



Louisiana WIC Vendor Fresh Fruit and Vegetable Mapping Requirement



Requirements for WIC Vendor APL Mapping

Louisiana WIC-eligible foods are listed on the Louisiana WIC Approved Product List (LA WIC APL). All fresh fruit and vegetables must be identified by a PLU (Price Look-Up Code). Only fresh fruit and vegetable PLUs listed on the APL are eligible for WIC redemption. Frozen and canned fruits and vegetables are identified by their UPC and must **not** be mapped. LA WIC will not map fresh fruit and vegetables for vendors and will not process UPC Request Forms for fresh fruit and vegetables.

Definitions

- **UPC** – Universal Product Codes are unique product identification numbers assigned by the manufacturer for tracking trade items.
- **PLU** – Price Look-Up Codes are standardized four or five digit codes assigned by the International Federation for Produce Standards (IFPS) and are used to identify produce.

Background

Mapping refers to matching the WIC Vendor's product identification numbers used in store to those on the WIC State Agency's APL file to identify authorized WIC food items. The [FNS WIC EBT Operating Rules](#) Section 11.3 defines produce mapping requirements.

Examples of Items that Require Mapping

- Produce with a UPC bar code (prepackaged loose fruits such as blueberries or strawberries)
- Produce processed and packaged at your store (cut pineapple or cantaloupe)
****Frozen and canned fruits and vegetables must NOT be mapped.****

Store Responsibilities

- Vendors must map fresh fruit and vegetable UPCs to a PLU on the Louisiana WIC Approved Product List.
 - The LA WIC APL is available on the [LA WIC Vendor Hub](#) website.
 - Please contact your POS provider if you need additional instructions on mapping UPCs to a PLU as POS systems will vary in their instructions for the mapping process.
- If an item contains mixed fruit or vegetables, the item should be mapped to the PLU of the first ingredient listed on the label.
- If an item contains similar (or the same) amounts of mixed fruit or vegetables (ex. a bag of fruit containing 3 apples and 3 oranges), the item can be mapped to the PLU for either fruit or vegetable.
- Vendors must train store personnel on addressing any mapping issues that may occur.

Questions about LA WIC?

The [LA WIC Vendor Hub](#) website includes links to LA WIC Vendor resources such as the [LA WIC Vendor Guide](#) as well as the WIC Food List Brochure, Authorized Vendor Essential Documents and Links, Smart Card Certified System information, APL/UPC information, and LA WIC Authorization Documents. You can also contact us at LAWICVendor@la.gov with any questions.