Mapping of WIC Allowed Produce Items

What is "Produce Mapping?"

Produce Mapping is a functionality of your integrated Point of Sale (POS) software that allows you to link a UPC to a PLU listed in the ND WIC Approved Product List (APL). North Dakota WIC requires "full" or "one-to-one" mapping, which means that a fresh produce item with a UPC must be mapped to a PLU for the same kind of item.

Why is produce mapping necessary?

There are several reasons why it's necessary to map WIC allowed UPC'd produce to a "like" PLU. First, it's very difficult for ND WIC to keep track of all the different produce UPCs, so retailers can make sure that all WIC allowed produce can be purchased with a WIC card by mapping the UPCs. Additionally, it can take 2-3 days for any new UPC to be added to the APL, which might be too slow for some seasonal items. Retailers can allow a produce item for sale much faster if they map the UPC. Lastly, some of these UPCs are regional or retailer-generated, and cannot be added to the APL.

Who completes mapping for a store?

In corporately owned stores, the mapping may be completed at the corporate office. In independent or decentralized stores, mapping is typically completed at store level.

What foods need to be mapped?

All fresh, plain (no dips, sauces, dressings, etc.), fruits and vegetables with UPCs must be mapped. This includes items that are cut up by the store or a commissary, but it also includes more commonly available brand name packaged items like a bag of Bolthouse Farms baby carrots. It is not necessary to map varieties of items to a specific PLU. For example, a bag of Honeycrisp apples, just needs to be mapped to a PLU for apples; it's not necessary to map to the PLU for bulk Honeycrisp apples.

Who can help me with mapping?

Your POS provider, such as RDS or North Country is responsible for providing instructions on produce mapping. The ND WIC staff can tell you if an item needs to be mapped, but are not equipped to help with the process.