

# Fresh Fruits & Vegetables

The Retail Side of Things

## Retail stores are required to map fresh produce.

- Mapping is the process of matching Universal Product Codes (UPC) or store assigned codes from a fresh fruit and vegetable item and linking it to a Price Look-Up (PLU) code in the store's software system.
- If mapping is not completed or correct, eligible fresh fruits and vegetables will not be available for purchase with WIC benefits.
- Frozen produce items are not mapped and can be purchased as long as they are on the WIC Approved Food List.

## Checking out at the register.

- While checking out at the register, if the produce item does not scan as a cash value benefit (CVB) item, the following maybe true:
  - The produce item may not be mapped to a PLU code in the store's software system.
    - It is important to keep the receipts and contact the WIC state agency at 573-751-6204 or [MOWICVendorgroup@health.mo.gov](mailto:MOWICVendorgroup@health.mo.gov).
  - There may not be any CVB benefits on your eWIC card.
  - The transaction maybe a split tender, meaning there is not enough CVB benefits left on your eWIC card to cover the cost of the item you want to purchase.

Split tender example:



Bananas \$2.50



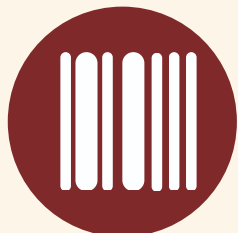
\$2.00 CVB remaining



Use a different tender type to pay remaining balance of \$0.50



## Scanning fresh produce in the WICShopper app.



Scan Barcode



- Although a fresh fruit or vegetable item may show as "Not a WIC Item," the majority of fresh produce, either whole, precut or sliced without sauce or dips, are WIC-approved.
- Fresh produce does not need to be submitted through the WICShopper app "I Couldn't Buy This!" or through the food submission process. For questions, contact the WIC state agency at 573-751-6204 or [MOWICVendorgroup@health.mo.gov](mailto:MOWICVendorgroup@health.mo.gov).



Do you have any questions?

Please contact the Missouri WIC retail team at [MOWICVendorGroup@health.mo.gov](mailto:MOWICVendorGroup@health.mo.gov) or 573-751-6204.

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