF V6.0 – section 2

Section 2.2 – Country of Origin

|---|---|---|---|---|---|---|---|---|---|

PIF V6.0

Section 6 – Durability, Packaging & Supply Chain

Section 7 – Shelf life

Section 8 – Traceability

Section 9 – Measurement Marking

Section 10 – Potential Safety Hazards

Section 11 – Packaging

Section 12 – Specifications for Compliance

Section 13 – Company Specific Requirements

Section 14 – Extra comments & Attachments

Section 15 – Summary of Statements & Claims

Section 16 - Checklist
Section 5 – Nutrition Information

<table>
<thead>
<tr>
<th>NUTRIENT</th>
<th>Average quantity per serve</th>
<th>Average quantity per 100 g/ml</th>
<th>% Daily intake per serve</th>
<th>% RDI per serve</th>
<th>Target population</th>
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</thead>
<tbody>
<tr>
<td>Energy</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Protein, total</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Carbohydrate</td>
<td></td>
<td></td>
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<tr>
<td>Fat, total saturated</td>
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<tr>
<td>Cholesterol</td>
<td></td>
<td></td>
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<tr>
<td>Dietary fibre, total</td>
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<tr>
<td>Sodium</td>
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<td>Potassium</td>
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<td>Additional nutrients</td>
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<tr>
<td>Vitamin</td>
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<tr>
<td>Mineral</td>
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</tbody>
</table>

Section 6 – Claims

6.1 – Nutrition, Health and Related Claims

Nutrition content:
- Claim
- Property of the food
- Amount

Self substantiated GLHC:
- Food or property of the food
- Health effect
- Claim
- Who holds the dossier

PIF portals via software providers to the food and grocery sector

HELPING INDUSTRY TURN DATA INTO INFORMATION.
PIF Online - benefits

✓ Updated content
✓ Streamlines the process of recording and reporting product information
✓ “One true source”
✓ No need to retype information
✓ Information stored in a company’s PIF portal will be searchable
✓ Ability to securely share information within a business
✓ Use information for other applications

Food Data System

SUPPLIER

GMA SmartLabel

http://www.smartlabel.org/

Take Aways ..... 

✓ Consumer need for ‘authenticity is paramount
✓ Ingredients contribute to the ‘promise’
✓ Failure risks regulatory intervention
✓ Information is king – but it must be accurate
✓ **One true source** is critical –
  ✓ Effective, efficient management
  ✓ Transparency for consumers