



CPMA
ACDFL

There are two categories of PLU codes:

Global PLU codes identify produce items traded between multiple trading partners and are assigned by the International Federation for Produce Standards (IFPS).

Retailer Assigned (RA) codes identify produce traded between one retailer and a supply chain partner. On behalf of Canadian retail, CPMA allocates Retailer Assigned PLU codes for use in Canada by multiple retailers.

*Applicant should check with their retail customers before applying for a new RA code to ensure the retailer utilizes the Canadian Nationally Coordinated Retailer Assigned PLUs.

If you are applying for a Global PLU code, please refer to the Global applications on www.plucodes.com.

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 Canadian Nationally Coordinated Retailer Assigned Codes is located at www.cpma.ca

If a PLU code does not exist, complete the website application in full and return via email to question@cpma.ca or fax to 613-226-2984.

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 fruit or vegetable, loose or bunched, sold by weight or by the unit, in an unprocessed form and sold at retail stores.

Note: Peeled or pre-cut fruits and vegetables are considered as processed product, and, as such, will not be assigned a PLU code for use in the fresh fruit & vegetable department.

2. Variety: The product variety must be widely recognized - for example, Granny Smith apple is distinct from another variety of apple, such as Golden Delicious. Separate codes are assigned to varieties because they are potentially sold at different prices.

Note: If the item you are requesting a new standard code for is similar to an item that is currently assigned a code (i.e. requesting new code for Round Eggplant and Eggplant is currently assigned a code), please attach an explanation of why your item is unique from the item that already has been assigned a code.

3. 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.

4. 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 that 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, IFPS recognizes only one name for the item and therefore lists the item as Cripps Pink in the PLU code listings.

5. Product Photo: Photos of the product for which application is being made must be provided. Photos must be provided in a JPG 300 DPI format or on paper (minimum size 10 x 15 cm/4 x 6 inches). The image should be forwarded as part of the application. (Please indicate which application this image pertains to.)

Assignment Process:

Supporting letter from one Canadian retailer company signed and approved.

Request Form for a New PLU Code: All requests for a new PLU code should be submitted in writing using the appropriate form available at www.cpma.ca. Regardless of the outcome, every application will receive a written response detailing the decision, and, if approved, the new PLU number assigned. Once a number is assigned, the CPMA will post it to the CPMA website www.cpma.ca.

Please Note: Applications can be submitted in either official language (i.e. English or French) however, the majority of members of the CPMA Coding Review Group are English speaking and as such, CPMA will have French communications translated to English. This will affect the 48 hour time frame noted below and will delay the approval process.

Fees: No fees will be assessed to the applicant at this time.

Before you submit your application(s) to the CPMA you should have included a complete application form for each item along with a supporting letter from one Canadian retailer and a photo (requirements underlined above).

Where feasible, CPMA will attempt to complete the application process within a 48 hour time period from the receipt of the application (received in normal business hours). There will however be times when this is not possible. Applicants are therefore cautioned to apply for a new National Coordinated Retailer Assigned PLU at the earliest possible time to avoid unexpected delays in processing.

Any questions?
Call the CPMA at (613) 226-4187
or e-mail: question@cpma.ca

We are here to help!

Canadian Produce Marketing Association

162 Cleopatra Drive
Ottawa, ON
K2G 5X2

Phone: 613-226-4187 Fax: 613-226-2984

The information requested below will be used to evaluate whether a new PLU code should be assigned to the fresh produce product(s) detailed by you, the applicant. All information you provide will be considered by CPMA making the decision. By completing this form, you agree to adhere to the rules and procedures established by the CPMA and Canadian retailers

Please provide the following information	
Name of Applicant & Title	
Organization/Company	
Mailing Address	
City/State	
Postal Code	Country
Telephone	Fax
Email Address	
Commodity (Name of the fresh fruit or vegetable)	
Variety (If applicable)	
Synonyms and/or common name (s) if known	
Latin/Botanical Name	_____
Name in other languages (if known) – French Required	_____
Item Size (if applicable)	

For office use only

Date	CPMA Processor
PLU Code	Reason for rejection
Assigned	(if applicable)

Signature Date	_____
Name	_____
Email Address	_____
Title	_____
Phone	_____
Fax	_____

To: **Canadian Produce Marketing Association (CPMA)**
162 Cleopatra Drive, Ottawa, ON K2G 5X2
Phone: 613-226-4187 Fax: 613-226-2984

I am writing on behalf of _____
(name of supermarket)

which operates at least 25 stores. We support the assignment by the CPMA of a new Canadian Nationally Coordinated Retailer Assigned PLU for the following item (s):

I understand that:

- I may receive calls from the CPMA regarding this application and my reason for supporting.
- The CPMA Coding Review Group has the final authority to approve or decline any applications for new numbers based on its stated criteria.
- The CPMA staff will notify the applicant with the CPMA Coding Review Group's final decision. It is the responsibility of the applicant to advise his/her retail buyers once the number is approved.
- All Canadian Nationally Coordinated Retailer Assigned PLU codes will be posted at www.cpma.ca.

Signature _____ Date _____

Name _____

Title _____

E-mail Address _____

Phone _____ Fax _____