



Date: April 12, 2023

Subject: The Kroger Co. Bulk Product UPC/GS1 Recommendations

A number of years ago, the bulk produce industry began using GS1 identifiers (GTIN) encoded in the GS1 DataBar, the stacked-omnidirectional version, to identify some bulk produce items. Today, most suppliers in the industry have adopted this standard and utilize the GS1 DataBar as normal business practice. This has enabled retailers to improve scanning and identify specific vendor items for quality and category management efforts. We have had less success with bands and product tags used by vendors. Many products don't have an identifier. Those that do have a tag often do not hold up in the supply chain or are difficult to scan. We believe a similar GTIN UPC standard should be put in place for bulk produce items that can be tagged. This will help the entire industry identify products at point of sale while enabling suppliers to make their brand more visible.

We need your help establishing these GS1/barcode standard practices. There are two primary opportunities we are looking to address:

1. **Increase the number of items that have GS1/barcode and institute standard types of labels, sizes, and attachment devices:** We need to dramatically increase the number of bulk produce items that can be scanned at the cash register to improve customer satisfaction, properly maintain inventory, and improve ordering. We have worked with several band and label suppliers and have developed some recommended size and attachment methods that will improve scan capability and provide unique vendor identifiers for product identification and category management. This will improve buying practices and product traceability (details in picture below).
2. **Improve our ability to successfully scan at point of sale:** We need items to be set up properly to eliminate 'no scans' or 'not on file' issues at point of sale. The International Fresh Produce Association (IFPA) has a database of GS1 identifiers (GTINs) and their corresponding PLU codes to all their buyers. In turn, on a weekly basis, Kroger downloads information from this system, which drives our scanner's ability to identify produce for correct pricing. IFPA offers guidance for this process at on their website: <http://www.freshproduce.com> . These efforts will also complement our Category Management efforts to understand how customers buy produce and allow us to maximize buying practices to support these trends.



We are asking all suppliers who currently provide PLU stickered produce or UPC tags on bulk produce to do the following:

For GS1 DataBar coded items:

1. Cross reference your current list of GS1 data bars against what you have previously entered into the PMA database, adding any new codes that may be missing since your initial submission of codes.
2. If your GTINs have not been submitted through this process, please begin registration at the above listed site to comply.

For UPC codes referencing bulk produce:

1. Cross reference your current list of GTINs against what you have previously supplied to Kroger, sending any omitted or new codes via the Item Master Data Management/Vendor Item Portal (MDM/VIP) process. Directions to accomplish this are below.

The Kroger Co. Bulk Product UPC/GS1 Recommendations

1. All noted bulk produce should have a tag or sticker containing a scanable UPC or GS1 DataBar. **Note:** GS1 DataBar stacked omnidirectional (apples, citrus) or GS1 DataBar omnidirectional (grapes and cherries) encoding GTIN's are acceptable.
2. All tags should include the country of origin.
3. All tags should have the UPC/or GS1 DataBar barcode on the bottom front of the tag.
4. All stickers should have the UPC/or GS1 DataBar in the widest part of the sticker.
5. If the PLU number is included, it should be above the UPC /or GS1 DataBar.
6. The product name should be on the front of the tag.
7. If the product is organic, it should be noted above the product name.
8. All tags and stickers should be water-resistant.
9. GS1 standards for UPC bar size is 0.72" x 0.99" (Min) and 1.80" x 2.47" (Max) (height x width)
10. GS1 standards for DataBar stacked omnidirectional bar size is 0.988" x 0.528" (Min) and 2.469" x 1.132" (Max) (height x width)



3-5-2017

Recommended Products Conventional and Organic	Green and red leaf lettuce, green and red romaine lettuce, spinach, bok choy, greens, leeks, napa lettuce, celery cabbage, anise and root vegetables	Parsley, cilantro, watercress, mint, and small bunched items	Cabbages, boston lettuce, and radicchio	Celery, broccoli, bunch carrots, asparagus, and artichokes	Green onions and bunch radishes	Apples, pears, citrus, and tomatoes	Melons and large squash
Example Items							
Type of Tag	Tie with UPC Tag	Tie with UPC Tag	UPC Butt tag	Rubber band with UPC tag	Rubber band with UPC tag	PLU Sticker with DataBar	PLU Sticker with DataBar
Example Tag							
Recommended Tag/Sticker Size (height x width)	2" x 2"	2" x 1.5"	2" x 1"	2" x 1.5"	2" x 1"	1" x 0.86"	2.5" x 1.5"
Recommended Band Length	22"	8"	N/A	As appropriate	As appropriate	N/A	N/A
Recommended UPC / DataBar Scan Bar Size (height x width)	0.75" x 1.0"	0.75" x 1.0"	0.75" x 1.0"	0.75" x 1.0"	0.75" x 1.0"	1.25" x 0.875"	1.0" x 0.528"

