



Retailer Fresh Produce Mapping

What is Produce Mapping?

Produce mapping is a functionality of a retailer's integrated Point of Sale (POS) software that allows the retailer to link a Universal Product Code (UPC) to a Price Look-Up (PLU) listed in the Missouri (MO) WIC Approved Product List (APL). MO WIC requires “full” or “one-to-one” mapping, which means that a fresh produce item with a UPC must be mapped to a PLU for the same kind of item. For example, a bag of oranges with a UPC would be mapped to a PLU for bulk oranges.

Why is Produce Mapping Necessary?

There are several reasons why it is necessary to map WIC-approved produce UPCs to “like” PLUs. First, it is difficult for MO WIC to keep track of all the different produce UPCs. Retailers can make sure that all WIC-approved produce can be purchased with an eWIC card by mapping the UPCs. Additionally, it can take 2-3 days for a new UPC to be added to the APL, which might cause a delay 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.



MAP YOUR FRESH PRODUCE

Who completes mapping for the store?

Corporate stores have the mapping completed at the corporate office. **However, if the WIC customer is not able to redeem the fresh produce and the WIC customer has available benefits on their eWIC card, the produce is not mapped and it is the store's responsibility to notify corporate that the produce item needs to be mapped.**

Independent stores will need to complete the mapping at the store level. If you are not sure how to map fresh produce contact your POS provider for guidance.

What foods need to 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 brand name packaged items like a bag of baby carrots. It is not necessary to map varieties of items to a specific PLU. For example, a bag of Honeycrisp apples, would only need to be mapped to a PLU for apples.

Frozen fruits and vegetables and other types of WIC foods do not need to be mapped.



Map to PLU
code **4016**

What about containers of mixed produce?

Pick just one food item from the mixed container and map it to that PLU code. The example picture shows kiwi, strawberry, pineapple, cantaloupe and grapes. The item could be mapped to grapes (4023), melon (4034) or strawberries (4246).





Where Can I Find a List of PLUs and the APL?

Who can help me with mapping?

You can download the list of PLUs and APL from here:

<https://health.mo.gov/living/families/wic/wicretailer/>

Your POS provider is responsible for providing instructions on produce mapping. Please contact them for additional instructions. Missouri WIC staff can tell you if an item needs to be mapped.

Have any questions?

Please contact us at:

MOWICVendorGroup@health.mo.gov

or

573-751-6204



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