



## **Introduction and Objectives**

The Price Look-Up Code Initiative in Mexico requires designated commodities of Fruits and Vegetables to be labeled with a sticker containing the appropriate global standard Price Look-Up Code. A current list of PLU Codes is available at [www.plucodes.com](http://www.plucodes.com). The purpose of labeling the Fruits and Vegetables is to increase efficiencies throughout the Mexican Supply Chain.

## **Objectives**

The objective of this best practice is to assist growers and packers of Fruits and Vegetables with the implementation of PLU labeling.

### **Table 1: Cross-Referenced Terms/Definitions**

Listed below are terms used by the produce industry.

<b><u>Sector Term</u></b>	<b><u>Definition</u></b>
<ul style="list-style-type: none"><li>• PLU Code</li></ul>	Price Look Up Code. Used on stickers to help identify loose produce items at point-of-sale. A list of global standard Price Look Up Codes can be found at <a href="http://www.plucodes.com">www.plucodes.com</a>
<ul style="list-style-type: none"><li>• GTIN (Global Trade Item Number)</li></ul>	The globally-unique GS1 System identification number for products and services. A 14 digit GTIN is utilized on PLU Code stickers in the DataBar barcode.
<ul style="list-style-type: none"><li>• DataBar</li></ul>	Barcode used on PLU Code sticker to enable scanning of loose produce items.

## **Best Practices for Preparing to Implement PLU Coding**

1. Determine if the commodities that are being packed require PLU Coding.
  - a. See Appendix I for a list of commodities that require coding.
2. Determine the correct PLU Code number for the commodity being packed.
  - a. See [www.plucodes.com](http://www.plucodes.com) for list of PLU Codes
3. Determine the most efficient method of applying PLU labels in the packing process.
  - a. Manually at time of picking – Field Pack
  - b. Manually in packing shed
  - c. Mechanically in packing shed
4. Select the label and applicator equipment supplier.
  - a. See Appendix II for list of available suppliers.
5. Design the label with assistance from the label supplier.
6. Determine quantity of each PLU label required until DataBar barcodes are required.
7. Pilot the labeling process.
8. Develop employee training plan.
9. Implement PLU labeling.
10. Determine how many GTINs your company will require. A GTIN is required for every different PLU Code.
11. Obtain GS1 company prefix from GS1 Mexico. [www.gs1mexico.org](http://www.gs1mexico.org)
12. Assign a unique GTIN to each different PLU Code packed and labeled.
13. Design the new label with the DataBar barcode and the PLU number with assistance from the label supplier.
14. Order sufficient quantity of labels for each commodity packed.
15. Communicate the GTIN and corresponding PLU Codes to all of your current and potential customers. Consideration should be given to utilizing the DataBar Online application. Refer to Understanding DataBar Online at <http://www.pma.com/content/articles/2014/05/understanding-databar-online> for further information.