

WIC Matters Newsletter for Vendors

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Fresh Herbs Are Now Allowed with CVB/Fruit and Vegetable Benefit

Beginning now, WIC customers may purchase fresh herbs, including garlic and ginger, with their CVB (cash value benefit) for fresh fruits and vegetables. Minnesota WIC has been collecting PLUs and some UPCs for fresh herbs and adding them to the APL (Approved Product List). Fresh herbs will now go through at the register as WIC allowed if your APL is up to date. If you feel your APL is not up to date, please contact your register service provider.

As many fresh herb UPCs were collected as possible but there may be some that were missed. If you see that a fresh herb is not going through at the register for WIC, that fresh herb should be mapped, just as you would map other fresh produce for WIC sale. If you need to find a list of PLUs to map herbs or any other produce, you can visit the Minnesota WIC website - [UPC Codes - MN WIC APL](#).

Mori-Nu Shelf Stable Tofu no longer allowed beginning November 27th

Mori-Nu brand tofu will no longer be WIC allowed beginning November 27, 2024. This brand has downsized to 10oz, and no longer allows WIC customers to maximize their benefit when purchasing tofu. Very few WIC customers purchased this brand, and all have been notified by mail that they will no longer be able to purchase it with their WIC cards on November 27th.

How to Report a Food to Add to the APL

If you think a product should be added to the APL, click on the following link to submit the required information for review: [Minnesota WIC UPC Submission Form](#). You will be required to attach clear pictures of the label that include the following information:

- **Brand name**
- **Product Name**
- **Package Size**
- **Ingredient List**
- **Nutrition Facts Label**
- **Full UPC (usually 12 digits)**

Remember that all fresh produce should be mapped to a PLU for the same item. While Minnesota WIC adds some fresh produce UPCs to the APL, we do not have all fresh produce UPCs in the APL.

How Does Minnesota WIC Set Maximum Prices?

Minnesota WIC sets Maximum Allowed Reimbursement (MAR) prices based on what Minnesota WIC vendors charge for WIC allowed foods. If your current price is higher than the MAR, we can see how much above that price you are charging, compare your price with other stores that are your same size and located in the same area of the state, and adjust prices as needed. This is a continual process, as we review prices regularly to make sure that vendors are able to charge a price that is appropriate for their stores. If you feel like you are not being paid at a fair price for a WIC food at your store, please email health.wicvendor@state.mn.us. As a reminder, Minnesota WIC no longer posts our maximum prices online. Please charge WIC customers the same price you charge customers paying with a different payment type, like credit or SNAP.

If you have questions about any information in this newsletter, please contact health.wicvendor@state.mn.us.

References- complete listing of hyperlinks:

[UPC Codes - MN WIC APL](#)

<https://www.health.state.mn.us/people/wic/vendor/fpchnng/upc/index.html>

[Minnesota WIC UPC Submission Form](#)

<https://www.health.state.mn.us/people/wic/vendor/fpchnng/upc/index.html>

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