



Mapping WIC Allowed Produce Precut Containers

Mapping is the process of linking UPCs of fresh fruits and vegetables in the POS system to PLU codes which are listed in the Authorized Product List (APL). All fresh produce with UPCs must be mapped, including fresh fruits and vegetables that are cut up by the store. Montana WIC encourages one-to-one mapping, which means that a fresh produce item with a UPC should be mapped to a PLU for the same type of item. For example, a cut up apple with a UPC would be mapped to a PLU for a bulk apple. All fresh produce besides party trays, herbs and pre-packaged produce with added ingredients are allowed to purchase on WIC.

Produce Mapping Is Necessary

- It is very difficult for Montana WIC to keep track of all the different fresh produce UPCs. Therefore, it's important for retailers to map the UPCs to a PLU, ensuring all fresh produce can be purchased with a WIC card.
- Some of the pre-cut fresh fruit and vegetable UPCs are regional and cannot be added to the APL.
- If mapping isn't completed, eligible fruits or vegetables will not be available for purchase with a WIC card.
- It is important to note that since Montana WIC can't keep track of all the different fresh fruit and vegetable UPCs, they will not scan in the WIC Shopper app.

Who Completes Mapping for the Store?

- In corporately owned stores, the mapping is completed at the corporate office. In independent stores, mapping is typically completed at the store level.

WIC Spending Impact April 2024

5,600 families went shopping using eWIC.

184 grocery stores provided WIC benefits.

There were 9,283 eWIC purchases.

Statewide WIC spending totaled \$270,109.54.



Approved Infant Formula Providers

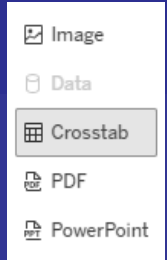
All WIC authorized grocery stores must purchase infant formula from approved distributors listed on the Montana WIC wholesaler/distributor/manufacture list. The purpose is to ensure the safety of the products being provided to WIC families. Please review the updated list available under *Reference Materials* on the *Retailers* page of the Montana WIC website and let the WIC Program know if you are sourcing formula from an entity that is not currently on the list.

Online Retailer Applications Coming Soon

WIC grocery stores generally have a three-year agreement with the WIC Program to accept eWIC benefits and are required to mail an application that includes administrative information about the store and assurances the store meets the selection criteria. Montana WIC is moving to an electronic application system in the next year in order to make this process faster and easier. Paper applications will still be available for stores that choose them, but all stores will have to option to submit initial and renewal applications online. Please keep your eyes out for announcements about this.

Search and Download WIC's Approved Product List (APL) Online

The APL is WIC's list of approved UPC/PLU. This is the file your system downloads to process eWIC transactions. It can be found on the Montana WIC website and searched by keyword or code or downloaded to a spreadsheet using the "crosstab" function.



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

For More Information:

- Visit Montana WIC's Retailer website: <https://dphhs.mt.gov/publichealth/WIC/Retailers>
- Contact your Local WIC Agency -or-
- State Office Staff:

Kevin Moore, Vendor Lead
406-444-5530

Glade Roos, Vendor Coordinator
406-444-2841

Lori Reed, Vendor Coordinator
406-444-2740

This institution is an equal opportunity provider.
Monana WIC Program, Department of Public Health & Human Services
1625 11th Ave, Helena, MT 59620