



Price Look-Up Code Initiative in Mexico Best Practices for Implementing PLU Codes in Produce for Retailers

(Revision 1.0)

About This Best Practices Guideline

Best practices are generally accepted, informally-standardized techniques, methods or processes that have been proven over time to accomplish given tasks. The idea is that with proper processes, checks and testing, a desired outcome can be delivered more effectively with fewer problems and unforeseen complications. In addition, a "best" practice can evolve to become better as improvements are discovered. PLU Codes in Mexico (PLUCIM) best practices are recommendations created and agreed to by volunteers from all facets of the produce industry supply chain and by the PLUCIM Steering Committee.

PLU Codes in Mexico is a voluntary initiative between trading partners.

Revision History

This section summarizes all changes made to this document over its history.

<u>Version No.</u>	<u>Date of Change</u>	<u>Changed By</u>	<u>Summary of Change</u>
1.0 – Original	March 2014	Technical Working Group	Original best practice

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. 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 retailers selling fruits and vegetables with the implementation of PLU labeling.

Table 1: Cross-Referenced Terms/Definitions

Listed below are terms used by the produce industry.

<u>Sector Term</u>	<u>Definition</u>
<ul style="list-style-type: none">• PLU Code	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 www.plucodes.com
<ul style="list-style-type: none">• GTIN (Global Trade Item Number)	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">• DataBar	Barcode designed to fit on PLU stickers to enable scanning of loose produce items.

Best Practices for Preparing to Implement PLU Coding

1. Review internal PLU usage. The PLU ranges that need to be cleared for produce use are:
 - 3000-4999 - Conventional
 - 93000-94999 - Organic
 - 83000-84999 - GMO
2. Assess POS system ability to scan GS1 DataBar Stacked Omni Directional barcodes and map to PLU Codes for pricing.
3. Assess item management system ability to store and use 14 digit GTIN as product identifier.
4. Develop the capability to compare purchases to sales by Commodity/Variety/Supplier to determine true profitability by item.
5. Determine and document the process for requesting and inputting 14 digit GTINs and corresponding PLU codes from suppliers.
 - a) Utilizing DataBar Online:
<http://www.pma.com/content/articles/2014/05/understanding-databar-online>
 - b) Manually request and input GTINs and PLU codes
6. Create internal timelines for implementation.
7. Develop internal and external communication plan.
8. Develop store training plan.
9. Initiate implementation.