

INTERNATIONAL FEDERATION FOR PRODUCE STANDARDS



PRODUCE PLU

A Users' Guide – 2006

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Background

This paper contains rules for the international Price Look-Up (PLU) numbering scheme. The international PLU system is governed by voluntary cooperation of participating countries that are represented by national or regional representatives on the International Federation for Produce Standards (IFPS) Board of Directors.

PLU codes have been used by supermarkets since 1990 to make check-out and inventory control easier, faster, and more accurate. Fresh fruit and vegetable PLU codes are used to identify bulk produce (and related items such as nuts and herbs). For example, they tell the supermarket cashier whether an apple is a conventionally grown Fuji apple which may sell for \$1.29 per pound/kg versus an organically grown Fuji apple which may sell for \$2.29 per pound/kg. In some instances they also differentiate by size (e.g. small, medium, large).

In 2001 the national users of PLUs for produce met and formed a group to administer PLUs at a global level. That group, now the IFPS, continues to address harmonization of the international PLUs and also is a forum for other standardization efforts affecting the produce sector.

New PLU applications may be reviewed at a regional or national level before submission to the IFPS. The IFPS recognizes that a regional or national review group may exist to ensure this process. (Please see “Definitions” for more information on the composition of the regional review group.)

Please Note: This is a guide for PLU users. Additional information related to the IFPS is available at www.plucodes.com.

New User Guidelines

- The PLU scheme for identifying produce sold in bulk/loose at retail was first introduced in North America and has spread to include use by retailers in Australia, New Zealand and countries in Europe.
- On the grower/packer/shipper side of the industry, any grower/packer/shipper shipping to any country utilizing the PLUs for fresh produce needs to ensure they meet the expectations of their customers. This typically means that the 4 or 5 digit number must be printed on a

small sticker (or by other means depending on the produce) and adhered to the individual pieces of produce.

- An individual, or unique, company prefix is not necessary for this scheme for identifying the individual pieces sold at retail. (Unique company prefixes are however required for other supply chain purposes. This is outside the scope of this document and users are encouraged to contact their national produce association or GS1 Member Organization for further information.)
- Foodservice operators/receivers do not typically utilize the PLU system since most of the produce they receive is used in food preparation but it is recommended that you discuss this issue with your foodservice customers.
- Utilizing the correct PLU is crucial as an incorrect number will lead to incorrect identification, and therefore pricing, of product at the Point of Sale (POS). If an incorrect number is noticed before the produce is placed in the supermarket, retailers may request that the shipper re-label the product or may re-label it themselves. In either instance it leads to additional costs in both material and staff resources.
- If a retailer chooses not to utilize the IFPS PLU numbers at POS, they are simply ignored.
- New users of the PLU scheme can refer to the section, “Frequently Asked Questions” for further information.
- Growers, packers and shippers are reminded to check the PLU website, www.plucodes.com, before ordering PLU labels to ensure PLU information for their use is current.

Abbreviations

In this paper, the following abbreviations apply:

IFPS

International Federation for Produce Standards

IFPS Board

The Board of Directors of the IFPS

Definitions

In this paper, the following definitions apply:

Global PLU code

A code approved and assigned by the IFPS Board for use in any country utilizing the IFPS PLU.

GTIN

Global Trade Item Number (GTIN) is a GS1 identification number, commonly represented in bar code symbols, to enable electronic reading at point of sale, when being received at warehouses, or at any other point where it is required in business processes. A GTIN is used for the unique identification of trade items worldwide within the EAN/UCC system. A GTIN has a 14 digit structure though its data carrier (bar code) may contain only 12 digits (the UPC), 13 digits (EAN-13) or 8 digits (EAN-8). The GTIN is defined as a 14 digit number to accommodate all the different structures.

IFPS Member

IFPS membership is divided into two classes:

Ordinary Members: National trade associations or groups of regional trade associations acting in a broad representative capacity that are representing the interests of companies actively engaged in the fresh produce industry supply chain.

Associate Members: Any individual or organization associated with the fresh produce industry supply chain, but not operating as part of it.

IFPS National or Regional Review Group

Groups of national trade associations and/or industry representatives responsible for review of PLU applications before submission to the IFPS. Depending on the region this national review may then flow through a regional review group before submission to the IFPS.

IFPS Regions

For the purposes of IFPS PLU activities, the globe is divided into four regions: The four identified IFPS regions are: Asia/Pacific, Europe/Middle East/Africa, Latin America and North America.

Restricted Use PLU codes

A code approved and assigned by the IFPS Board for produce either a) restricted FOR use only in one specific country or group of countries or b) restricted FROM use in one specific country or group of countries.

Retailer Assigned PLU codes

A code approved and assigned by an individual retailer for use in their retail outlets only. Retailer Assigned codes are part of the master list of PLU codes which can be utilized in the IFPS PLU scheme.

Please note: In some countries retailers have opted for national coordination of these numbers.

Scope of the System

IFPS Purpose

This document outlines the rules associated with assigning PLU codes to loose produce for international use and with information to enable introduction and use of PLUs in the supply chain.

For the purposes of PLU application consideration and recommendations to the IFPS, applications may be vetted through a national or regional review. Although all IFPS members will vote on new PLU applications, a review body may be used as a forum for additional industry input when considering applications and the criteria by which they are evaluated.

New PLU codes shall be considered for assignment by the IFPS following the rules defined in this document.

Candidates for Global PLU codes will be put forward to the IFPS by the Secretary General within a timeframe which allows for regional input as determined. Candidates rejected for Global codes can use “Retailer Assigned” codes.

Once final acceptance is made by the IFPS, the Secretary General will assign a new PLU code, within two weeks of IFPS approval.

Basic Scope

The PLU scheme shall apply to loose produce, with the following qualifiers:

- Produce is defined as: fruits, vegetables, dried fruit, herbs and flavourings, and nuts.
- Most sealed, containerized or packaged produce falls outside of the scope of the PLU scheme as they use a GTIN (barcode). There are some exceptions such as the example of grapes which are often packaged in a plastic bag with the PLU code clearly indicated on the bag. (The item is still sold as a variable weight item.)
- Excluded from the scheme is produce that has been additionally processed (e.g. stuffed vegetables, juices, purées, portioned product, etc). The main criteria for deciding exclusions are:

- additional foods, other than produce, are added to the basic item of loose produce.
- additional processes require techniques other than minimal cutting to create the finished food product. This is because, in some countries, such processes are treated differently for food hygiene and labeling regulation compliance.
- the IFPS needs to agree, on a case-by-case basis, on the amount of processing that is done in order to assign a PLU code (versus preparation).
- grade, quality or regional variation shall not be an attribute which justifies a different PLU code.
- geographic identification of growing region shall not be a justification for a Global PLU.
- produce that is identified by a trademark is not eligible for a unique PLU number.

Range of PLU Codes

The IFPS shall be responsible for determining the range of numbers that are allocated to the PLU scheme. This range will be sub-divided into two parts:

- Those codes which are applicable to the Global PLU list.
- Those codes which are applicable only in the Restricted Use PLU list for historical purposes.

The block of codes allocated for Global use need not be in a contiguous block. It shall also be possible to re-define a previous Restricted Use PLU code to be a Global PLU code. This will simply mean that the PLU code will not change, and that the other three regions need to accept the code into their listings as part of the Global list.

Fifth (Leading) Digit Qualifier

The IFPS shall be responsible for deciding the assignment and definition of qualifying prefix digits for international recognition. At present, only three digits have been allocated:

- | | |
|---|---|
| 0 | Applies to all non-qualified produce and is generally presented without the leading "zero" digit. |
| 8 | Genetically modified |
| 9 | Organic |

Retailer Assigned Codes

Blocks of numbers have been left unassigned and are designated for use/assignment by individual retailers. These codes allow retail introduction of new products which do not meet the criteria for assignment of a Global Use code. The assignment and management of these codes is left entirely to the discretion of individual retailers and it is strongly recommended that suppliers using these codes

ensure coordination in the event of more than one retail customer selling their new product. (Please see *When are “Retailer Assigned” numbers used?* in the section “Frequently Asked Questions”.)

N.B. – Countries or regions may choose to coordinate usage of Retailer Assigned codes at a national/regional level. This decision is left to the discretion of the IFPS National or Regional Review Group.

Granularity

The IFPS shall decide the level of granularity (detail) that justifies a PLU code. Three levels of granularity shall be supported:

- To a produce type or commodity, with no sub-divisions (e.g. quince).

NOTE: There are a number of alternative and translated names for many produce types or commodities. The IFPS shall be responsible for deciding whether a type of produce shall be assigned a PLU code, but the individual IFPS members may use alternative names and may even group, or sub-group, types in their listings, because this structure has no effect on the fundamental assignment of the PLU code. Therefore, if market needs and national practices require it, it is possible to re-arrange the descriptive listings (e.g. PEPPERS into two sub-groups of CAPSICUMS and CHILLIES).

- The sub-division of a commodity or type into a low order classification that distinguishes between color, variety or some other significant feature associated with the type (e.g. TAMARILLO, Golden or TAMARILLO, Red).
- The further sub-division that distinguishes between size, (e.g. the sub-division of APPLES of some varieties into size classifications).

NOTE: The assignment of different PLU codes to distinguish between size shall not necessarily extend to all PLU codes of the same produce type or commodity.

If the IFPS decides to apply a size classification to a particular produce type or commodity, it shall determine the number of sizes that are applicable to that commodity, and shall also determine the boundary point(s) that shall be used to distinguish between one PLU code and another. The IFPS may allow different size boundaries between items that are on the Global PLU list and items that are only on a Restricted Use list. Whenever size PLUs are introduced for the first time or there is a transition from one number of sizes to another, the guidance given in Chapter 4 will be followed.

- It is important to note that the levels and division between commodities need not be uniform, as some will have only one level of granularity, while other commodities may have many levels (e.g. in some commodities various size breaks are necessary for retail identification, while in others size differentiation is unnecessary).

- It will be important to involve the retail community in each country in providing information and advice on the need for additional sizes, varieties, etc.

Request for a PLU Code from the IFPS

A request for the assignment of a Global PLU shall be made by the applicant to the IFPS Secretary General. (A copy of the PLU Application is attached as Appendix I.) This request shall be made complying with the following conditions:

1. All of the rules defined by the scope of the PLU system shall be respected.
2. Where the IFPS has defined additional criteria (e.g. the volume traded being above a threshold), quantitative information about the candidate shall be provided.
3. It is desirable in developing this system to receive appropriate reliable data (e.g. “thousand tons”)

Managing PLU Code Transitions

There will be situations where PLU codes may change due to transition from one set of size definitions to another. It is also possible that, should industry decide codes are obsolete, they may be completely withdrawn. There are some general implications on the "lifespan" of the various PLU codes affected in such scenarios.

1. The new PLU codes become effective immediately, i.e. the PLU codes may appear any time after publication of an updated PLU list. For practical purposes, different produce will require different transition periods for the introduction of the new PLU code to be complete. For example, a new variety could be implemented during the next packing season, but introducing new size definitions could require sorting and packing equipment to be upgraded. The IFPS could indicate a transition period based on knowledge of the issues involved.
2. The old PLU code would have an expiry (or withdrawal) date based on the transition period. For practical purposes, if the IFPS defines an expiry date for a PLU code to be withdrawn, this then defines the transition period by which the new PLU code(s) should be fully operational.
3. Old PLU codes may be re-used, however, PLU codes should not be re-used until 18 months from the date of withdrawal of their previous use. Note: this will be done only if extremely necessary.

Restricted Use PLU Codes

Introduction

During the migration from a regional to global PLU list, some legacy codes were maintained as Restricted Use PLU codes. As noted earlier, a Restricted Use code is a code approved and assigned by the IFPS Board for produce either a) restricted FOR use only in one specific region or b) restricted FROM use in one specific region. These Restricted Use codes were originally regional codes designed to recognize the market specifications in a region which either a) requires a code for use in a region – but would not be of use in the other regions or b) is unable to accommodate the use of a code in that region due to sizing variations or other commercial reasons which preclude its use.

It is important to note that many Restricted Use Codes address legacy issues relative to traditional use of codes, often in North America. Many of the codes originated in North America where these codes have been firmly entrenched in retail and supplier systems and equipment design for many years. The economics of change would have serious commercial impact and other regions determined that, where certain economic consequence would arise, the requirements in the region should be respected.

N.B. Because Restricted Use Codes address legacy issues only, the IFPS will not entertain new applications for Regional Use Codes.

Examples of Restricted Use Codes follow:

- Restricted FOR use on products grown in North America, East only:

4318 – Melon, Cantaloupe/Muskmelon, Small
4319 – Melon, Cantaloupe/Muskmelon, Large

- Restricted FROM use on products grown in North America:

3425 – Tangerines/Mandarins, Ellendale, Small
3426 – Tangerines/Mandarins, Ellendale, Medium
3427 – Tangerines/Mandarins, Ellendale, Large

Defining Size

The Size Parameter

Various issues exist with the basic parameters associated with the definition of size:

- count per container versus measured size
- diameter or linear measurement versus weight
- metric units versus imperial units

The most appropriate parameter should be used for the type of produce, taking into account the international implications and conventions. The long term goal should be towards a harmonised base where, for example:

count X = metric Y = imperial Z are close, even true, equivalents

It has to be understood that the number of sizes addressed by PLU could be less than the real number of precise sizes used for trade purposes, especially for legal or commercial purpose at the carton level.

Migration Issues

With respect to migration, if the IFPS approves the need to move from a non-specific to a specific two-size (or three-size) option, the following procedure for PLU assignment will be followed:

The code currently assigned to the non-specific size commodity will transition to the number for the most common size, as determined by industry. New codes will be assigned to the additional size break(s). For example:

Currently there is one size for Apples/Belchard:

3339 Apples/Belchard

Should a request for two size definitions be approved, the following may occur:

3339 Apples/Belchard Small 100 size and smaller

xxxx Apples/Belchard Large 88 size and larger

(where “xxxx” refers to a number as yet unassigned)

Review Process for PLU Applications

All PLU applications are reviewed by the IFPS members prior to voting. In some regions, national or regional groups may provide input to the IFPS members from their region as expert advise on the validity of a new application in the context of the criteria outlined in the application. The following regional model utilized in North American via the Produce Electronic Identification Board (PEIB) provides a framework for industry consultation and may be used as a model when creating national or regional review bodies for PLU application consideration.

Produce Electronic Identification Board (PEIB) Regional Model

The application is reviewed for complete data by the PEIB Secretariat. The application is then distributed to the appropriate commodity subcommittee.

All members of the appropriate commodity subcommittee have at least two weeks to review and vote, in writing, on all applications. Members of the subcommittee vote on applications by either approving, declining, or abstaining. If there is a split vote, a conference call may be held with all subcommittee members so that all points of view are addressed. A re-vote will be taken on the conference call. The vote will be documented along with appropriate perspectives related to any controversy regarding the application. This information is then forwarded to the PLU Review Group composed mainly of retail representatives.

The PLU Review Group also has at least two weeks to review PLU applications along with the subcommittees' votes and comments. The Review Group follows the same voting procedure as outlined above and the recommendations are forwarded to the PEIB.

The PEIB considers the recommendations from the subcommittees and Review Group and proceeds to the vote. The result of the vote is given to the relevant IFPS members from their region for their input at the meeting of the IFPS.

IFPS Decision

Once a PLU has been approved by the IFPS, the new code and description are forwarded to the applicant in writing. The new PLU and description are also posted on the IFPS web site.

When a PLU application is declined by the IFPS, the IFPS Secretary General will send written notification to the applicant and state the reasons for rejecting the PLU application. The Secretary General shall also suggest appropriate alternatives (e.g. retailer assigned codes).

PLU Best Practices

This chapter details suggested global best practices and attendant information for utilization of IFPS PLU codes.

Background

The use of PLU codes is voluntary, as is the means by which this information is designed and printed on labels. This section contains suggested best practices for consideration when designing and printing PLU labels based on the experiences to date of countries currently utilizing the PLU system for produce. Legislative, regulatory and commercial requirements may differ from country to country and it is incumbent on users to ensure that the PLU labels utilized adhere to the requirements within the marketplace for which the product is intended. This list is not meant to be exhaustive and it may be that individual trading partners will suggest or require other considerations.

Specifications for Printing Standard PLU Codes

1. Use all four (or five if applicable) digits of the code as legibly as possible.
2. For maximum legibility at the checkout, each digit in the PLU number should be a minimum 14-point type size. Where a larger label permits, use larger type (there is no maximum size); have a width no less than 1/3 its height; and be printed in high contrast to the background. An ideal is black print on a white background. (Certain type face fonts are preferable for the PLU number as they provide maximum “readability” and include Gill Sans Bold and Futura Bold.)
3. At all times remember that the numbers must be read quickly and accurately when viewed by a cashier through a clear plastic bag. Please print so the number is the largest type possible on the label.
4. Collateral Information – It is advisable to consider the primary function of the PLU label - accurate identification of the product - when making decisions relative to the design of the PLU label. Any peripheral information included on the label, such as brand identification, handling suggestions, country or region of origin, marketing slogans, should not be done so at the expense of the readability/legibility of the PLU number.
5. Growing Methodology Identification – Leading digit indicators (i.e. “9” or “8”) may be adopted for use on non-conventionally grown product such as organic and genetically modified/engineered items. (Please see “Frequently Asked Questions in this chapter.) Although

the correct key entry of this leading digit, in combination with the PLU, offers the ability to identify these products (often sold at a premium price), experience has shown that cashiers often ignore this leading digit with a resulting loss in revenue at retail checkout. Consideration should therefore be given to a clear visual identification of organic, or genetically modified items through a visually obvious means such as bright colored labels or clear use of the word “organic”, etc. (taking into consideration the previous information relative to peripheral information).

6. Regional/Language Considerations – English is generally recognized as the language of commerce in much of the globe but there may be markets where special language requirements need to be taken into consideration. It is therefore advisable to make yourself aware of specific language requirements, or other regional requirements, when preparing labels. (For example, in the Canadian province, Quebec, regulations require that all information included on the PLU label is written in French if a French translation exists for the word(s).)
7. Adhesion of Labels – Certain commodities, such as stone fruit and tomatoes have skin which can present certain challenges for removal of PLU labels, often resulting in removal of portions of the skin with the label. Experience has shown that consumers are often vocal in their concern over this issue and it is therefore recommended that this be considered when determining the type of label or adhesive used. (Use of a functioning tab in the label shape may assist in label removal.) In addition, special segments of the population, including the visually impaired or elderly have raised concerns about the ability to find and remove the label. Again, this should be considered during label preparation.

Using the PLU Code

It is important to follow this guideline:

Don't use a PLU on any bagged product always sold at that weight and not weighed in the store for pricing. You may use a PLU with a corresponding barcode (EAN/UCC-13, UCC-12 or EAN/UCC-8) if the product can be sold either "by the each/per unit" or weighed for pricing.

It is **incorrect** to use both a barcode and PLU code(s) together on an item that can only be sold in a fixed weight form, such as a 1-pound bag of carrots. That bag of carrots is never sold in variable weight form: the cashier would never weigh it on the scale and determine its price based on a price per pound/kg. It is always sold just as is: a 1 pound bag of carrots and should carry the appropriate bar code.

Some retailers have indicated their preference for a barcode whenever possible on variable weight produce. This may vary from retailer to retailer and should be considered when preparing coding for product.

Benefits of Using PLU Standard Codes

Retailers who use standard codes report that these:

- Improve scan data and pricing integrity
- Enhance sales and profitability

- Reduce labor and supply costs because clerks no longer need to label items in the store
- Provide the building blocks for effective category management in the produce department

A shipper applying a standard PLU code to an item provides benefits to both the retail customers and the shipper.

Shippers who use the standard codes report that these:

- Help variety sales and pricing by removing inefficient practices of cost averaging similar-looking items at retail
- Make compiled sales data more accessible from retailers and services which compile retail sales data
- Make retailers more willing to carry additional varieties and recognize premium varieties or sizes
- Do require a significant conversion cost in packing line machinery because labeling must be done after sizing, not before

Frequently Asked Questions

Q What is a PLU code?

A PLU stands for price look-up code. PLUs are used on items that are sold loose or bunched, by weight or by each (i.e. an individual apple or bunch of greens). A PLU code contains 4-5 digits total. The PLU is key-entered at point of sale in order to obtain the price.

Q Are shippers and retailers trying to label all produce items sold loose or bunched?

A Some items will not be marked with PLU codes. One can't imagine green beans or mushrooms with stickers, however PLU codes may be used on signage or by another means for these types of commodities. Other items like apples or leaf lettuce are being either stickered or banded with a PLU code. The principal objective of PLU codes is to create a common code which becomes the building block for system wide communication of electronic data.

Q When are "Retailer Assigned" codes used?

A Retailer Assigned codes are provided so that there is flexibility in the coding system. They allow retailers to designate their own codes for items not on the IFPS PLU list. Suppliers **should not** use a Retailer Assigned PLU code unless specific arrangements are made to do so with the retail customer(s) who will receive that item. There is always a chance that the same "retailer assigned" code is used for different items by different retailers.

Q When are Regionally Coordinated numbers used?

A In some countries, a national organization has been directed by industry members to coordinate Retailer Assigned numbers on a national level.

Q How is organically grown produce coded on a PLU label?

A The number 9 is added to the front of the regular four digit PLU code. (e.g. an organically grown banana would be 94011.)

Q How is genetically engineered produce coded on a PLU label?

A The number 8 is added in front of the regular four digit PLU code. (e.g. a genetically engineered vine ripe tomato would be 84805.)

Q Why does the PLU list contain size information for North America and one for Rest of World?

A Common use within the produce sector in North America is to utilize measurements in the Imperial System whereas the balance of the globe typically utilizes the Metric System for produce size measurement. For this reason, the IFPS requires that applicants provide size information in both Imperial and Metric measurement if size is a characteristic of their commodity application.

Q Why are there PLU stickers on produce?

A PLU codes help cashiers accurately identify and price produce. The average person cannot determine whether an apple is a Fuji or a Gala by looking at it. However, these two apples could be sold at different prices. A PLU code tells the store's database the identity of the item and the cost per weight of each is calculated.

Q How do I obtain a list of PLUs?

A A complete list of Global PLUs is available on the Web at www.plucodes.com. More information is available from your Country Organization.

Q What font should be used for my PLU stickers?

A See "Specifications for Printing PLU Codes" earlier in this chapter. The company that prints the labels can also provide guidance in this and other areas related to printing specifications.

Q How do I apply for a new PLU?

A The PLU Application form is available at www.plucodes.com and is attached as Appendix I.

INTERNATIONAL FEDERATION FOR PRODUCE STANDARDS PRICE LOOK-UP (PLU) CODE ASSIGNMENT CRITERIA

Please be sure you have thoroughly read through the criteria and have attached the necessary documentation before submitting your application to the International Federation for Produce Standards (IFPS). Before you proceed, please verify via the IFPS website, www.plucodes.com, that a code does not already exist for the product.

In order to give the IFPS sufficient time (3-6 months) to consider the application and assign a new number, please submit your application as soon as possible. If you anticipate needing a new PLU code, do not wait until you are ready to print labels before submitting an application.

CRITERIA FOR NUMBER ASSIGNMENTS

VERY IMPORTANT: No application will be considered unless the following criteria are met and the proper documentation is attached. If any of these criteria are not relevant to the application, please indicate this on the application.

1. Commodity: Product must be a fresh fruit or vegetable, loose or bunched, sold by weight or by the unit, in an unprocessed form and sold at retail stores.

Note: Peeled or pre-cut fruits and vegetables are considered as processed product, and, as such, will not be assigned a PLU code for use in the fresh fruit & vegetable department.

2. Variety: The product variety must be widely recognized – for example, Granny Smith apple is distinct from another variety of apple, such as Golden Delicious. Separate codes are assigned to varieties because they are potentially sold at different prices.

Note: If the item you are requesting a new standard code for is similar to an item that is currently assigned a code (i.e. requesting new code for Round Eggplant and Eggplant is currently assigned a code), please attach an explanation of why your item is unique from the item that already has been assigned a code.

3. Size Break: If a size break is necessary, indicate the precise product size (e.g. small/medium/large/extra large) that must be in compliance with the standard usage within the industry. Size information must be provided based on known global sizes.

4. Distribution/Marketing: The product must be a standard item that is available from multiple growers that are not controlled by a single entity. Codes will not be assigned for product that is controlled by one grower or by multiple growers that are controlled by a single entity. This criterion is especially important when considering trademarked or patented products as well as product marketed under a commercial brand.

Examples: Pink Lady is a trademark for certain commercially grown Cripps Pink apples. Pink Lady is cultivated, packaged and marketed by multiple growers under license. However, IFPS recognizes only one name for the item and therefore lists the item as Cripps Pink in the PLU code listings. In the case of “Del Monte Gold” pineapple, which is a patented variety, the product is exclusively cultivated, packaged and marketed by Del Monte and was therefore not eligible for a distinct PLU code.

5. Product Photo – Photos of the product for which application is being made must be provided. Photos must be provided electronically in a JPG 300 DPI format or on paper (minimum size 10 x 15 cm/4 x 6 inches). The image should be forwarded to info@plucodes.com (please indicate which application this image pertains to) or submitted with the completed application via mail.

ASSIGNMENT PROCESS

1. Assessment: During the assessment of a new product for assignment of a new PLU code, the IFPS must be in possession of the following items:

- Current annual and future production (for 5 years) and/or marketing volumes (in cartons and weight - pounds or kilograms).

- Support letter from at least three different retail companies, each operating 25 or more stores.
 - List of countries where product is marketed. (Product must be marketed in more than one country.)
 - Applications may be reviewed at a regional or national level before advancing to the IFPS Board for final assessment.
2. Request Form for a New PLU Code: All requests for a new PLU code should be submitted in writing using the appropriate form available at www.plucodes.com. Regardless of the outcome, every application will receive a written response detailing the decision, and, if approved, the new PLU number assigned. Once a number is assigned, the IFPS will communicate it to the RPO and will post it to the IFPS database on www.plucodes.com.
- Declined applications:
Applicants can resubmit their application if declined only if new evidence or additional information is included. If denied a second time, the applicant must wait two years before reapplying for the same item.
3. Fees: No fees will be assessed to the applicant at this time.
- The IFPS Board of Directors meets two times per year, once in the Summer (usually in May) and in the Fall (usually in October) to consider applications.
- Before you submit your application(s) to the IFPS, you should have included:
- Completed application form for each item.
 - Documentation from no less than three (3) retailers who operate at least 25 stores each. (Please note: only authorized signers should sign support letters.) These letters must come from separate sources.
 - Current annual and future production (for 5 years) and/or marketing volumes. Figures must be provided in cartons and weight - pounds or kilograms.
 - Photos of the product in a JPG 300 DPI format or on paper (minimum size 10 x 15 cm/4 x 6 inches).

Any questions?

Call the **IFPS** at **+1 (302) 738-7100**, or e-mail: **info@plucodes.com**.

We are here to help!

International Federation for Produce Standards

1500 Casho Mill Road

P.O. Box 6036

Newark, Delaware 19714-6036

Phone: +1 (302) 738-7100 Fax: +1 (302) 731-2409

www.plucodes.com

PLU Code Application

To: **International Federation for Produce Standards (IFPS)**

P.O. Box 6036, Newark, DE 19714-6036

Phone: +1 (302) 738-7100 Fax: +1 (302) 731-2409

The information requested below will be used to evaluate whether a new PLU code should be assigned to the fresh produce product(s) detailed by you, the applicant. All information you provide will be considered by the IFPS in making its decision. By completing this form, you agree to adhere to the rules and procedures established by the IFPS.

Date: _____

Name of Applicant & Title _____

Organization/Company _____

Mailing Address _____

City/State or Province _____

Postal or Zip Code _____ Country _____

Telephone () _____ Fax () _____

E-mail Address _____

Please be sure you have read the attached **Criteria Document** before completing the application form. If you have any questions, contact your local IFPS representative. Also verify at www.plucodes.com that the number being applied for has not already been assigned. **You must use a separate copy of this form for each individual number for which you are applying. Please include all required information.**

▶ **Commodity (Name of the fresh fruit or vegetable must be provided in English)** _____

▶ **Variety (If applicable) (Must be provided in English)** _____

▶ **Synonyms and/or common name(s) (if known)** _____

Latin/Botanical Name _____

Name in other languages (If known) _____

▶ **Is the product the subject of intellectual property (IP)?** _____

▶ **Item Size (If applicable)** _____

▶ **Sold at retail By Each** _____ **By Weight/Bulk** _____

▶ **Countries of Production** _____

▶ **Global Production/Marketing Volume:**

Current Annual: # of Cartons _____ Weight _____

5 Year Projections: # of Cartons _____ Weight _____

Please Verify!

Before submitting your application, have you:



Enclosed support letters from 3 retailers?



Filled out the PLU Code Application Form completely?



Provided photos of product - in a JPG 300 DPI format electronically or a paper photo (minimum size 10 x 15 cm/4 x 6 inches)?

Remember that incomplete requests will not be processed!

Complete each section of this application. If a section is not applicable to your product, simply write (N/A) in the space provided.

PLU Retail Support Letter

**To: International Federation for Produce Standards (IFPS)
P.O. Box 6036, Newark, DE 19714-6036
Phone: +1 (302) 738-7100 Fax: +1 (302) 731-2409**

I am writing on behalf of _____
(name of supermarket),

which operates at least 25 stores. We support the assignment by the IFPS of a new standardized Price Look-Up number for the following item(s):

I understand that:

- The IFPS must receive requests from at least three retailers before it can consider this application.
- I may receive calls from the IFPS and/or its committees regarding this application and my reason for supporting.
- The IFPS has the final authority to approve or decline any applications for new numbers based on its stated criteria.
- The IFPS staff will notify the applicant with the IFPS's final decision. It is the responsibility of the applicant to advise his/her retail buyers once the number is approved.
- All standardized PLU codes will be posted at www.plucodes.com.

Signature _____ Date _____

Name _____

E-mail Address _____

Title _____

Phone _____

Fax _____