

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 can be provided electronically in a JPG 300 DPI format or on paper (minimum size 10 x 15 cm/4 x 6 inches). The digital image should be forwarded to info@plucodes.com. (Please indicate which application this image pertains to.) The paper photo should be submitted with the completed application.

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. Companies signing the support letter must be utilizing IFPS PLU's in their retail operations.
 - 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.
3. Fees: There are no fees 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).

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 applying for the same item.

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

Produce Marketing Association

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 Coding (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.

PLEASE PRINT OR TYPE THE FOLLOWING INFORMATION

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 10-15 cm/4x6 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.

Updated 9/14/07

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. Companies signing this letter must be utilizing IFPS PLUs in their retail operations.
- My signature on this letter of support signifies that my operation is selling the item noted on this application and that it is being sold at a different price point than other similar items.
- 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 _____