

There are two categories of PLU codes. Global PLU codes are for produce items traded internationally, and retailer assigned codes for produce traded nationally. GS1 Australia allocates Retailer Assigned PLU codes only. The Retailer Assigned category is specifically for produce types/varieties only traded within Australia.

If you are applying for a Global PLU code ensure that the application is completed in full, and that you have included the supporting documentation. Please refer to the Global applications checklist.

Applying for a PLU code: Check to see if the produce item does not already have either a global or retailer assigned PLU code allocated. The global list can be found at www.plucodes.com and a copy of the retailer assigned codes (National Fruit & Veg PLU listing) is located at <http://www.gs1au.org/library/library.asp?ID=28>.

If a PLU code does not exist, complete the application in full and return via email to gs1au@gs1au.org or fax to 03 9558 9551.

Size: If a size break is necessary, indicate the precise product size (e.g. small/medium/large/extra large along with the diameter) that must be in compliance with the standard usage within the industry.

Photo: A digital image is requested to support the application. This will provide GS1 Australia with a better understanding of the variety. If you are submitting a global application a photo in JPG 300 DPI format and on paper (minimum size 10 x 15 cm/4 x 6 inches) will be required.

Global Applications

Criteria

Distribution/Marketing: *The product must be a standard item that is available from multiple growers that are not controlled by a single entity. Codes will not be assigned for product that is controlled by one grower or by multiple growers who are controlled by a single entity. This criterion is especially important when considering trademarked or patented products as well as product marketed under a commercial brand.*

Examples: Pink Lady is a trademark for certain commercially grown Cripps Pink apples. Pink Lady is cultivated, packaged and marketed by multiple growers under license. However, IFPC recognizes only one name for the item and therefore lists the item as Cripps Pink in the PLU code listings.

Global Checklist:

- Completed application form for each item.
- Documentation from no less than three (3) retailers who operate at least 25 stores each. (Please note: only authorized signers should sign support letters.) These letters must come from separate sources.
- Current annual and future production (for 5 years) and/or marketing volumes.
- Photos of the product in a JPG 300 DPI format and on paper (minimum size 10 x 15 cm/4 x 6 inches).

Timing of applications: Applications for Retailer Assigned PLUs are forwarded to the Australian Produce Identification Committee (Aus-PIC). Aus-PIC members decide if the produce item should be assigned a Retailer Assigned code or (if the product is likely to be exported) whether it should be forwarded to the international Federation for Produce Coding (IFPC) as an application for a Global code. Retailer Assigned PLU applications are processed Jan, April, July and October. Global Applications are processed twice yearly, usually in March and November.

Regardless of the outcome, every application will receive a written response detailing the decision, and, if approved, the new PLU number will be assigned. Once a code is assigned, the applicant will be notified and the PLU will be either added to www.plucodes.com or the National Fruit & Veg PLU Listing.

Section A

Please provide the following information	
Name of Applicant & Title	
Organisation/Company	
Mailing Address	
City/State	
Post Code	Country
Telephone	Fax
Email Address	
Commodity (Name of the fresh fruit or vegetable)	
Variety (If applicable)	
What makes it unique to any other variety of its type (i.e. different timing of harvest, or colour of skin or flesh)	
Synonyms and/or common name (s) if known	
Latin/Botanical Name	
Name in other languages (if known)	
Item Size (if applicable)	

Section B (Only complete for Global Applications)

Countries of Production			
Global Production/Marketing Volume:		Specify whether tonnes or	5 Year
Current Annual		kgs	Projections
Sold at Retail (by each)	Check the global code application	By weight/bulk	

For office use only

Date	AE Name
PLU Code	Reason for rejection
Assigned	(if applicable)

(Only complete for Global Applications)

***I am writing on
behalf of***

_____ *name of supermarket*

which operates at least 25 stores. We support the assignment by the IFPC of a
new standardized Price Look-Up number for the following item(s):

I understand that:

- The IFPC must receive requests from at least three retailers before it can consider
- I may receive calls from the IFPC and/or its committees regarding this application and my reason for supporting.
- The IFPC has the final authority to approve or decline any applications for new numbers based on its stated criteria.
- The IFPC staff will notify the applicant with the IFPC's final decision. It is the responsibility of the applicant to advise his/her retail buyers once the number is approved.
- All standardized PLU codes will be posted at www.plucodes.com.

Signature _____ ***Date*** _____

Name _____

Email Address _____

Title _____

Phone _____

Fax _____