



Fresh Produce Price Look Up (PLU) Codes

June 2006

The global language of business

www.gs1.org



Agenda

- GS1 Australia
- What is a PLU?
- Background
- Working Groups
- Types of PLU codes
- New PLU codes for Country of Origin Labelling
- Applying for a PLU
- Reduced Space Symbology





Who is GS1 Australia?

GS1 Australia Office at Mt Waverley, Melbourne



- Administer & maintain the GS1 system of supply chain standards
- Current membership 15,000 companies across multi-industries
- In excess of 18 industry sectors
- Over 90 staff in Melbourne & Sydney
- <http://www.gs1au.org>
- Not for profit organisation





GS1: A Broad Portfolio

GS1 has a full portfolio of products and solutions



Global standards for automatic identification
Rapid and accurate item, asset or location identification



Global standards for electronic business messaging
Rapid, efficient & accurate business data exchange



The environment for global data synchronisation
Standardised, reliable data for effective business transactions



Global standards for RFID-based identification
More accurate, immediate and cost effective visibility of information





GS1 Australia

May 31 2002

- Introduced Global PLU codes on behalf of the Australian Fresh Produce Industry





What is a PLU Code?

- Price Look Up (PLU) codes are
 - 4 or 5 digit number that is primarily used to identify loose fresh produce items (and related items such as nuts and herbs)
 - appear on a small sticker that is applied to the individual piece of fresh produce.
- Not applicable to pre packed produce





Background /History

In 2000 a working group comprising of **International Fresh Produce Associations** formed to review existing PLU lists from several countries around the world and to formulate a **Global Listing** on common codes.





The Working Group

- It's formalised structure
 - International Federation of Produce Coding (IFPC)
- Representatives
 - Horticulture Australia - Australia
 - Produce Marketing Association - US
 - Fresh Produce Consortium – UK
 - Chilean Exporters Association – Chile
 - Produce Electronic Identification Board – US
 - Canadian Produce Marketing Association – Canada
 - Progressive Foods – New Zealand





Status of IFPC June 2006

- Incorporation of International Federation of Produce Standards
 - Memorandum of understanding is signed off between IFPS and the US Produce Marketing Association (PMA) and IFPS and the UK Fresh Produce Consortium (FPC).





IFPS Members

Founding Members

- Asociacion de Exportadores de Chile (Chile)
- Canadian Produce Marketing Association (Canada)
- Fresh Produce Consortium (UK)
- Horticulture Australia Ltd. (Australia)
- Norges Frukt-og Gronnsaksgrossisters Forbund (Norway)
- Produce Marketing Association (US)
- United Fresh (NZ)

Operational Members

- Chair: Jane Proctor, CPMA, CA
- Vice-Chair: Stuart Johnston, Progressive Grocers, NZ
- Secretary-General: Produce Marketing Association, US
- Registered Office: Peterborough, UK





Types of PLU Codes

Global PLU's

- Assigned by the IFPS
- Identify produce items that are traded internationally
- www.plucodes.com

Retailer Assigned (RA) PLU's

- Assigned by GS1 Australia on behalf of the Australian Produce Identification Committee (Aus-PIC)
- Identify produce items sold nationally
- www.gs1au.org/library/_library.asp?ID=28 (fruit & vegetable PLU listing)





Who represents Aus-PIC?

Made up of industry representatives

- Coles Myer Ltd
- Woolworths
- Metcash
- Horticulture Australia
- GS1 Australia
- Avocado Australia
- Montague Fresh
- Ausveg
- Panda Ranch
- Apple and Pear Australia





Country Of Origin Labelling (COOL) & Retailer Assigned PLU Codes

- Due to COOL requirements
 - National Produce must be differentiated from imported produce lines effective June 2006
 - Due to time constraints the Aus-pic committee have provided a solution
 - This will affect suppliers that sell local produce that co-exists on the supermarket shelf with imported produce.
- Example
 - Orange Navel medium = global code 3107
 - This code is only to be used for produce that is imported into or exported out of the country
 - Australian suppliers that deliver to Australian retailers are required to use the new Orange Navel Medium “Australian Grown” PLU code 6470





New PLU's for Produce Lines

PLU	TYPE	VARIANT	VARIANT 2	SIZE	VARIANT 3
6443	Apricots	Regular		Large	Australian Grown
6444	Apricots	Regular		Medium	Australian Grown
6445	Asparagus	Green	Loose		Australian Grown
6446	Avocados	Hass		Large	Australian Grown
6447	Avocados	Hass		Medium	Australian Grown
6448	Avocados	Hass		Small	Australian Grown
6449	Avocados	Hass		X Large	Australian Grown
6450	Coconut				Australian Grown
6451	Durian				Australian Grown
6452	Feijoas				Australian Grown
6453	Fuya Fruit				Australian Grown
6471	Grapefruit	Rio Red		Large	Australian Grown
6472	Grapefruit	Rio Red		Medium	Australian Grown
6454	Kiwifruit	Gold		Small	Australian Grown
6455	Kiwifruit	Gold		Medium	Australian Grown
6456	Kiwifruit	Gold		Large	Australian Grown
6457	Kiwifruit	Gold		Jumbo/X Large	Australian Grown
6458	Kiwifruit	Green		Small	Australian Grown
6459	Kiwifruit	Green		Medium	Australian Grown
6460	Kiwifruit	Green		Large	Australian Grown
6461	Kiwifruit	Green		X Large	Australian Grown





New PLU's for Produce Lines

PLU	TYPE	VARIANT	VARIANT 2	SIZE			VARIANT 3
6462	Lemons Medium			Medium			Australian Grown
6463	Mandarin Clementine						Australian Grown
6464	Mandarin Murcott						Australian Grown
6465	Mango	Mexican		Large			Australian Grown
6466	Mango	Mexican		Medium			Australian Grown
6467	Mangosteen						Australian Grown
6468	Nashi Pear	Brown					Australian Grown
6469	Nashi Pear	Green					Australian Grown
6470	Orange	Navel		Medium			Australian Grown
6471	Grapefruit	Rio Red		Large			Australian Grown
6472	Grapefruit	Rio Red		Medium			Australian Grown
6473	Tangelo			Large			Australian Grown
6474	Tangelo			Medium			Australian Grown
6475	Ya Pear						Australian Grown
6476	Orange	Navel		Large			Australian Grown
6477	Lemon			Large			Australian Grown





Changes to Existing PLU Codes

PLU	TYPE	VARIANT	VARIANT 2	SIZE	VARIANT 3
5228	Durian				Imported
4525	Asparagus	Green	Bunch		Australian Grown
4526	Asparagus	White	Bunch		Australian Grown





How do I apply for a PLU code?

- Check the Global and National list to make sure a PLU code does not exist for the produce item
- Contract the GS1 Australia fresh produce co-ordinator to request a PLU application
 - Note: The PLU application form caters for both Global & Retailer Assigned PLU requests
- Complete the form in full and return to GS1 Australia





The PLU Application Form

Section A - Mandatory Information Required

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)	_____





The PLU Application Form

- Size
 - If a size break is necessary,
 - Indicate the precise product size (e.g. small/medium/large/ extra large along with the diameter)
 - Size must be in compliance with the standard usage within the industry.
- Distribution/Marketing
 - PLU codes will not be assigned for product that is controlled by one grower or by multiple growers who are controlled by a single entity.
 - *Example: 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*





The PLU Application Form

Global Applications only

- Complete Section B

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

- Complete Section C
 - Submit 3 retail support letters
- Provide photos of the product in a JPG 300 DPI format and on paper (minimum size 10 x 15 cm/4 x 6 inches).

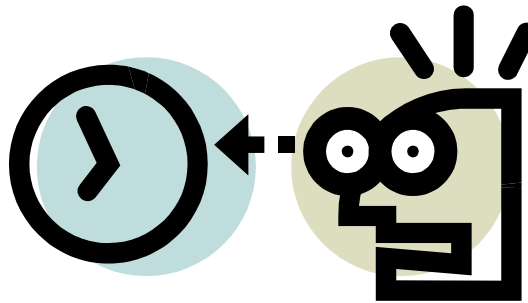




Timing of applications

- Retailer Assigned
 - Reviewed quarterly by Aus-PIC
- Global
 - Reviewed twice yearly by the IFPC

All applicants will be notified in writing



DO NOT leave your request till the last minute



The problem with PLU's

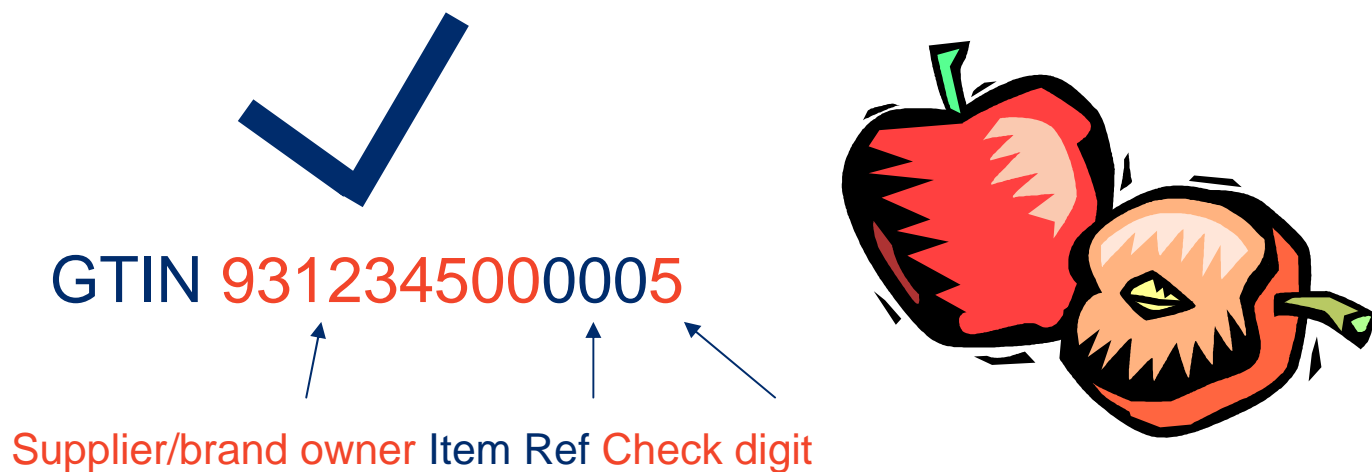
- PLU codes
 - Do not provide traceability at point of sale
- They only define
 - Name - Eg Apple
 - Variety – Eg Fuji
 - Size – Eg medium





The GS1 System

- The GS1 system provides traceability at point of sale
 - supplier/packer/brand owner (country of origin) in addition to name, variety and size



GTIN (Global Trade Item Number)





Introducing RSS

- GS1 have developed Reduced Space Symbology (**RSS**),
 - Multi industry solution to enable data capture for space constrained items to solve a variety of business requirements
 - Omni-directional applications (random weight, loose produce)
 - Very small products
 - Other supply chain applications needing additional data, but no space to do so





The RSS Family

RSS-14



RSS-14 Stacked



RSS-14 Limited



RSS-14 Expanded



+/- 25mm





Fresh Produce Application Guidelines

- Recommend use of RSS-14 Stacked Omni-directional bar code
- The PLU is displayed in human readable format. The number encoded in the RSS-14 is a Global Trade Item Number (GTIN)





RSS-14 Stacked Omni-directional



overall dimensions:
50X wide 69X high

X dimension

0.25 mm

W x H

12.5 x 17.25 mm

Symbol contains:

- 14 digit GTIN + 3X separator pattern between rows
- Allows omni-directional scanning





RSS-14 Stacked Omni-directional on Produce





Fresh Produce Application Guidelines

- The data structure recommended is GTIN-13 with a filler 0.
- This means the system has to flag the GTIN as requiring a measure input
- The system links the PLU number to the GTINs within the database





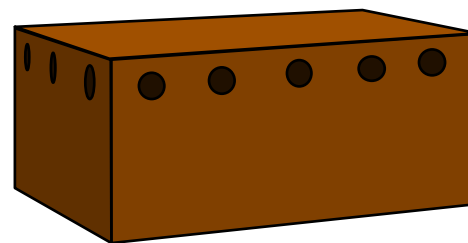
RSS provides full traceability

Item can be linked back to the case



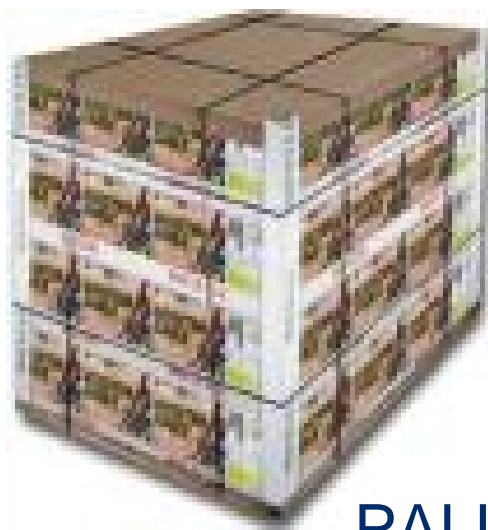
ITEM

09312345000005



CASE

19312345000002



PALLET

(01) 29312345000009





Benefits of RSS

- Full and accurate product identification of loose items
 - Utilisation of category management
 - Reporting of item level sales
 - Store accounting scan data as per cases received
 - SKU rationalisation
 - Syndicated data
- Increase point of sale accuracy and speed of transactions
 - Reduced key errors & inaccurate identification
 - Right price charged for the right product
 - Increase consumer confidence
 - Efficient ergonomics at self checkout
- Reduce spoilage and shrinkage





Implications of RSS in the fresh produce industry

- Growers/Packers
 - Currently share PLU label stock
 - GTINs are assigned by the brand owner therefore
 - label stock, printing plates cannot be shared
- Retailers
 - Retailers will have to manage many numbers for the same type of produce item that currently utilises only one PLU code
 - Scanners will require upgrading to read the RSS-14 bar code
 - Clear plastic bags are required for checkout in order to scan the bar code
 - A 14 digit field is required in point of sale systems to hold the GTIN (it is possible to program the scanner to drop the 0)





Contact details

Rachel Kairuz
Account Executive
E rkairuz@gs1au.org

Address: Unit 100/45 Gilby Rd. Mt
Waverley Vic 3149

GS1 Australia Helpdesk 1300 366 033

T +61 (3)9558 9559

F +61 (3)9558 9551

E gs1aust@gs1au.org

W www.gs1au.org

The global language of business

www.gs1.org