



DESIGNATIONS OF PRODUCTION WITHIN THE IFPS PLU SCHEME

Periodically the IFPS receives requests for consideration of a new designation within the scheme. This can include sustainability methodologies, quality designations, etc. Unfortunately this is outside the scope of the IFPS PLUs as outlined in the following points:

- The IFPS PLU codes only designate differences in growing methodologies – i.e. conventional and organic - and with a limited number of PLUs available for future assignment numbers the codes are strictly managed.
- While clearly some retailers are interested in designations such as “ugly” fruit, Fair Trade, or GMO these are not different growing methodologies and as such are outside the scope of IFPS designations and, as we understand, are identified via labelling on the item.
- There is a means by which retailers CAN use the PLUs to identify the items within their operations should they choose to do so.
- The IFPS has flexibility built into the codes to allow for retail identification for designations such as Fair Trade, etc. via the blocks of numbers reserved for retailers to use as they deem appropriate – these are the Retailer Assigned Numbers which can be found doing a search of numbers in the PLU listing: <http://www.ifpsglobal.com/identification/PLU-Codes/PLU-codes-Search> (There are over 400 of these numbers available.)

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