

Initial Load vs. New - Correct Publication Type Usage

UNFI follows the global standards defined for the NEW and INITIALLOAD publication types. When publishing to UNFI, it's critically important that your publication type consistently reflects your *intent*:

- Do you intend to create an entirely new item in UNFI's system? If so, then use **NEW**.
- Do you intend to synchronize with an existing item in UNFI's system? If so, then use **INITIALLOAD**.

Basically, **NEW** = "create new item" and **INITIALLOAD** = "sync to existing item".

Using the wrong publication type can cause significant problems!

- For new items, incorrectly publishing as INITIALLOAD can result in long delays getting those items created in UNFI's systems. You'll ultimately need to follow specific steps to properly re-publish your items to UNFI as NEW before those items can get created.
- For existing items, incorrectly publishing as NEW can create duplicate work in the UNFI system for those items, and cause confusion about the status of the existing items.