

WIC Matters Newsletter for Vendors

OCTOBER 2021 VOLUME 21 ISSUE 3

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Required 2021 WIC training complete

Thank you for completing our required training over the summer! Almost all vendors completed the training on time with minimal prompting. As a reminder, WIC communicates primarily via email. Don't miss important announcements because your store's email address isn't registered with WIC! If you do not have an email on file with the Minnesota WIC Program, or you would like to change or add an email address, please complete the [Minnesota WIC Vendor Unit form](#).

Additional Cash Value Benefits for fruits & veggies extended through December

The increased Cash Value Benefits (CVB) that were available for women and children WIC participants over the summer months are continuing through at least December.

- **Pay attention to stock and order more fruits and vegetables to meet demand.**
- **Stores with integrated POS systems: map all fresh produce with UPCs to ensure families can purchase all WIC-allowed fresh fruits and vegetables.**



REMINDER: Do not use the Minnesota WIC app to scan fresh produce UPCs to determine if the item is WIC allowed. Most fresh produce UPCs are not in the app.

Increased CVB frequently asked questions

Why isn't my fresh produce ringing up as WIC-allowed?

All produce must be mapped. We've heard numerous issues with fresh produce not mapped correctly at stores with integrated cash register systems. This was a large issue this summer with the increased CVB for participants. Stores that use stand beside devices do not need to map fresh produce.

If your store's cash register system declines fresh produce, and the WIC participant has CVB on their card, register staff or store managers should know how to alert the scanning team so the item is correctly mapped.

It is the store's responsibility to make sure all fresh produce is mapped, so participants can purchase fresh produce with their CVB.

What is produce mapping?

Produce mapping allows you to link a UPC to a PLU listed in the Minnesota WIC Approved Product List (APL). Minnesota WIC requires full or one-to-one mapping, which means a fresh produce item with a UPC must be mapped to a PLU for the same kind of item.



Example: a bag of oranges with a UPC would be mapped to a PLU for bulk oranges.

Who completes mapping for a store?

The corporate office may complete mapping for stores owned by a corporation. Independent or decentralized stores typically complete mapping at the store level.

Why is produce mapping necessary?

- Minnesota WIC can't track all produce UPCs from every store statewide.
- If we did track fresh produce UPCs, it can take several days for an item to download into the store's APL.
- Some fresh produce UPCs are retailer generated and cannot be added to the APL since UPCs could associate with different items at different stores.

Retailers can make sure all WIC-allowed produce can be purchased with a WIC card by mapping the UPCs. View the [WIC produce mapping module](#) for more information.

What foods need to be mapped?

All fresh, plain fruits and vegetables with UPCs must be mapped. This includes items cut up by the store or a commissary and more commonly available packaged items.

Pumpkins, garlic, fresh herbs, party trays, salad mixtures with dressing, and dried fruits and vegetables are not WIC allowed.

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. Minnesota WIC staff can tell you if an item needs to be mapped but cannot help with the process.

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

You can download the [UPC Codes – MN WIC APL](#) file from the Minnesota WIC vendor website. There is a tab that includes the fresh fruit and vegetable PLUs.

Partner spotlight - Minnesota Grocers Association

The Minnesota Grocers Association (MGA) is a great partner to the Minnesota WIC Program and our vendors. Their expertise includes navigating laws and regulations and serving as a government partner at all levels. They also provide networking opportunities and represent business interests at the Capitol, making sure vendors receive vital information. Learn more by visiting the [Minnesota Grocers Association website](#). You can mention you are a WIC vendor to receive a special rate on your 2022 MGA membership.

References – Complete Listing of Hyperlinks

[Minnesota WIC Vendor Unit Form](https://survey.vovici.com/se/56206EE331D67222) (https://survey.vovici.com/se/56206EE331D67222)

[WIC produce mapping module](https://www.health.state.mn.us/training/cfh/wic/vendor/modules/producemapping/index.html)

(https://www.health.state.mn.us/training/cfh/wic/vendor/modules/producemapping/index.html)

[UPC codes – MN WIC APL](https://www.health.state.mn.us/people/wic/vendor/fpchgng/upc/index.html)

(https://www.health.state.mn.us/people/wic/vendor/fpchgng/upc/index.html)

[Minnesota Grocers Association](https://www.mngrocers.com/) (https://www.mngrocers.com/)

For vendor related questions or concerns, please email health.wicvendor@state.mn.us



Women, Infants & Children Nutrition Program

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