



# THE PACKER

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## Mango PLU codes

PLU Code	Varieties	Size
4051	tommy atkins, haden, kent	12 and smaller
4959	tommy atkins, haden, kent	10 and larger
4312	ataulfo, manila	18 and smaller
4961	ataulfo, manila	16 and larger
4311	keitt	12 and smaller
4584	keitt	8 to 10
3114	keitt	7 and larger

Courtesy National Mango Board

## Mangoes get new PLUs, classification system

By Ashley Bentley  
Staff Writer

A new produce Price Look-Up code allows retailers to separate the largest size of keitt mangoes.

Keitts can be merchandised by three different size categories.

A total of 11 PLUs exist for mangoes after this latest edition. There are two size classifications for the groups tommy atkins, haden and kent, two size classifications for ataulfos, and three for keitts, along with four retailer-assigned codes that are available to allow retailers and suppliers to manage unique situations, according to the

National Mango Board.

The new code for keitts was official October 2008, but is just now being communicated to the mango industry and to retailers because the board had to clear up some definitions, said Wendy McManus, director of marketing for the Orlando, Fla.-based board.

Keitt is a large late summer variety, and can get up to a size four.

The main classifications take care of the big five varieties in the U.S. mango market, while some other varieties fit in where they can. Francine mangoes, a Haitian

**PLU C2 ▶**

## PLU

From C1

variety, usually use PLU 4312, the code for a small ataulfo.

McManus said new PLU codes for mangoes have been introduced over the past several years but have not been fully adopted by the mango industry or retailers.

"The National Mango Board is working with the mango supply chain and retailers to clear up lingering confusion about all mango PLU codes," McManus said. "The goal is to get mango suppliers and

retailers all working from the same information to reduce conflicts and rejections."

Mangoes were typically categorized by color, instead of variety, and then by size. The color-classification system led to problems because mangoes change color based on their growing regions, the time of year and growing conditions.

"A mango that fits into the 'red' category might show little or no red color," McManus said. "And a mango that fits into the green category might ship with a pinkish-red blush. The color classification just doesn't suit the growing

habits of the fruit."

The solution to the problem was to refer to the varieties that fit into a certain category, instead of referring to the color.

"We didn't want to rewrite the rules for how to classify mangoes for PLU codes. This would simply be too disruptive to the industry and our retail partners," McManus said.

So, the "red" category became the "tommy atkins, haden and kent" category, ataulfos are now ataulfos instead of yellows, and instead of green, the keitt category.