



# IFPS PLU CODES USER'S GUIDE FOR THE PRODUCE INDUSTRY

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# Chapter One

## Background

This document contains rules for the global PLU (Price Look-Up) code system for loose, fresh produce items. The global PLU code 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 retailers 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 retail cashier whether an apple is a conventionally grown Fuji apple which may sell for \$1.29 per lb./kg. or an organically grown Fuji apple which may sell for \$2.29 per lb./kg. In some instances, the PLU codes are also differentiated by size (e.g. small, medium, large).

In 2001, the national users of PLU codes for produce met and formed a group to administer PLU codes at a global level. That group, now the IFPS, continues to address harmonization of the international PLU codes for fresh, loose produce items and is a forum for other standardization efforts impacting the produce sector.

New IFPS PLU applications are 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.

**Note:** This is a guide for IFPS PLU code users. Additional information related to the IFPS is available at [www.ifpsglobal.com](http://www.ifpsglobal.com).

## Definitions

In this guide, the following definitions apply:

### PLU code

PLU stands for Price Look-Up. IFPS PLU codes are used on produce items that are sold loose or bunched, by weight or by each (i.e. an individual apple or bunch of greens). An IFPS PLU code contains 4- to 5- digits and is key-entered at point of sale (POS) in order to obtain the price. IFPS PLU codes are approved for global use and assigned by the IFPS Board for any country utilizing the IFPS PLU code system.

### GTIN

Global Trade Item Number, or GTIN, is a [GS1](#) (Global Standards organization) identification number, commonly represented in a barcode, to enable electronic reading at point-of-sale (POS), 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 GS1 system. There is a family of GTINs used to identify different items across the supply chain. The fresh produce industry uses the GTIN-12 (UPC), GTIN-13 (EAN-13) and GTIN-14 (GS1-128).

#### 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 are responsible for review of IFPS 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.

#### Restricted Use IFPS PLU codes

Prior to the PLU code system becoming global, PLU codes were approved and assigned by the IFPS Board for loose 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. *Regional restrictions are no longer accepted.*

#### Retailer Assigned IFPS PLU codes

A PLU code is an agreed code between a supplier and an individual retailer. The PLU code is approved and assigned for use in that individual retailers' outlets only. Some Retailer Assigned codes are part of the master list of IFPS PLU codes which can be utilized in the IFPS PLU code system.

*Note:* In some countries, retailers have opted for national coordination of these numbers.

## New User Guidelines

The IFPS PLU code system for identifying produce sold in bulk/loose at retail was first introduced in the U.S. and Canada but has spread to include use by retailers in Australia, New Zealand, the UK, Norway, Sweden and Mexico.

- The use of IFPS PLU codes is voluntary.
- An IFPS PLU code is a 4- or 5- digit number used to identify loose or bulk produce. The number can be used in the following ways:
  - It can be placed on a small sticker on the individual item.
  - In some instances, such as grapes or cherries, the IFPS PLU code is printed on the outside of the open bag.
  - If an item is too small, or the surface not appropriate to hold a sticker, the IFPS PLU code will be noted on or near the item but will be used in retail systems and at the point-of-sale (POS).
- IFPS PLU code system utilizes numbers in the ranges of 3000 – 4999, 93000 – 94999 and will expand to include the 83000 and 84000 series in the future.
- A prefix of ‘9’ is placed in front of the 4- digit number (3000 or 4000) to identify the item as ‘organic’ creating the range 93000 – 94999 for organically grown produce items.
- On the supply side of the industry, any grower, packer, shipper shipping to any country utilizing the IFPS PLU codes system for loose, fresh produce needs to ensure they meet the expectations of their retail 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.
- Foodservice operators/receivers do not typically utilize the IFPS PLU code 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 IFPS PLU code is crucial as an incorrect number will lead to incorrect identification; therefore, leading to incorrect pricing of product at the point-of-sale (POS). If an incorrect number is noticed before the produce is placed in the retail store, 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.
- Growers, packers and shippers are reminded to check the IFPS PLU code database at [www.ifpsglobal.com](http://www.ifpsglobal.com), before ordering PLU code labels to ensure IFPS PLU code information for their use is current.

## Chapter Two

### Scope of the System

#### IFPS Purpose

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

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

New PLU applications shall be considered for assignment by the IFPS following the rules defined in this document and included in the PLU application.

PLU codes are used globally and new PLU applications will be put forward to the IFPS within a timeframe which allows for regional input as determined. PLU applications rejected for an IFPS PLU code can use Retailer Assigned code.

Once final acceptance is made by the IFPS, a new IFPS PLU code will be assigned within two weeks of IFPS approval. The applicant will be notified electronically with a formal acceptance letter from the IFPS.

#### Basic Scope

The IFPS PLU code system applies to loose, fresh produce, with the following qualifiers:

- Produce is defined as: fruits, vegetables, dried fruit, herbs, and nuts.
- Most sealed, containerized or packaged produce falls outside of the scope of the IFPS PLU code system as they use a barcode which is identified with a GTIN. There are some exceptions such as the example of grapes which are often packaged in a plastic bag with the IFPS PLU code clearly indicated on the bag. (The item is still sold as a variable weight item.)
- Excluded from the IFPS PLU code system 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 an IFPS PLU code (versus preparation).
- grade, quality or regional variation shall not be an attribute which justifies a different IFPS PLU code.
- geographic identification of growing region shall not be a justification for a global IFPS PLU code.
- produce that is identified by a trademark is not eligible for a unique IFPS PLU code.

### Range of IFPS PLU Codes

The block of PLU codes allocated for global use need not be in a contiguous block. The numbers range in the 3000, 4000 and 83000 and 84000 series.

### Conventionally Grown Identification

The 3000 or 4000 series number signifies that the item is conventionally grown, i.e. 3000-4999. In the future, an **additional** range of numbers will be used, 83000-83999, for conventionally grown items.

### Organic Identification

The prefix '9' combined with a 3000 or 4000 series number signifies that the item is organic. i.e. 93000 – 94999. In the future an **additional** range of numbers will be used, 84000-84999, for organically grown items.

### 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 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.

## Granularity

- The IFPS shall decide the level of granularity (detail) that justifies a IFPS 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.
- 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 IFPS PLU codes to distinguish between size shall not necessarily extend to all IFPS 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 IFPS PLU code and another. The IFPS may allow different size boundaries between items that are on the global IFPS PLU code list and items that are only on a Restricted Use PLU code list. Whenever size IFPS PLU codes 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).

## Request for an IFPS PLU Code from the IFPS

A request for the assignment of a global IFPS PLU code shall be made by the applicant to the IFPS. A copy of the IFPS PLU Application is listed on pages 23-38.

Please be sure you have thoroughly read through the criteria listed on the PLU application and have attached the necessary documentation before submitting your PLU application to the IFPS. Before you proceed, please refer to the IFPS PLU codes database, [www.IFPSGlobal.com](http://www.IFPSGlobal.com), to verify that a PLU code does not already exist for the product. In order to give the IFPS sufficient time to

consider the PLU application and assign a new number, please refer to the review schedule below when making your decision to submit an application.

Submission Deadline

November 1

February 1

May 1

August 1

Decision Date

January 31

April 30

July 31

October 31

A non-refundable processing fee is required for each new PLU application considered by the IFPS. The fee is \$1000 USD for a member of any IFPS Member Organization (refer [here](#)) or \$2000 USD for non-members. If an applicant is unsure of their status as a member, please contact the corresponding organization. A separate application will be required for each new code requested.

## Chapter Three

### Restricted Use IFPS PLU Codes

#### Introduction

During the migration from a regional to global IFPS PLU code database, some legacy codes were maintained as Restricted Use IFPS PLU codes. As noted earlier, a Restricted Use code is a PLU 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 PLU 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 PLU 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.

**Note: Because Restricted Use Codes address legacy issues only, the IFPS will not entertain new PLU applications for Regional Use Codes.**

Examples of Restricted Use Codes follow:

- Restricted for items grown east of the Mississippi River in the U.S or east of the Ontario/Manitoba border in Canada:

4318 – Melon, Cantaloupe/Muskmelon, Small

4319 – Melon, Cantaloupe/Muskmelon, Large

- Restricted from ANY use in Canada or the U.S.:

3425 – Tangerines/Mandarins, Ellendale, Small

3426 – Tangerines/Mandarins, Ellendale, Medium

3427 – Tangerines/Mandarins, Ellendale, Large

## Chapter Four

### 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 harmonized base where, for example:

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

It *must* to be understood that the number of sizes addressed by IFPS PLU codes 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 IFPS PLU code 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 PLU 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 “xxx” refers to a number as yet unassigned and the small Belchard apple is the most common size used in the industry at the time)

## Chapter Five

### Review Process for IFPS PLU Applications

New PLU applications should be sent to [PMA](#) either by mail or through the [IFPS email address](#).

PMA staff reviews the PLU application for completeness and accuracy of data. Proof of variety uniqueness will be confirmed. Retail support will also be validated.

At this point, the PLU application goes into the formal review process which begins with the PMA Product Identification Committee (PID). After their review and comments, it is then forwarded to the IFPS members to complete their country/member review of all information. The IFPS member country representatives determine and conduct their review process for their own country. To learn more about your country’s specific review process, please contact your IFPS member organization.

There is an extensive and robust review process involving all segments of the supply chain and this information is provided to the IFPS members as additional information when considering new PLU applications.

The IFPS board reviews all materials and makes the final decision on whether to approve or deny the new PLU application.

Votes are communicated to the staff liaison to assign the next available PLU code, if approved. The staff liaison communicates the approval or denial to the applicant via letter delivered electronically via email within one week of receipt of the vote.

This entire process takes approximately 12 weeks.

#### IFPS Decision

Once an IFPS PLU application has been approved by the IFPS, the new PLU code and description are forwarded to the applicant in writing. The new IFPS PLU code and description is also posted on the [IFPS web site](#).

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

## Chapter Six

# IFPS PLU Code Best Practices

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

## Background

The use of IFPS PLU codes is voluntary, as is the means by which this information is designed and printed on labels. This chapter contains suggested best practices for consideration when designing and printing IFPS PLU code labels based on the experiences to date of countries currently utilizing the IFPS PLU code system for produce. Legislative, regulatory and commercial requirements may differ from country to country and it is mandatory on users to ensure that the IFPS PLU code 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 IFPS PLU Codes

- Use all four (or five if applicable) digits of the code as legibly as possible.
- For maximum legibility at the checkout, each digit in the IFPS PLU code 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 IFPS PLU code label as they provide maximum “readability” and include Gill Sans Bold and Futura Bold.)
- At all times remember that the PLU codes 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.
- Collateral Information – It is advisable to consider the primary function of the IFPS PLU code label - accurate identification of the product - when making decisions relative to the design of the IFPS PLU code 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 IFPS PLU code.

- Growing Methodology Identification – The leading digit indicator “9” may be adopted for use on organic items. Although the correct key entry of this leading digit, in combination with the IFPS PLU code, 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 items through a visually obvious means such as bright colored labels or clear use of the word “organic”.
- 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 IFPS PLU code label is written in French if a French translation exists for the word(s). The French translation for existing IFPS PLU codes can be found on [www.ifpsglobal.com](http://www.ifpsglobal.com).)
- Adhesion of Labels – Certain commodities, such as stone fruit and tomatoes have skin which can present certain challenges for removal of IFPS 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.
- Sticker Composition - Users should ensure that the IFPS PLU code stickers used comply with both target market regulations and buyer requirements; this includes the adhesive(s) which come into direct contact with the product, specifically fresh fruit and vegetables. While IFPS PLU code stickers are not meant to be consumed, this may occur periodically (e.g. visually impaired consumers, small children, etc.) so it is also important that stickers pose no danger should they be occasionally consumed.

## Using the IFPS PLU Code

It is important to follow this guideline:

- Do not use an IFPS PLU code on any bagged produce that is always sold at that weight and not weighed in the store for pricing. You may use an IFPS PLU code with a corresponding barcode (EAN-13 or UPC) 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 IFPS PLU code 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 EAN-13 or UPC 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 IFPS PLU 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

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

### **What is the International Federation for Produce Standards (IFPS)?**

The International Federation for Produce Standards (IFPS) is composed of national and international produce associations from around the globe.

The long-term objective of the federation is to improve the supply chain efficiency of the fresh produce industry through developing, implementing and managing harmonized international standards.

For further information about the IFPS, please visit [www.ifpsglobal.com](http://www.ifpsglobal.com).

### **What is a Price Look-Up (PLU) code?**

IFPS PLU codes are 4- or 5- digit numbers which have been used by retailers since 1990 to make check-out and inventory control easier, faster, and more accurate. They ensure that the correct price is paid by consumers by removing the need for cashiers to identify the product; e.g., whether or not it is conventionally or organically grown. PLU codes are primarily assigned to identify individual bulk fresh produce (and related items such as nuts and herbs) and will appear on a small sticker applied to the individual piece of fresh produce. The IFPS PLU code identifies produce items based upon various attributes which can include the commodity, the variety, the growing methodology (e.g. organic) and the size group.

The 4-digit IFPS PLU codes for produce are assigned randomly within a series of numbers within the 3000 and 4000 series. The 4-digit codes are for conventionally grown produce. The prefix of '9' would be placed in front of the 4-digit conventionally grown code for organic produce. In the future, the IFPS will begin assigning IFPS PLU codes utilizing the 83000 and 84000 series; however, unlike the "9", the leading digit "8" will have no significance.

IFPS PLU codes are assigned by the IFPS after rigorous review at both the national and international levels.

### **Is it required to label produce with IFPS PLU codes?**

No, the IFPS PLU system is voluntary and based on business needs. It is not regulated by a governmental agency. Specifically, no regulatory body requires an IFPS PLU sticker on loose produce. Labeling fresh produce with IFPS PLU codes is typically required by the retail industry to assist with point-of-sale (POS) identification. In various countries, most medium to large retailers expect an IFPS PLU code as part of conducting business.

### **Why are some produce items labeled and others not?**

Some items will be marked with IFPS PLU codes while others are not. One can't imagine green beans or mushrooms with stickers; however, IFPS 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 an IFPS PLU code. The principal objective of IFPS PLU codes is to create a common code which becomes the building block for system wide communication of electronic data.

### **How many IFPS PLU codes have been assigned?**

Currently, there are over 1,400 global IFPS PLU codes assigned to produce and related items.

### **How do I obtain a complete list of IFPS PLU codes?**

A list of IFPS PLU codes is available at [www.ifpsglobal.com](http://www.ifpsglobal.com). Menus step you through the selection process and provides users the option to 'View All' and then export the entire list to Excel and manipulate the list however you choose.

### **How do I code an item that doesn't have an IFPS PLU code in the database?**

If a PLU code does not currently exist for the item, a Retailer Assigned IFPS PLU code can be used or a PLU application can be submitted for a new IFPS PLU code if the criteria is met. Before using Retailer Assigned IFPS PLU codes, please refer back to the information in Chapter 2 on these codes.

### **How do I apply for a new IFPS PLU code?**

The IFPS PLU Application is available at [www.ifpsglobal.com](http://www.ifpsglobal.com) and is included in this document on pgs. 23-38. IFPS PLU applications are reviewed on a set schedule; refer to the PLU application assignment criteria for submittal and approval dates.

### **Is there a fee to apply for a new IFPS PLU code?**

A non-refundable processing fee is required for each new PLU application considered by the IFPS. The fee is \$1000 USD for a member of any IFPS Member Organization (refer [here](#)) or \$2000 USD for non-members. If an applicant is unsure of their status as a member, please contact the corresponding organization. This helps defer administrative and processing fees and support the IFPS in its global activities.

### **What is the review process for an IFPS PLU application?**

The PLU application is first reviewed for completeness and accuracy of data. It is then forwarded to the member organizations of IFPS. Each IFPS member organization has a review process within its country for each application. The IFPS Board of Directors makes the final decision on whether to approve or deny the application.

### **How long does it take to receive a response regarding an application submittal?**

It typically takes an average of 3 months to receive a response from the IFPS. Please refer to the table below for actual submission and decision dates.

<u>Deadline for Submission</u>	<u>Deadline for Comments</u>	<u>Decision Date</u>
November 1	December 15	January 31
February 1	March 15	April 30
May 1	June 15	July 31
August 1	September 15	October 31

### **Are there any limitations for applying for a new IFPS PLU code?**

The product must be a unique variety and available to the entire global produce industry. Please refer to the Criteria for PLU Code Assignments section on the application for further information.

### **Is there a minimum production number required to be granted a new IFPS PLU code?**

No but production data submitted as part of the IFPS PLU application is considered when determining the need for a new IFPS PLU code. This information is used only as a means of guidance and not a determining factor for granting an IFPS PLU code.

### **What is a Retailer Assigned IFPS PLU Code and how is it assigned?**

Retailer Assigned codes are provided so that there is flexibility in the coding system. Retailer Assigned IFPS PLU codes allow retailers to designate their own numbers for items that do not have a standard IFPS PLU code assigned. After a supplier makes specific arrangements with all retailers that will receive the item, a Retailer Assigned IFPS PLU code may be used.

*Note:* There is always a chance that the same Retailer Assigned code is used for different items by different retailers.

For some commodities where there are a large number of varieties, e.g., apples or oranges, a block of Retailer Assigned IFPS PLU codes are available to identify these varieties that do not currently have an IFPS PLU code.

### **How do I code organically grown produce with an IFPS PLU code?**

Add '9' in front of the 4-digit IFPS PLU code for the conventionally grown item. For example, the IFPS PLU code for a standard yellow banana is 4011 where an organically grown standard yellow banana would be 94011. In the future, the IFPS will begin assigning IFPS PLU codes utilizing the 83000 and 84000 series; however, unlike the '9', the leading digit '8' will have no significance. When this occurs, the 83000 series will be used to assign codes for conventionally grown produce items and the 84000 series will be used to identify the corresponding organic item.

### **Does the IFPS recognize any number other than '9' as the leading 5<sup>th</sup> digit?**

No, retailers may use different numbers, but it is outside of the scope of the IFPS PLU code system.

### **What happened to the prefix '8' previously designated to identify GMO produce items?**

As the adoption of PLU codes has gained traction, the IFPS has committed to transitioning the previously unused '8' prefix to accommodate an increase in varieties of fresh produce items as they enter the market.

Though the '8' prefix (83000-84999) was once reserved for GMO produce items, the prefix was never used at retail. Stripping the prefix of this particular designation will yield one thousand additional PLU codes to be used in future years. The 83000 series will be reserved for conventionally grown items where the 84000 series will designate the corresponding organic item.

### **Do the individual numbers in the PLU code indicate anything?**

PLU codes are simply business tools used for inventory control, accurate price rings at the register and data to inform retailers what customers are purchasing. The codes are not intended to convey information to consumers.

The prefix '9' in front of a 4- digit standard PLU code is used to identify organically grown items, however, to be sure the item is a certified organic product, one should look for the USDA organic seal on the product.

To identify a specific growing method for a produce item, consumers should consult their produce managers at their retail stores.

### **Do I need to put the name of the commodity/variety or company name on the IFPS PLU sticker?**

No, the IFPS PLU coding system is a voluntary system and is used primarily for point-of-sale (POS) identification at the retailer. The only requirement for the sticker is the 4- or 5-digit number. If there is enough retail space on the sticker, you can place whatever else you'd like to place on the sticker but, as noted above, users are responsible for the due diligence required to ensure market requirements are met.

### **What font should I use for my IFPS PLU stickers?**

You should follow these recommendations when printing standard IFPS PLU codes:

- For maximum legibility at the checkout, each digit in the IFPS PLU code should be a minimum 14-point type size. Where a larger label permits, a larger type may be used (there is no maximum size).
- If the GS1 DataBar (Stacked Omni-Directional) barcode is printed on the label, the average point size recommended is between 10 point and 12 point. (More information on the GS1 DataBar is available at [www.gs1.org/barcodes/databar](http://www.gs1.org/barcodes/databar))
- The IFPS PLU code should be printed in high contrast to the background. Black print on a white background is ideal. The higher the contrast, the better the legibility.
- At all times remember that the PLU codes must be read quickly and accurately when viewed by a cashier through a clear opaque plastic bag.
- Please print the IFPS PLU sticker so the PLU code is the most prominent element on the label. The IFPS PLU code should appear as large as possible on the label.

### **May I put the trademarked name on the IFPS PLU sticker?**

Sticker content is left to the discretion of industry. The IFPS only controls the integrity of the number itself. If a packer chooses to add a brand name to the label, it is up to them to be certain that their receivers (buyers) will accept it.

### **How do I differentiate growing regions with an IFPS PLU code?**

The IFPS PLU code system is a globally used system so unless specified, the PLU code can be used for any growing region. If only one number is provided in the IFPS PLU code list, use that one. If two numbers are provided (one with a restriction for a specific growing region), use the one that corresponds to the correct growing region.

### **What do the restrictions mean on the PLU code list?**

There are certain IFPS PLU codes which were originally assigned for a specific region outside or inside of the U.S. and Canada when the system was first established. Although IFPS PLU codes are now considered global, they are, for various reasons, impossible to incorporate in markets outside of those restricted regions. For those IFPS PLU codes 'Restricted from ANY use in Canada or U.S.', the recommendation is to only use these codes for items grown and/or sold outside of Canada or U.S. For those items where codes exist to designate specific U.S. or Canadian growing regions, the geographical restrictions/designations are noted. *Regional restrictions are no longer accepted now that PLU codes are global.*

### **How do I know what the size breaks are for a particular size identification?**

Select the IFPS PLU code and it will display the sizes or counts that correspond with the size description. There are typically 'small' and 'large' sizes of produce. Listed below are the sizes which typically represent those descriptions.

- For North America, 'Small' typically represents 100 size and smaller and 'Large' represents 88 size and larger.
- For the Rest of the World, 'Small' represents Average fruit weight < 150g and 'Large' represents Average fruit weight > 150g.
  - The size (count 100 or 88) refers to the number of fruit or vegetables in a standard box most commonly in use in N. America.
  - Average produce weight or diameter is not a minimum weight or diameter, but the average weight or diameter of the items contained in the box irrespective of its size (capacity).
- There are also 'Medium' and 'Extra Large' sizes which would be defined in the 'More Info' link for each commodity.

### **Why does the IFPS PLU code list contain size information for North America and Rest of World?**

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.

### **Where can the most recently added IFPS PLU codes be found?**

At [www.ifpsglobal.com](http://www.ifpsglobal.com), under 'Identification'/PLU Codes', there is a section for 'Recently Added/New PLU codes'. If you select that option, you will get a table of the most recently added IFPS PLU codes.

**Are there any language requirements for IFPS PLU code labels?**

This is determined by your target market. For example, in the U.S., there are no language requirements relative to IFPS PLU code labels. However, in Canada, there are requirements around printing in French, but typically any additional information you choose to include on an IFPS PLU code label is printed in English. Please contact your receivers to understand any particular requirements in your target market.

**Canada and the U.S. have country of origin label (COOL) declarations or requirements. Do I need to include the country of origin on my IFPS PLU code label?**

There is no Canadian regulatory requirement to put country of origin information on an IFPS PLU code label. In general, Canadian labeling regulations require a country of origin declaration on pre-packaged product and shipping containers. In the U.S., regulations for COOL took effect in March 2009. It requires that retailers notify their customers of the country of origin for fresh produce. If the produce is labeled with a sticker, the regulation requires that the majority of produce in a retail bin/display needs to be labeled for compliance. Otherwise, the retailer can simply put up a sign in the store by the produce. To ensure compliance with the regulation in the U.S., the USDA conducts in-store COOL reviews.

**Is it acceptable to add our company's website on the IFPS PLU code label?**

This is a marketing decision each company makes. However, be aware that, if the website contains any nutritional information on the product, and depending on the target market, it may trigger the country specific requirements. Please contact your receivers to understand any particular requirements in your target market.

**What is the GS1 DataBar and how does it relate to the IFPS PLU code?**

The GS1 DataBar is the name of the barcode that acts similarly to the linear UPC (Universal Product Code). It is encoded with a 14-digit number called a Global Trade Item Number (GTIN). It was designed to fit on smaller items that are not large enough to use a traditional GTIN barcode; e.g., loose/bulk produce. This barcode, also called the GS1 Stacked Omni-directional DataBar, can be printed on the same sticker on which the IFPS PLU code is printed. (More information on the GS1 DataBar is available at [www.gs1.org/barcodes/databar](http://www.gs1.org/barcodes/databar)).

**Will I still need to use the IFPS PLU code if I am using the GS1 DataBar?**

Yes, the IFPS PLU code will be the human readable portion of the label if the GS1 DataBar does not scan.

**Do I need to include the IFPS PLU code when creating my GTIN to be encoded in the GS1 DataBar?**

No, since the GTIN is company specific and the prefix varies in numeric length, a company might not have the space to include the 4- or 5-digit IFPS PLU code in the 14-digit GTIN. It is recommended you simply create your own GTINs as you see fit to capture all the bulk produce in your item catalog.

**What is a QR code and can it be used in place of an IFPS PLU code?**

A QR code is a Quick Response code. It is a 2-dimensional barcode and it is more similar to a UPC than an IFPS PLU code. Barcodes are usually linked to a database that the scanning device pulls information from (price, name, etc.) whereas QR Codes actually contain information. QR Codes do not need to pull data from a database because the information is embedded within the code.



## INTERNATIONAL FEDERATION FOR PRODUCE STANDARDS PRICE LOOK-UP (PLU) CODE ASSIGNMENT CRITERIA *January 2019*

Please be sure you have thoroughly read through the criteria below and have attached the necessary documentation before submitting your application to the International Federation for Produce Standards (IFPS). Before you proceed, please refer to the PLU codes database, [www.IFPSGlobal.com](http://www.IFPSGlobal.com), to verify that a code does not already exist for the product. In order to give the IFPS sufficient time to consider the application and assign a new number, please refer to the review schedule below when making your decision to submit an application. If the application is not completed fully, the review and decision date may be delayed.

<u>Submission Deadline of Application</u>	<u>Decision Date</u>
November 1	January 31
February 1	April 30
May 1	July 31
August 1	October 31

**A non-refundable processing fee is required for each new application considered by the IFPS.** The fee is \$1000 USD for a member of any IFPS Member Organization (refer to *Appendix A*) or \$2000 USD for non-members (e.g., if the applicant is a member of PMA, FPC, etc., the fee is \$1000 USD). If an applicant is unsure of their status as a member, please contact the corresponding organization listed on page of the PLU application at the end of this document (pgs. 22-37). A separate application will be required for each new code requested. Please submit payment in the form of a cheque or credit card; see page 10 of application for payment processing information. All fees will be payable at the time of application by the filing organization.

Fees will be payable to PMA, the IFPS Secretariat. Applicants must be the grower or marketer of the item. Applications will be reviewed at regional and national levels, including commodity specific and retail review, before advancing to the IFPS for final assessment.

The primary objective of a PLU code is to facilitate effective and efficient price integrity outcomes at the retail point of sale. Additional value-added opportunities include:

- The capacity to offer for sale various varieties of an item, simultaneously and at different price points (e.g. apple varieties).
- Enhanced understanding of shopper behaviour to assist in category management and promotions, etc.
- The means to identify unique varieties with high demand and/or low availability which capture a premium price at retail and are sold through the supply chain at a price reflective of that premium.

## CRITERIA FOR CODE 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. Please be sure to complete the application thoroughly and have all the supporting evidence required.

**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 processed product, and, as such, will not be assigned a PLU code for use in the fresh fruit & vegetable department. The commodity name must be the name under which the product is grown; e.g. apples or mangoes.

**2. Variety or Classification of Varieties:** For a PLU code to be granted, the product in question must be a unique variety. To prove its uniqueness, the product must meet the variety criteria of the International Union for The Protection of New Varieties of Plants ([www.upov.int](http://www.upov.int)) or a country-specific equivalent organization that is recognized by a UPOV member's government – please see *Appendix B* for further information.

Having achieved a trademark for a strain of an existing variety is not sufficient enough reason to be granted a PLU code.

Separate codes can be assigned to varieties of a type of produce to allow varieties to be sold at different prices. This should be the growing name or common varietal if different from the marketing name if the marketing name is trademarked; e.g. Cripps Pink is the common varietal for the trademarked/product brand Pink Lady®. A PLU code will not be granted to a trademarked or branded name.

In addition, separate codes can be assigned to a classification of varieties that includes nomenclature at a broad level which could include multiple varieties (e.g. red seedless grapes). When the application is submitted, proof of plant variety uniqueness must be provided for each variety under the new classification/nomenclature; i.e., the same supporting documentation must be provided as stated above. **All varieties under a new classification must be listed in the synonyms section.**

**Note:** If the item you are requesting a new code for is similar to an item that is currently assigned a code (e.g., you are requesting a 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. **Synonym**: List any synonyms of the variety including trademarked or brand name.
4. **Latin/Botanical Name**: List Latin/botanical name of commodity/variety.
5. **Parentage of Variety**: List the 'parents' or origin of variety.
6. **Breeding Program**: List if the item is the result from the work of a breeding program or a chance seedling.
7. **Plant Variety Uniqueness**: Provide proof of breeder's rights; e.g. patent or UPOV certification.
8. **Item Size**: If a size break is necessary, indicate the product size (e.g. small/medium/large /extra-large) that must be in compliance with the standard usage within the industry. Size information can be found in the FAQ section of the website, [www.IFPSGlobal.com](http://www.IFPSGlobal.com). In most situations, there will be a North America and Rest of World size break. Please mark the size designation for each by count size, weight or dimension.
9. **Sold at Retail**: Mark the appropriate line if sold by each or by weight/bulk.
10. **Countries of Production/Marketing**: List countries where item is produced and marketed.
11. **Global Production Volumes**: Current annual and 5-year projected volumes are required for global production in number of cartons and total weight. Include weight per carton.
12. **Global Sales Volumes**: List current and 5-year projected volumes for global sales in number of cartons and total weight. Include weight per carton.
13. **Sales of Cartons per Country**: List number of cartons and total weight for sales by each country.
14. **Source of volume**: The source of these volumes must be noted (e.g., commission or association data, internal estimates, etc.).

**15. Product Photo:** Photos of the product for which the application is being made must be provided with the completed application. Photos to be provided electronically as follows.

IFPS PLU Code Application Product Image Specifications:

- Must be in a TIFF format
- 300 dpi (dots per inch)
- Image of product only, no packaging
- Shape of image must be in a 1:1 ratio (squared)
- Image size range to be between '900 x 900' pixels to '2400 x 2400' pixels

***Please Note:*** *By submitting images (photos) in support of your application, you confirm and guarantee that there is no third party copyright to the work presented and that you assume full responsibility for any infringement of third party copyright. All images submitted become the property of IFPS.*

**16. Retail Support Letters:** Support letters are required from at least three different retailers or e-tailers (e.g., Amazon Fresh). Retailers signing letters of support must operate 25 or more stores and at least one support letter must be from a retailer which operates 100 or more stores. E-tailers signing letters of support must have annual fresh produce sales of \$10 million or more. Retailers/e-tailers signing the support letter must be utilizing IFPS PLU codes in their operations. (Support letters signed by a retailer/e-tailer not using PLU codes within their store retail systems will be disallowed and the applicant will be asked to provide additional letters to support their application.) *Please note* only authorized signers should sign support letters. Authorized signers must be senior produce management at the company level. Companies providing support must provide current and 5-year projection of sales.

**17. Plant Variety Uniqueness (e.g., patents):** Supporting evidence regarding the uniqueness of the variety is required. This can be provided through a patent copy, breeder documentation or other proof from any of the organizations listed in Appendix B. The product can be called a number of names but will only have one PLU code. For example, if you take the Pinova apple, which is marketed under Pinova and Corail as well as the trademark names of Piñata™ and Evelina™, all use the same PLU code. If the item is trademarked, a common varietal name is required since PLU codes are not assigned to trademarked items.

**18. Impact on industry:** The assignment of a new PLU code to the item under consideration must not negatively impact or disrupt the international fresh produce market. If the application changes the nomenclature of the respective category, there must be support for the application from the industry member's representative of that category. For example, if the application changes the existing size breaks in the category, due diligence must be done to indicate support by the industry in order to make this change. It is the responsibility of the applicant to ensure this due diligence has been executed.

**19: PLU Code Migration:** When a PLU Code application is approved for a specific variety or size where a PLU Code already exists with no specific variety or size named, the nomenclature for the existing PLU Code (the variety or size) will be changed to "All Other".

All requests for a new PLU code should be submitted using the attached form. Please note the deadlines for quarterly submissions at top of application. Applications and associated documents can be sent electronically to [plu@ifpsglobal.com](mailto:plu@ifpsglobal.com) or mailed to the address on the [application](#). If sending electronically, please be sure that the files are in PDF format and any pictures attached are in TIFF format. Regardless of the outcome, every applicant will receive a written response detailing the decision, and, if approved, the new PLU code assigned. Once a code is assigned, it will be posted to the PLU codes database on the IFPS web site, [www.ifpsglobal.com](http://www.ifpsglobal.com). If the application is declined by the IFPS, applicants can resubmit their application, with the application fee, 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. Please refer to the PLU Application Review Process on page 15 of the application for further details on the steps for application consideration.

Any questions?

Call +1 (302) 738-7100 or e-mail [plu@ifpsglobal.com](mailto:plu@ifpsglobal.com)

International Federation for Produce Standards

c/o 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.ifpsglobal.com](http://www.ifpsglobal.com)



## PLU CODE APPLICATION

International Federation for Produce Standards (IFPS)  
P.O. Box 6036, Newark, DE 19714-6036  
Phone : +1 (302) 738-7100 Fax : +1 (302) 731-2409  
Email: [plu@ifpsglobal.com](mailto:plu@ifpsglobal.com)

The information requested below will be used to evaluate whether a new PLU code should be assigned to the fresh produce product 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 as outlined in the Assignment Criteria section above.

**\*\*\*PLEASE TYPE THE FOLLOWING INFORMATION IN ENGLISH\*\*\***

Product Name (commodity/variety/size if applicable) as the product should be listed in the IFPS database: \_\_\_\_\_

Date: \_\_\_\_\_

Name of Applicant & Title: \_\_\_\_\_

Organization/Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City \_\_\_\_\_ State/Province: \_\_\_\_\_

Postal/Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Name of IFPS Member Organization: \_\_\_\_\_

*(refer to Appendix A)*

Please be sure you have read the attached **Assignment Criteria** section before completing the application form. If you have any questions, contact your local IFPS member (a list of members can be found at [www.ifpsglobal.com](http://www.ifpsglobal.com)). Also verify at [www.IFPSGlobal.com](http://www.IFPSGlobal.com) that the product being applied for has not already been assigned. ***You must use a separate copy of this form for each individual code for which you are applying. Complete each section of this application. If a section is not applicable to your product, simply write (N/A) in the space provided. If you need additional space, please attach a separate piece of paper.***

Refer to criteria definitions on pages 2 -4 of the application

Commodity (e.g.: apple): \_\_\_\_\_

Variety or Classification of Varieties (**All varieties under a new classification must be listed in the synonyms section below.**):

\_\_\_\_\_

Synonyms (brand or trademarked names. e.g.: Pink Lady®):

\_\_\_\_\_

Latin/Botanical Name of Variety: \_\_\_\_\_

Parentage of Variety: \_\_\_\_\_

Is the item the result of the work of a breeding program? \_\_\_\_\_

Is the product unique? \_\_\_\_\_

*If yes, please complete the PLU Code Plant Variety Uniqueness Acknowledgement form (page 12) to support granting this item a PLU code.*

Item Size (if/where applicable):

No Size Assigned: \_\_\_\_\_

Size (circle one where applicable): Sm Med Large X-Large

List corresponding size distinction below:

North America \_\_\_\_\_ (count size or dimension)

Rest of World \_\_\_\_\_ (weight or dimension)

Sold at Retail? By Each: \_\_\_\_\_ By Weight/Bulk: \_\_\_\_\_

Countries where produced and marketed: \_\_\_\_\_

Global Production Volume (in lbs./kgs.):

Current Annual Production Volume:

# of Cartons \_\_\_\_\_ Total Weight \_\_\_\_\_ Weight per Carton \_\_\_\_\_

5 Year Production Projections:

# of Cartons \_\_\_\_\_ Total Weight \_\_\_\_\_ Weight per Carton \_\_\_\_\_

Global Sales Volume (in lbs./kgs.):

Current Annual Sales Volume:

# of Cartons \_\_\_\_\_ Total Weight \_\_\_\_\_ Weight per Carton \_\_\_\_\_

5 Year Projection of Sales Volume:

# of Cartons \_\_\_\_\_ Total Weight \_\_\_\_\_ Weight per Carton \_\_\_\_\_

Current # of Cartons/Country:

\_\_\_\_\_ (country) \_\_\_\_\_ (# of cartons) \_\_\_\_\_ (total weight)

\_\_\_\_\_ (country) \_\_\_\_\_ (# of cartons) \_\_\_\_\_ (total weight)

\_\_\_\_\_ (country) \_\_\_\_\_ (# of cartons) \_\_\_\_\_ (total weight)

Source of Volume:

Commission \_\_\_\_\_

Government Data \_\_\_\_\_

Internal Research \_\_\_\_\_

Other (*please identify*) \_\_\_\_\_

\_\_\_\_\_

**Please Verify!**

***Remember that incomplete requests will not be processed!***

**Before submitting your application, have you:**

- ✓ *Ensured that the item is unique, and an existing PLU code cannot be used?*
- ✓ *Enclosed proof of that uniqueness?*
- ✓ *Attached the PLU Code Plant Variety Uniqueness Acknowledgement form for any items along with a copy of the patent or other supporting evidence?*
- ✓ *Enclosed proof of the availability?*
- ✓ *Enclosed support letters from at least 3 retailers (one with a minimum of 100 retail operations and two with a minimum of 25 retail operations or an e-tailer with a minimum of \$10 million in annual produce sales)?*
- ✓ *Filled out the PLU Code Application Form completely?*
- ✓ *Provided images of product according to specifications?*
- ✓ *Reviewed and checked box below?*
- ✓ *Signed application and completed financial information?*

**I confirm that the due diligence has been done to ensure that this application does not in any way negatively impacts or disrupts the market for the commodity/category under consideration.**

***By signing this form, you agree to adhere to the rules and procedures established by the IFPS as outlined in the Assignment Criteria section above.***

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

## PLU CODE PAYMENT INFORMATION

---

Cheque enclosed (U.S funds drawn on U.S. banks only.) Cheques payable to PMA. Do not fax.

MasterCard®  VISA®  American Express®

Total Amount to Be Charged: \_\_\_\_\_

Account # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_

### PLEASE NOTE THAT PAYMENT IS NON-REFUNDABLE

Mail to: International Federation for Produce Standards (IFPS)  
c/o Produce Marketing Association  
P.O. Box 6036, Newark, DE 19714-6036

Phone : +1 (302) 738-7100  
Fax : +1 (302) 731-2409  
Email: [plu@ifpsglobal.com](mailto:plu@ifpsglobal.com)



## PLU CODE RETAIL SUPPORT LETTER

To: International Federation for Produce Standards (IFPS)  
c/o Produce Marketing Association  
P.O. Box 6036, Newark, DE 19714-6036  
Phone: +1 (302) 738-7100 Fax: +1 (302) 731-2409 Email: [plu@ifpsglobal.com](mailto:plu@ifpsglobal.com)

**REMEMBER: A minimum of 3 retail support letters are required for consideration.**

**\*\*\*PLEASE TYPE OR PRINT LEGIBLY THE FOLLOWING INFORMATION\*\*\***

I am writing on behalf of \_\_\_\_\_  
(Name of Retailer/E-tailer)

Headquarters Address: \_\_\_\_\_  
\_\_\_\_\_

Number of Stores Operated: \_\_\_\_\_

We support the assignment by the IFPS of a new standardized Price Look-Up code for the following item(s):

\_\_\_\_\_

We have marketed the above item for \_\_\_\_\_ months/years currently purchasing a volume of \_\_\_\_\_ cartons.  
We project to purchase \_\_\_\_\_ cartons in 5 years. Cartons each weigh \_\_\_\_\_ lbs/kgs.

We understand that:

- The IFPS must receive requests from at least three retailers before it can consider this application. Two letters must be from operations with a minimum of 25 store locations. At least one retailer support letter must be from a retailer which operates 100 or more stores. E-tailers signing letters of support must have annual fresh produce sales of \$10 million or more.
- Companies signing this letter must be utilizing IFPS PLU codes in their operations.
- Companies signing this letter will provide sales projections for five years.
- 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 codes 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 code is approved.
- All standardized PLU codes will be posted at [www.ifpsglobal.com](http://www.ifpsglobal.com).

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

E-mail Address \_\_\_\_\_ Phone/Fax \_\_\_\_\_



## PLU CODE PLANT VARIETY UNIQUENESS ACKNOWLEDGEMENT

PLU codes are issued by the IFPS for use by all global industry participants as a means of accurately and quickly identifying the price of products correctly at point of sale.

To provide the IFPS with relevant information regarding your PLU application, please complete the following and provide the appropriate documentation.

- Name of item for which PLU code is being applied: \_\_\_\_\_

Is this item patented?    \_\_\_ Yes    \_\_\_ No

If no, provide supporting documentation from an organization listed in Appendix B.

- Name of patented item: \_\_\_\_\_

○ Is the tree, the item, or both patented? \_\_\_\_\_

- Patent Number: \_\_\_\_\_

***Please attach copy of the patent.***

- Date of Issuance: \_\_\_\_\_ Country of Issuance: \_\_\_\_\_

- Name of trademarked item: \_\_\_\_\_ Trademark Number: \_\_\_\_\_

Applicant Acknowledgement: The undersigned fully understands and agrees that should a new PLU code be issued for this product under this application that it will be under the name commonly used in the industry and not under the trademarked name or description. I further acknowledge that this PLU code will be made available to the global produce industry on [www.ifpsglobal.com](http://www.ifpsglobal.com).

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

## LEGAL LIABILITY

The rules in this Assignment Criteria shall govern your application for an IFPS Price Look-Up Code. By submitting your application, you agree to be bound and governed by the Assignment Criteria (as amended from time to time).

Any reference to **Applicant** means you, your company, business or organisation as set out in the IFPS PLU Code Application Form who is applying for or receiving the benefit of an IFPS PLU Code.

### 1. LIMITATION OF LIABILITY

- a) Nothing in the Assignment Criteria shall limit or exclude the IFPS' liability for: death or personal injury caused by its negligence; fraud or fraudulent misrepresentation; or any other liability which cannot be limited or excluded by applicable law.
- b) Subject to clause 1a, the IFPS shall not be liable to the Applicant, whether in contract, tort (including negligence), for breach of statutory duty, or otherwise, arising under or in connection with this Agreement for: loss of profits; loss of sales or business; loss of agreements or contracts; loss of anticipated savings; loss of or damage to goodwill; loss of use or corruption of software, data or information; and any indirect or consequential loss.
- c) Subject to a)b above, the IFPS's total liability to the Applicant, whether in contract, tort (including negligence), for breach of statutory duty, or otherwise, howsoever arising under or in connection with an application for an IPLU Code shall be limited to the IFPS' non-refundable processing fee (from time to time). The terms implied by sections 3, 4 and 5 of the Supply of Goods and Services Act 1982 are, to the fullest extent permitted by law, excluded from this Assignment Criteria.

### 2. THIRD PARTY RIGHTS

No one other than an Applicant shall have any right to enforce any of its terms.

### 3. ENTIRE AGREEMENT

This Assignment Criteria, the IFPS PLU Code Application form, IFPS PLU Code Retail Support Letter, IFPS PLU Code Intellectual Property Acknowledgment, Application Review Process and appendices (together the **Application**) constitute the entire agreement between the IFPS and Applicant and supersedes and extinguishes all previous agreements, promises, assurances, warranties, representations and understandings between them, whether written or oral, relating to its subject matter. The Applicant agrees that it shall have no remedies in respect

of any statement, representation, assurance or warranty (whether made innocently or negligently) made by the IFPS that is not set out in the Application. The Applicant agrees that it shall have no claim against the IFPS for innocent or negligent misrepresentation or negligent misstatement based on any statement made by the IFPS in the Application.

**4. GOVERNING LAW AND JURISDICTION**

The applicant acknowledges and agrees that any dispute or claim (including non-contractual disputes or claims) arising out of or in connection with the subject matter or formation of the Assignment Criteria or the Applicant's application for an IFPS PLU Code shall be governed by and construed in accordance with the law of England and Wales. The Applicant irrevocably agrees that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim (including non-contractual disputes or claims) howsoever arising out of or in connection with the Assignment Criteria (or its subject matter or formation), the applicant's application for a PLU Code or application process.



## **PLU Application Review Process**

The Product Identification Committee staff liaison reviews the application for completeness and accuracy of data. Proof of variety uniqueness will be confirmed. Retail support will also be validated. If the application is not completed fully and/or additional information is needed within the first 30 days to support the application, the review and decision date will be delayed to the next review period.

The application is then forwarded to the IFPS members to complete their country/member review of all information. The IFPS member country representatives determine and conduct their review process for their own country. To learn more about your country's specific review process, please contact your IFPS member organization.

As part of the review process, each IFPS member will execute a PLU application review within their constituency. The parameters of this review are at the discretion of the member organization and guide the vote from that member.

The IFPS members review all materials and make the final decision on whether to approve or deny the application.

Votes are communicated to the staff liaison to assign an available code, if approved. The staff liaison communicates the approval or denial to the applicant via letter delivered electronically via email within one week of receipt of the vote.

This entire process takes approximately 12 weeks.

## APPENDIX A

### IFPS Member Organizations

- Asociacion de Exportadores de Frutas de Chile (ASOEX)
- Canadian Horticultural Council
- Canadian Produce Marketing Association
- Fresh Produce Consortium (UK)
- Frug I Com (Netherlands)
- Norges Frukt-og Gronnsaksgrossisters Forbund (Norway)
- Produce Marketing Association (US)
- Produce Marketing Association Australia-New Zealand
- United Fresh (New Zealand)
- United Fresh Produce Association (US)

## APPENDIX B

### Acceptable Agencies for Unique Variety Verification\*

- UPOV – [www.upov.int](http://www.upov.int)
- Plant Variety Protection Program - <http://www.ams.usda.gov/>
- U. S. Patent and Trademark Office - <http://www.uspto.gov/>
- New Zealand Intellectual Property Office <http://www.iponz.govt.nz>
- CFIA Plant Breeders' Rights Office - <http://www.inspection.gc.ca/plants/plant-breeders-rights/varieties/eng/1300463863953/1300463978655>
- EU – CPVO - [http://ec.europa.eu/food/plant/plant\\_property\\_rights/index\\_en.htm](http://ec.europa.eu/food/plant/plant_property_rights/index_en.htm)
- Australia Plant Breeder's Rights - <http://www.ipaustralia.gov.au/get-the-right-ip/plant-breeders-rights/>
- Servicio Agrícola y Ganadero (SAG) – <http://www.sag.cl/ambitos-de-accion/proteccion-derechos-del-obtentor-registro-de-variedades-protegidas>

*\* Please note this list is not exhaustive – if the applicant has achieved unique variety designation from another body that is recognized by a UPOV member's government, please contact the IFPS.*