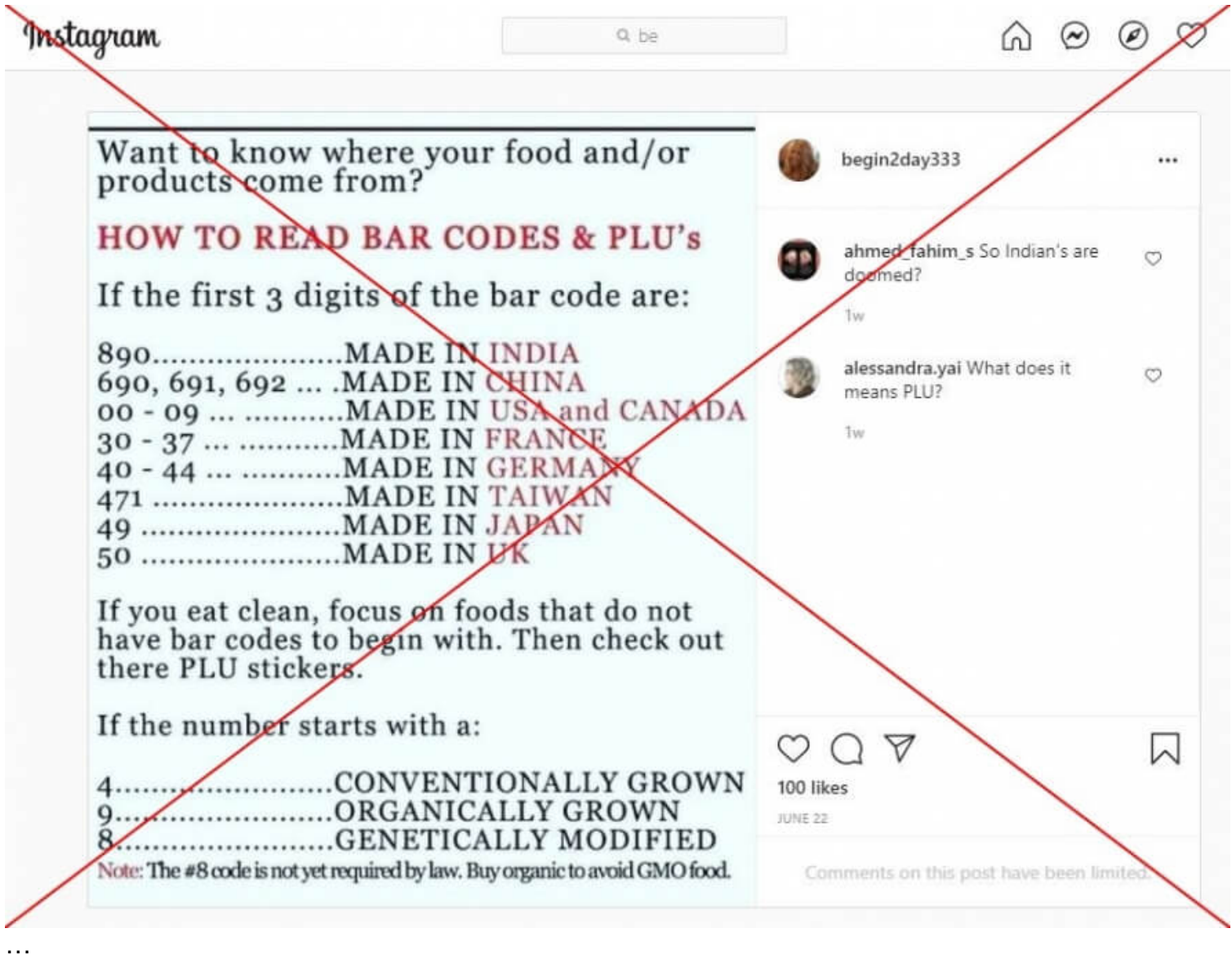


Fact check: No, product codes do not identify genetically modified produce

“Want to know where your food and/or products come from?” asks a June 22, 2021 [Instagram post](#).

Identical posts, claiming to explain how to read the barcodes and PLU stickers found on products and produce, were shared and liked hundreds of times on [Facebook](#) and [Instagram](#) in June 2021.

But the product labels do not work as described in the posts.



[Price Look-Up](#) or PLU codes are used in many countries to make check-out and inventory control easier, faster and more accurate.

Major supermarkets have used PLU codes for produce since the 1990s.

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Contrary to the claim in the social media posts, the numbers will not reliably tell consumers if an item is genetically modified.

In a 2018 [statement](#), [the International Federation for Produce Standards] said: "Though the '8' prefix (83000-84999) was once reserved for GMO produce items, the prefix was never used at retail."

This was confirmed by the [Produce Marketing Association](#) (PMA), a US trade association that represents companies working in the fresh produce supply chain. It says on its [website](#) that with an increase in varieties of fresh produce items available to the global market, more prefix codes were needed.

[**Read the original post**](#)