

Produce Mapping Information for Integrated Mississippi WIC Retailers

The Mississippi WIC Program requires retailers with integrated electronic cash registers and point of sale (ECR/POS) systems to “map” produce to a Mississippi WIC approved Product Lookup Code (PLU) prior to eWIC certification. Produce mapping refers to linking packaged fresh fruits and vegetable universal product codes (UPCs) to standard International Federation of Produce Standards (IFPS) PLUs. The Mississippi WIC Approved Product List (APL) contains only IFPS approved PLUs.

Mississippi WIC Vendor APL Mapping Rules:

- Mapping is allowed only for **fresh** fruits and vegetables identified as WIC food items eligible for cash value benefit (CVB) redemption in the APL.
- UPCs and other unique product identifiers for WIC approved fresh fruit and vegetables must be mapped to an IFPS PLU in the APL.
- Full mapping of UPCs for WIC authorized fresh fruits and vegetables, on a one-to-one (1:1) basis, to an IFPS PLU on the APL is required.
- Integrated WIC Vendors will not use the FNS designated CVB PLU 4469. Produce using a generic “any fruit” or “any vegetable” IFPS PLU (#4469), need to be mapped to the closest specific IFPS PLU.
- Canned or frozen fruits or vegetables should not be mapped.
- Produce already using an approved IFPS PLU will continue to use that PLU.

If UPCs or store-assigned PLUs for produce are scanned without having been mapped, the ECR/POS system will not identify those products as WIC approved food items and the WIC shopper will not be able to make a produce purchase with their WIC benefits.

Here are two examples of how to map fresh fruits and vegetables to ensure they can be purchased by a WIC shopper:

- Map the UPC for a single type of fruit or vegetable to a corresponding IFPS PLU. [EX: A bag of carrots can be mapped to PLU#4094 for carrots]
- Map the UPC for a mixture/medley of fresh vegetables or fruits to the corresponding IFPS PLU for the first or the predominant vegetable or fruit item. [EX: DOLE American Blend Salad can be mapped to PLU#3097 for lettuce]



Mapping is an ongoing process since new produce UPCs are added to store inventory frequently. All ECR/POS systems capable of accepting eWIC transactions are capable of mapping produce. Contact your ECR Provider for specific instructions on how to map produce.

The State of Mississippi realizes mapping may present a challenge to some stores. This information guide and the APL posted on FreshNewWIC.com has been provided to assist your store with this requirement. Please refer to the IFPS website for information regarding PLUs: <http://www.ifpsglobal.com/> and contact The Mississippi WIC Program if you have any questions.

REMEMBER: If a fresh fruit or vegetable is not “mapped” to an approved IFPS PLU, a WIC shopper will not be able to purchase the fruit or vegetable with WIC.