



Produce Mapping Information for Montana WIC Retailers

Mapping is a function in a grocery store's Point of Sale (POS) system that matches UPC for packaged fresh fruits and vegetables to Price Lookup Codes (PLU) for bulk produce on the Montana WIC Approved Product List (APL).



Mapping is done through the store's POS, not by the Montana WIC Program. It is a requirement of the WIC agreement and ensures fresh produce will go through at the checkout, reducing confusion and frustration for WIC customers and cashiers.

What are all the acronyms?

APL: *Approved Product List (WIC's list of approved foods. Stores automatically import this list through their POS to know what foods are allowed.)*

PLU: *Price Lookup Codes (4 digits for produce)*

POS: *Point of Sale system (cash register system)*

UPC: *Universal Product Code (12 digits under a bar code)*

IFPS: *International Federation for Produce Standards (official PLU creators)*

Why is mapping necessary?

WIC approved stores are required to make all eligible foods available to WIC customers, including fresh fruits and vegetables. The store's POS downloads WIC's list of approved foods (APL) and uses that to determine what goes through at the checkout. There are many varieties of packaged fresh

produce with UPC that change frequently, and stores often do not know which ones will come from distributors. Some UPC are store-generated or used regionally and would be near impossible to manage on an APL.

Who does mapping at the store?

Store owners and managers are responsible for ensuring WIC produce is mapped. But the person who does it can vary. In smaller stores it may be store manager or produce manager, in larger stores there may be a scan coordinator or a corporate office that does it. The responsible party must plan to maintain mapping and procedures for cashiers when an unmapped item is discovered.



Who can train store staff on how to map WIC produce?

POS providers can train on how to do mapping.

Which items should be mapped?

All fresh fruits and vegetables rung up with a barcode, including pre-cut and packaged items by the retailer. Frozen and canned fruits and vegetables do not need to be mapped.

What is full and partial mapping?

Full mapping is when a fresh produce UPC is mapped to a PLU for the same item, such as a bag of Fuji Apples mapped to the PLU for Fuji apples. Montana WIC encourages full mapping to the best of the store's abilities but does not require mapping within an item's variety. For example, a bag of Naval oranges can be mapped to a bulk PLU for oranges. Partial mapping is when a fresh produce UPC is mapped to the USDA Food and Nutrition Services (FNS) designated CVB PLU 4469.

How do I know which PLU I can map items to?

Montana WIC uses the [International Federation of Produce Standards \(IFPS\)](https://www.ifa-info.org/) PLU list, and all items can be viewed on the programs APL file available online here:

<https://dphhs.mt.gov/ecfsd/wic/retailers>

Contact the WIC Program to learn more: 1-800-433-4298 or wicvendor@mt.gov