Mapping of WIC Allowed Produce Items

What is "Produce Mapping?"

Produce Mapping is a functionality of your integrated Point of Sale (POS) software that allows you to link a UPC to a PLU listed in the MN WIC Approved Product List (APL). Minnesota WIC requires "full" or "one-to-one" mapping, which means that an item with a UPC must be mapped to a PLU for the same kind of item. For example, cut up watermelon with a UPC would be mapped to a PLU for bulk watermelon.

Why is produce mapping necessary?

There are several reasons why it's necessary to map WIC allowed UPC'd produce to a "like" PLU. First, it's very difficult for MN WIC to keep track of all the different produce UPCs, so retailers can make sure that all WIC allowed produce can be purchased with a WIC card by mapping the UPCs. Additionally, it can take 2-3 days for any new UPC to be added to the APL, which might be too slow for some seasonal items. Retailers can allow a produce item for sale much faster if they map the UPC. Lastly, some of these UPCs are regional or retailer-generated, and cannot be added to the APL.

Who completes mapping for a store?

In corporately owned stores, the mapping may be completed at the corporate office. In independent or decentralized stores, mapping is typically completed at store level.

What foods need to be mapped? What should not be mapped?

All fresh, plain, fruits and vegetables with UPCs must be mapped. This includes items that are cut up by the store or a commissary, but it also includes more commonly available packaged items. Frozen fruits and vegetables and other types of WIC foods must **not** be mapped.

Who can help me with mapping?

Your POS provider, such as RDS, North Country, or FTS Solutions is responsible for providing instructions on produce mapping. The MN WIC staff can tell you if an item needs to be mapped, but are not equipped to help with the process.

Where can I find a list of the PLUs in the APL file?

You can download the APL file from the MN WIC Vendor Website. There is a tab that includes the fresh fruit and vegetable PLUs. Find it here: https://www.health.state.mn.us/people/wic/vendor/fpchng/upc/index.html