

PLU Application Criteria & Process

To apply for a new PLU code, you have to satisfy the following application criteria and process.

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 as processed product, and, as such, will not be assigned a PLU code for use in the fresh fruit & vegetable department.

2. **Variety**

The product variety must be widely recognized – for example, Granny Smith apple is distinct from another variety of apple, such as Golden Delicious. Separate codes are assigned to varieties because they are potentially sold at different prices.

Note: If the item you are requesting a new standard code for is similar to an item that is currently assigned a code (i.e. requesting 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. **Retail Support**

Each PLU application requires a support letter from at least three different retail companies, each operating 25 or more stores. Companies signing the support letter must be utilizing IFPS PLU codes in their retail operations.

4. **Countries**

A list of countries where product is marketed is required. Product must be marketed in more than one country.

5. **Availability**

PLU codes will not be granted to any product that is not available to the global produce industry and available from multiple growers.

6. **Regional Review**

Applications will be reviewed at a regional and/or national level before advancing to the IFPS Board for final assessment.

7. **Comments**

All applications will be posted on the IFPS Global website for industry comments.

8. **Fee**

A processing fee of \$1,000 USD is required for each new application considered by the IFPS and is non-refundable.

9. **Application Review Timing**

<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

10. Application for a PLU

All requests for a new PLU code should be submitted in writing using the appropriate form available [here](#).

More information can be found in the [PLU Codes User's Guide](#).