



Product Identification Committee

Committee Objective: The Product Identification Committee facilitates the development and use of global product identification standards for use within the global produce industry. This includes PLU codes, generic and company specific UPCs, and DataBar and could potentially include all other levels of produce coding hierarchy. Identify and address supply chain efficiencies issues with product identification and work to develop best practices and guidelines for the industry. Conduct a thorough review of all applications for new PLU code assignments and forward recommendations on each application to the International Federation for Produce Standards for final review and vote.

As a crucial component to the IFPS review process, review and continually improve the effectiveness of the PLU application process assuring an efficient process for applicants and adequate information for committee members. Will develop and give input to all IFPS product coding efforts and provide support to the Science & Technology Committee.

Committee Member Prerequisites:

- Understanding of product identification and standards including PLU codes, generic and company specific UPCs, DataBar and other levels of produce coding hierarchy
- Understanding of the importance of global product identification standards for use within the global produce industry
- Understanding of the PLU application process
- Knowledge of Point-of-Sale (POS) information needed to conduct efficient business
- Understands the relevance of supply chain management to the produce industry
- Ability to work successfully in a team environment

Roles and Responsibilities:

- Helps facilitate the development and use of global product classification and labeling for use in the global produce industry
- Identifies product identification issues in the produce industry and develops best practices or guidelines to assist in efficient business processes
- Monitors, guides and promotes standards for product identification for use within the global produce industry
- Assists in the development of educational content as needed for the industry
- Contributes to the necessary level of input for PLU application review

Committee Composition:

- Balanced representation across key segments of the produce industry supply chain including growers, retailers and distribution outlets of all sizes
- Representative of major commodity groups including apple/pear, citrus, vegetables and other fruits
- Representative of major geographic growing regions
- All committee members must be active PMA members

Estimated Time Commitment and Meeting Format:

- Preparation for and participation in at least four one-hour conference calls per year
- One in-person meeting per year

Term Limits:

- Chairman appointed to up to two consecutive one-year terms
- Committee members may be appointed for up to three consecutive one-year terms; Terms are structured to ensure sufficient continuity
- Vice Chairman assumes Chairman role after Chairman's term is expired

Relationship with Other Leadership Groups:

- Reports directly to the Science & Technology Committee

Volunteer Expenses:

- Travel and lodging expenses (such as airfare, ground transportation, lodging, etc.) associated with attending committee meetings will be the responsibility of the committee member