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**VENDOR ALERT 2023 – 03**

**TO:** ALL WIC VENDORS

**SUBJECT:** FRESH PRODUCE PACKAGES WITH UPC MUST BE MAPPED TO A PLU

**Purpose**

The California Department of Public Health, Women, Infants and Children Division (CDPH/WIC) is reminding all WIC authorized vendors that packaged fresh produce must be continuously mapped by Universal Product Code (UPC) to a Price Look-Up code (PLU) in the California Authorized Product List (APL).

**Background**

Produce mapping is a functionality of your integrated Point of Sale (POS) software that allows you to link a UPC for a WIC authorized packaged fresh produce product (fruit or vegetable) to a PLU. CDPH/WIC's PLU list is taken from the International Federation for Produce Standards list. The list has been updated to remove items that are not CDPH/WIC authorized, such as herbs, dried vegetables, and bulk dry beans.

**Action for Vendors**

If your store uses stand-beside devices for California WIC Card (WIC Card) transactions, you do not need to take action.

If your store uses an integrated POS for WIC Card transactions, you must ensure that the UPC for all WIC authorized fresh packaged produce is mapped to a PLU that is on the APL. For example, this may be a bag of baby carrots from a distributor or a container of cut, mixed fruit.

Vendors must continuously map all new packaged fresh produce by UPC to the PLU in the California APL.

Never map frozen or canned fruits and vegetables or other types of WIC foods; only map fresh fruits and vegetables.

Please consult with your POS provider for specific details about how to complete PLU mapping on your system.



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The chart below details mapping for WIC authorized fresh produce:

Product	Mapped to:
Fresh fruit or vegetable PLU	Most similar PLU from CA APL
Organic fresh fruit or vegetable PLU	Most similar organic PLU from CA APL (starts with a 9)
Fresh fruit or vegetable UPC	Most similar PLU from CA APL
Store-assigned PLU or UPC	Most similar PLU from CA APL
Mixed Product UPC	PLU 4469
Organic Mixed Product UPC	Organic PLU 94469

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**Questions**

If you have any questions, contact your WIC Vendor Consultant or call toll free (855) WIC-STOR or (855) 942-7867. You may also contact the WIC Vendor Management Branch by email at [WICVENDORINFO@cdph.ca.gov](mailto:WICVENDORINFO@cdph.ca.gov).

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