Criteria for Assignment of a New Fixed-Weight/Count Packaged Fresh Produce Universal Product Code (UPC)

Please be sure you have thoroughly read through the criteria and have attached the necessary documentation before sending your application to Produce Marketing Association (PMA). Remember: application fees are nonrefundable. Be sure to check with PMA before applying for a new code to ensure there is not a similar code request pending. Please allow sufficient time (approximately 2-3 weeks) for PMA to assign new numbers. If you anticipate needing a new UPC number, please do not wait until you are ready to print labels. Please contact PMA with any questions at (302) 738-7100 or email us at upc@pma.com.

Note: PMA does not review or process Canadian UPC applications. Canadian companies must complete the appropriate Canadian UPC Application form for their respected province before sending the application to the Canadian Produce Marketing Association (CPMA). If you have any questions, please contact Jane Proctor at (613) 226-4187 or via email at jproctor@cpma.ca.

Criteria for Number 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.

1. Commodity: Product must be a fresh produce item sold in an unprocessed form through retail stores. PMA does not assign generic UPCs to processed, mixed, peeled or cut produce. Product must be sold in a fixed weight or count that carries the name and address of the shipper or packer.

2. Variety: Product must be of a variety that is widely recognized (such as Apple, Red Delicious) as being distinct from another variety of the same commodity (such as Apple, Golden Delicious).

3. Grade: Product must conform to an established grade of the U.S. Department of Agriculture or other authoritative body and such grade must be recognized by the trade in its customary practices (e.g., “Choice”) This criterion is used only where multiple grades of the same item need to be distinguished.

4. Weight: Package weight must conform to a standard widely used throughout the United States (e.g., 1 lb. carrots).

5. Size: Product size must conform to standards widely used throughout the United States (e.g., 2 1/2” apple).

6. Origin: Defines product’s source location. ‘All Areas’ is used as a default.

7. Package Type: Defines type of container used as a consumer unit (e.g., bag, clamshell, etc.)

 Fees

A fee of $150.00 is required for each new number assigned by PMA. This fee will be used to defray administrative expenses incurred in processing the application.

A separate application will be made for each number required. In the event any one applicant requires multiple numbers and the applications are filed simultaneously, the maximum total fees payable will be $1,500.00 for up to 25 numbers. (For applications requiring more than 25 numbers, please call PMA for fees.)

All fees will be payable at the time of application by the filing organization. Fees will be payable to PMA. PMA assumes no responsibility for return of filing fees once made, nor will such fees be refunded if an application is denied.

Any and all applications will be made on forms available from PMA at its registered address. No other means of applications will be accepted. While we will make every effort to review applications in a timely manner, PMA assumes no responsibility for any delay in reviewing an applicant’s case.

New numbers can only be communicated by PMA in written form. Once a number is assigned, PMA will communicate it to the applicant.

Before you mail your application(s) to PMA, you should have enclosed:

Completed application form for each new number (e.g. if you are applying for three different weight packages of carrots, in two different grades, for one region, there should be six different forms completed).
Payment should be made by check or credit card. Checks should be made out to the Produce Marketing Association.

Updated April 2015
UPC Application

Mail to: Produce Marketing Association
P.O. Box 6036
Newark, DE 19714-6036 USA
Fax: +1 (302) 731-2409 Phone: +1 (302) 738-7100
Email: upc@pma.com

Mail to: Canadian Produce Marketing Association
162 Cleopatra Dr., Ottawa ON K2G 5X2
Fax: +1 (613) 226-2984 Phone: +1 (613) 226-4187
Email: jproctor@cpma.ca

The information requested below will be used to evaluate whether a new UPC item number should be assigned to the fresh produce product(s) detailed by you, the applicant. All information you provide will be considered by PMA in making its decision. By completing this form, and filing the requisite fees, you agree to adhere to the rules and procedures established by PMA and GS1 US, which governs use of the Universal Product Code.

Note: PMA does not review or process Canadian UPC applications. Canadian companies must complete the appropriate Canadian UPC Application form for their respective province before sending the application to the Canadian Produce Marketing Association (CPMA).

Please type or print the following information:

Name: ________________________________

Title: ________________________________

Company: ________________________________

Street Address:
(include full shipping address - street, city, state, ZIP. FedEx will not deliver to a P.O. box)

City: ________________________________ State/Province: ________________________________ Zip/Postal Code: ________________________________

Country: ________________________________

Phone: ________________________________ Fax: ________________________________ Email: ________________________________

Please be sure you have read the attached Criteria Document before completing the following section. Call PMA staff at (302) 738-7100 or email us at upc@pma.com with any questions. Remember to check with PMA before submitting any applications to ensure that the numbers being applied for have not already been assigned, or are not pending. You must use a separate copy of this form for each individual number for which you are applying.

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Variety</th>
<th>Grade</th>
<th>Weight or Fixed Count of Consumer Package</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

Product Size ________________________ Origin ________________________

Package Type ________________________

Have you:
• Filled out the UPC Application Form completely?
• Included a check for the application fee?

If a section is not applicable to your product, simply write N/A in the space provided. Remember, no incomplete applications will be accepted.

Updated April 2015
Payment Information:

☐ Check enclosed (U.S funds drawn on U.S. banks only.) Checks payable to Produce Marketing Association. Do not fax.

☐ MasterCard® ☐ VISA® ☐ American Express®

Company Name: ____________________________________________

Company Address: __________________________________________

Total Amount To Be Charged: ________________________________

Account # ___________________________ Expiration Date __________

Cardholder’s Name ___________________________ Signature _______________________

PLEASE NOTE THAT PAYMENT IS NON-REFUNDABLE

Mail To: Produce Marketing Association (PMA)
P.O. Box 6036, Newark, DE 19714-6036
Phone: +1 (302) 738-7100
Fax: +1 (302) 731-2409
Email: upc@pma.com

For PMA Use Only: Date: _______Order #: _______Master ID#: _______Amt. Paid _______Rec’d By: _______Contact/ID#: _______Proof: _______Apr/Ck#: _______