

# INTERNATIONAL FEDERATION FOR PRODUCE STANDARDS



# PRODUCE IFPS PLU CODES A User's Guide

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# Chapter One

## Background

This paper contains rules for the international Price Look-Up (PLU) numbering scheme for produce items. The international PLU 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 supermarkets 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 supermarket cashier whether an apple is a conventionally grown Fuji apple which may sell for \$1.29 per pound/kg or an organically grown Fuji apple which may sell for \$2.29 per pound/kg. In some instances the 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 produce items and is a forum for other standardization efforts impacting the produce sector.

New IFPS PLU applications may be 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.

**Please 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 paper, 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 4-5 digits. The IFPS PLU code is key-entered at point of sale in order to obtain the price. IFPS PLU codes are approved and assigned by the IFPS Board for use in any country utilizing the IFPS PLU code system.

### GTIN

Global Trade Item Number (GTIN) is a GS1 identification number, commonly represented in barcode symbols, to enable electronic reading at point of sale, 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 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

A PLU code approved and assigned by the IFPS Board for 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.

### Retailer Assigned IFPS PLU codes

A PLU code approved and assigned by an individual retailer for use in their retail outlets only. Retailer Assigned codes are part of the master list of IFPS PLU codes which can be utilized in the IFPS PLU scheme.

Please note: In some countries retailers have opted for national coordination of these numbers.

## New User Guidelines

- The IFPS PLU scheme 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.
- 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 number 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 not be on the item but will be used in retail systems and at the point-of-sale (cashier).
- The use of IFPS PLU codes is voluntary.
- IFPS PLU codes utilize 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 used 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 for fresh produce needs to ensure they meet the expectations of their 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 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 is crucial as an incorrect number will lead to incorrect identification, and therefore pricing, of product at the Point of Sale (POS). If an incorrect number is noticed before the produce is placed in the supermarket, 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 database at [www.ifpsglobal.com](http://www.ifpsglobal.com), before ordering PLU labels to ensure IFPS PLU 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 codes to loose produce for international 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, applications may be vetted through a national or regional review. Although all IFPS members will vote on new IFPS PLU applications, a review body may be used as a forum for additional industry input when considering applications and the criteria by which they are evaluated.

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

Candidates for global IFPS PLU codes will be put forward to the IFPS within a timeframe which allows for regional input as determined. Candidates rejected for global codes can use Retailer Assigned codes.

Once final acceptance is made by the IFPS, a new IFPS PLU code will be assigned within two weeks of IFPS approval.

#### Basic Scope

The IFPS PLU scheme applies to loose 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 scheme 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 scheme 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.
  - produce that is identified by a trademark is not eligible for a unique IFPS PLU number.

### Range of IFPS PLU Codes

The block of 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 list and items that are only on a Restricted Use 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 attached as Appendix I.

Please be sure you have thoroughly read through the criteria listed on the application 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 IFPS 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.

<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 of \$1,000.00 USD is required for each new application considered by the IFPS. 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 list, some legacy codes were maintained as Restricted Use IFPS PLU codes. As noted earlier, a Restricted Use code is a 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 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 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.

**N.B. Because Restricted Use Codes address legacy issues only, the IFPS will not entertain new 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 harmonised base where, for example:

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

It has to be understood that the number of sizes addressed by IFPS PLU 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 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 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 “xxxx” 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

The PMA Product Identification Committee staff liaison reviews the application for completeness and accuracy of data. Proof of variety uniqueness and marketability will be confirmed. Retail support will also be validated.

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.

In the U.S. 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 applications.

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.

#### IFPS Decision

Once an IFPS PLU has been approved by the IFPS, the new code and description are forwarded to the applicant in writing. The new IFPS PLU code and description are 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 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 section contains suggested best practices for consideration when designing and printing IFPS PLU labels based on the experiences to date of countries currently utilizing the IFPS PLU system for produce. Legislative, regulatory and commercial requirements may differ from country to country and it is incumbent on users to ensure that the IFPS PLU 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

1. Use all four (or five if applicable) digits of the code as legibly as possible.
2. For maximum legibility at the checkout, each digit in the IFPS PLU number 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 number as they provide maximum “readability” and include Gill Sans Bold and Futura Bold.)
3. At all times remember that the numbers 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.
4. Collateral Information – It is advisable to consider the primary function of the IFPS PLU label - accurate identification of the product - when making decisions relative to the design of the IFPS PLU 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 number.
5. 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, 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”.

6. 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 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).)
7. 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.
8. Sticker Composition - Users should ensure that the IFPS PLU 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 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:

Don't use an IFPS PLU on any bagged product always sold at that weight and not weighed in the store for pricing. You may use an IFPS PLU with a corresponding barcode (EAN-13, 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(s) 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 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 Standard 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 a Price Look-Up (PLU) code?**

IFPS PLU codes are 4 or 5 digit numbers which have been used by supermarkets 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. They 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 number 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 (International Federation for Produce Standards) after rigorous review at both the national and international levels.

**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).

### **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 produce with IFPS PLU codes are 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 codes is available at [www.ifpsglobal.com](http://www.ifpsglobal.com). Menus step you through the selection process and gives 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 code does not currently exist for the product, a Retailer Assigned IFPS PLU Code can be used or an application can be submitted for a new IFPS PLU code if the criteria are 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 attached as Appendix I. IFPS PLU applications are reviewed on a set schedule, please refer to the application assignment criteria for submittal and approval dates.

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

The fee to apply is \$1000 per application. 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 application is first reviewed for completeness and accuracy of data. The application 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.

<b>Deadline for Submission</b>	<b>Deadline for Comments</b>	<b>Decision Date</b>
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 restrictions for applying for a new IFPS PLU code?**

The product must be a unique variety, available to the entire global produce industry and available from more than one marketer. Codes will not be assigned for a product that is controlled by one grower/marketer or by multiple growers/marketers that are controlled by a single entity. Please refer to the Criteria for 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. However, 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. Please 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 don't currently have an IFPS PLU code.

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

Add a '9' in front of the four 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 83,000 and 84,000 series; however, unlike the '9', the leading digit '8' will have no significance.

**Does the IFPS recognize any number other than '8' or '9' as the leading 5<sup>th</sup> digit?**

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

**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 POS (point-of-sale) 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) 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 numbers must be read quickly and accurately when viewed by a cashier through a clear plastic bag.
- Please print the IFPS PLU sticker so the number is the most prominent element on the label. The IFPS PLU number 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 system is a globally used system so unless specified, the code can be used for any growing region. If only one number is provided in the IFPS PLU 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 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.

### **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 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 labels?**

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

### **Canada and the United States have country of origin declaration or labeling requirements. Do I need to include the country of origin on my IFPS PLU label?**

There is no Canadian regulatory requirement to put country of origin information on an IFPS PLU 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 Country of Origin Labeling (COOL) took effect in March 2009. It requires that retailers notify their customers of the country of origin for fresh produce. If the product is labeled with a sticker, the regulation

requires that the majority of product 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 product. 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 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 GTIN (Global Trade Item Number). 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 Omnidirectional 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'm 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. If you have the space to use your company specific prefix and the IFPS PLU code as the item reference portion of the GTIN and still have the preceding '0' and the ending check digit, then you can use the IFPS PLU code if you want to. It is recommended you simply create your own GTINs as you see fit to capture all the bulk products 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. Bar codes 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.

# Appendix I



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

*Updated December 2014*

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 IFPS 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.

<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 of \$1,000.00 USD is required for each new application considered by the IFPS.** A separate application will be required for each new code requested. Please submit payment in the form of a check or credit card; see bottom 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 an IFPS 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 an IFPS 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: In order for an IFPS PLU code to be granted, the product in question must be a unique variety and:

- 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 – please see Appendix A for further information.

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

Separate codes are assigned to varieties to allow items to be sold at different prices. This should be the growing name or variety if different from the marketing name if the marketing name is trademarked; e.g. Cripps Pink is the variety for the trademarked / product brand Pink Lady®. An IFPS PLU code will not be granted to a trademarked or branded name.

**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. 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) or by selecting the ‘More Info’ section next to the corresponding IFPS PLU code for the specific commodity on the website. In most situations, there will be a North America and Rest of World size break.

4. Distribution/Marketing: The product must be available to the entire global produce industry and available from more than one marketer. The name and contact information of two or more marketers including your own must be provided. If you are currently the only marketer of the item, documentation from the breeder, or IP owner if not the breeder, is required to state that the item is available to other marketers. A requirement that a specific product brand (commercial name), in addition to the varietal name, be used in the marketing of the product is acceptable.

Codes will not be assigned for product that is controlled by one grower/marketer or by multiple growers/marketers that are controlled by a single entity.

The definition of “marketer”:

- A separate and unique company with rights, including fee based rights, to sell the product without any restrictions to the company brand under which the product is marketed and sold.
- Product brand is a particular name given to the product by an individual company, to achieve consumer recognition. The product brand name may not necessarily be the same as the company name.

Example:

- Sun World International is the patent owner of the SUGRATHIRTEEN variety of grape. Sun World International uses the product brand name of “MIDNIGHT BEAUTY®” for this variety of grape.
- Sun World International will license companies around the world to grow and market the SUGRATHIRTEEN variety of grapes.
- A condition Sun World imposes on licensing companies to grow and market the SUGRATHIRTEEN variety is that the product must have the product brand name “MIDNIGHT BEAUTY®” on the packaging if the grape meets prescribed quality standards.
- The company brand name that the grape is sold under is not mandated.
- Sun World International will license companies like Capespan Company to grow and market the SUGRATHIRTEEN grape. Under the Capespan Brand, Capespan Company will market the SUGRATHIRTEEN grape using the product brand name MIDNIGHT BEAUTY® on the packaging when the quality meets the requirements of the MIDNIGHT BEAUTY® specification. The company brand name in this example is Capespan.
- An IFPS PLU Code in this example would be issued to SUGRATHIRTEEN.

When this criteria cannot be met, there are blocks of codes called Retailer Assigned Codes within the IFPS PLU system which are reserved for use by retailers to enable grower/shippers to uniquely identify product in that special circumstance. The United Kingdom, Norway and Australia have chosen to coordinate usage of retailer assigned codes at a national level. In these countries, please contact your national IFPS representative for guidance. For more information, visit [www.IFPSGlobal.com](http://www.IFPSGlobal.com).

**5. Production/Sales Volumes:** Current annual and 5 year projected volumes are required for both actual production and sales. The source of these volumes must also be noted (e.g., commission or association data, internal estimates, etc.).

**6. Countries of production:** The product must be available to be grown in more than one country.

**7. Product Photo** – Photos of the product for which the application is being made must be provided with the completed application. Photos can be provided electronically in a JPG 300 DPI format or on paper (minimum size 10 x 15 cm/4 x 6 inches).

***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.***

**8. Retail Support Letters:** Support letters are required from at least three different retailers, each operating 25 or more stores. Retailers signing the support letter must be utilizing IFPS PLU codes in

their retail operations. (Support letters signed by a retailer not using IFPS 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 be marketing the item for a minimum of 1 year and must provide a 5 year projection of sales.

**9. Intellectual Property (trademarks and 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 A. The product can be called a number of names, but will only have one IFPS PLU code. For example, if you take the Pinova apple, which is marketed under the Pinova, Pinata, Evelina, and Corail trademark names, all use the same IFPS PLU code. . If the item is trademarked, a common varietal name is required since IFPS PLU codes are not assigned to trademarked items.

All requests for a new IFPS 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 JPG format. Regardless of the outcome, every applicant will receive a written response detailing the decision, and, if approved, the new IFPS PLU code assigned. Once a code is assigned, it will be posted to the IFPS PLU codes database on the IFPS web site, [www.ifpsglobal.com](http://www.ifpsglobal.com). If the application is declined, applicants can resubmit their application 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 IFPS PLU Application Review Process on the last page 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)



\*\*\*\* PLEASE TYPE APPLICATION \*\*\*\*



## IFPS 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 IFPS 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 as outlined in the Assignment Criteria section above.

### PLEASE TYPE THE FOLLOWING INFORMATION

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

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

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

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

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

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

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

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

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. Please include all required (\*) information. If you need additional space, please attach a separate piece of paper.***

\*Commodity (Growing name of the fresh fruit or vegetable - must be provided in English. Example: apple)

\_\_\_\_\_

Variety (Variety, if applicable, must be provided in English. Example: Cripps Pink) **MUST BE A NEW UNIQUE VARIETY**

\_\_\_\_\_

Synonyms and/or common name(s) (including brand or trademarked name. Example: Pink Lady)

\_\_\_\_\_

\*Latin/Botanical Name of Variety

\_\_\_\_\_

Name in other languages (If known)

\_\_\_\_\_

Parentage of Variety

\_\_\_\_\_

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

\*Is the product the subject of Intellectual Property (IP)? \_\_\_\_\_

*If yes, please note that IFPS PLU codes are used in the global produce industry and will not be issued to products that are subject to proprietary ownership (i.e. where the product cannot be marketed by more than one company). Please complete the IFPS PLU Code Intellectual Property Acknowledgement form (attached) to support granting this item an IFPS PLU code.*

Item Size (If applicable) Select One

Sm    Med    Large    X-Large    Any Size

Sold at Retail                      By Each: \_\_\_\_\_

By Weight/Bulk: \_\_\_\_\_

\*Countries where marketed

\_\_\_\_\_

\*Global Production/Sales Volume (in lbs/kg):

Current Annual Production Volume:

# of Cartons \_\_\_\_\_ Weight \_\_\_\_\_

5 Year Production Projections:

# of Cartons \_\_\_\_\_ Weight \_\_\_\_\_

Current Annual Sales Volume:

# of Cartons \_\_\_\_\_ Weight \_\_\_\_\_

5 Year Projection of Sales Volume:

# of Cartons \_\_\_\_\_ Weight \_\_\_\_\_

Current # of Cartons/Country

\_\_\_\_\_  
(country)            (#)            (weight)

\_\_\_\_\_  
(country)            (#)            (weight)

\_\_\_\_\_  
(country)            (#)            (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 IFPS PLU code cannot be used?*
- ✓ *Enclosed proof of that uniqueness?*
- ✓ *Ensured that the item is available to more than one marketer?*
- ✓ *Enclosed proof of the availability?*
- ✓ *Enclosed support letters from at least 3 retailers with a minimum of 25 retail operations?*
- ✓ *Filled out the IFPS PLU Code Application Form completely?*
- ✓ *Attached the IFPS PLU IP Acknowledgement form for any items which are patented or have trademarked property rights?*
- ✓ *Provided photos of product?*

**Payment Information:**

Check enclosed (U.S funds drawn on U.S. banks only.)      Checks 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)



## IFPS PLU CODE RETAIL SUPPORT LETTER

To: International Federation for Produce Standards (IFPS) c/o PMA  
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 THE FOLLOWING INFORMATION

I am writing on behalf of \_\_\_\_\_  
(Name of Retailer)

Retailer 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 \_\_\_\_\_ 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. Companies signing this letter must be utilizing IFPS PLU codes in their retail operations and have a minimum of 25 store locations.
- Companies signing this letter have been marketing the item for at least one year and 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 IFPS PLU codes will be posted at [www.ifpsglobal.com](http://www.ifpsglobal.com).

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

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

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



# IFPS PLU CODE INTELLECTUAL PROPERTY ACKNOWLEDGEMENT

IFPS 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. The product must be available to more than one marketer. As such, IFPS PLU codes will not be issued to products that are subject to any intellectual property ownership which restrict growth and sale of the item.

To provide the IFPS with relevant information regarding your IFPS PLU application containing a patent or trademark, please complete the following:

- Is this item available to multiple marketers? \_\_\_\_\_ (If no, an IFPS PLU code will not be issued.)
  - Provide contact information for additional marketers on separate sheet of paper.
  - If currently sole marketer, provide proof from breeder/IP owner that the item is available in other markets.
  
- Name of patented item: \_\_\_\_\_
  - Is the tree, the item, or both patented? \_\_\_\_\_  
*Please attach copy of the patent.*
  
- Name of trademarked item: \_\_\_\_\_
  
- Name of item for which IFPS PLU code is being applied: \_\_\_\_\_
  
- Patent and/or Trademark Number: \_\_\_\_\_
  
- Date of Issuance: \_\_\_\_\_ Country of Issuance: \_\_\_\_\_
  
- Common Name: \_\_\_\_\_ Parentage of item: \_\_\_\_\_

Applicant Acknowledgement: The undersigned fully understands and agrees that should a new IFPS 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 IFPS 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: \_\_\_\_\_



## **Application Review Process**

The IFPS PLU Assignment Committee staff liaison reviews the application for completeness and accuracy of data. Proof of variety uniqueness and marketability will be confirmed. Retail support will also be validated.

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.

In the U.S. 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 applications.

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.