



## ***International Federation for Produce Standards Launched***

### **FOR IMMEDIATE RELEASE**

**September 15th 2006** – The International Federation for Produce Standards (IFPS) was officially incorporated today with a mandate to examine the future of global produce standards in several key areas. Composed of produce associations from around the globe, the IFPS is the result of an evolution from a body originally brought together to address the international harmonization of the industry defined PLU (Price Look Up) codes. Building on the success of those efforts, a decision was made to expand the focus of the group to create the first industry forum of its kind. The IFPS provides an international forum to address issues which require international harmonization or standardization for the produce sectors and creates the first incorporated body constituted of national organizations providing direct representation of their respective countries' constituents.

Initially the IFPS will focus on four key issues:

- Industry Technologies - Product identification, application of product identification via RSS – Reduced Space Symbology, RFID, etc.
- Traceability – harmonization of existing guidelines and standards
- Pesticides – information gathering regarding country-specific MRLs (Maximum Residue Limits), legislative changes, implications for global trade, promotion of best practices, etc.
- GAP (Good Agricultural Practices) – harmonization of existing/proposed schemes, organic standards/certification, etc.

Jane Proctor, Canadian Produce Marketing Association and Stuart Johnston, United Fresh (NZ), will serve as Chair and Vice-Chair respectively. The IFPS was incorporated in the United Kingdom and the Produce Marketing Association (US) has assumed responsibility as the Secretary-General for the newly formed IFPS.

“The IFPS is the result of a significant amount of work by the founding members and provides a go-to body for international standard-setting organizations,” stated Jane Proctor. “All of us involved sincerely believe this provides a tremendous opportunity to eliminate previous fragmentation in efforts towards standards which affect our truly global industry.” Building on this, Stuart Johnston noted, “The IFPS is in its infancy but the expectation is that this forum will provide the vehicle for global attention to issues which, in the past, each national or regional association was left to address on its own. Working together as one international body, the produce sector will benefit from the recognition and credibility enjoyed by other sectors.”

### **Founding Members:**

- Asociacion de Exportadores de Chile (Chile)
- Canadian Produce Marketing Association (Canada)
- Fresh Produce Consortium (UK)
- Horticulture Australia Ltd. (Australia)
- Norges Frukt-og Gronnsaksgrossisters Forbund (Norway)
- Produce Marketing Association (US)
- United Fresh (NZ)

**For more information on the IFPS, visit [www.plucodes.com](http://www.plucodes.com)**

**Contacts: Please see the enclosed sheet for the contact in your area.**

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