

Produce Mapping

Introduction to Produce Mapping

Welcome to the produce mapping module. Produce mapping can be a difficult concept to understand. In this module, we'll go over some information about mapping and why it's important. If you need additional help with mapping in your store or more information on produce mapping, please contact your Point of Sale service provider.

What is Produce Mapping?

Produce mapping is a functionality of integrated Point of Sale Systems. Stand Beside terminals DO NOT use produce mapping for their systems. This functionality allows for produce that has a UPC to be linked or mapped to a PLU for the same item. Minnesota WIC keeps a list of PLUs that are in the Approved Product List, or APL, that stores can use to map their fresh produce. UPCs for other products, like cereal, milk, peanut butter, beans, frozen fruits and vegetables, and other WIC allowed items that are not fresh produce are in the Minnesota WIC APL, so those items should NOT be mapped. It is only fresh produce with UPCs that have to be mapped, and it is the responsibility of the store or corporate office to map those items, so they will scan in the system for WIC purchases. PLUs for fresh produce, such as bulk produce that participants can bag themselves, will be in the APL, so there is no need to map those items - it is only the fresh produce with UPCs that have to be mapped. As a reminder, ALL fresh produce besides decorative fruit and vegetables, party trays, and pre-packaged produce with added ingredients is WIC allowed.

Why is Produce Mapping Important?

Minnesota requires full mapping of all fresh produce UPCs. When stores map their fresh produce UPCs to like PLUs, for example, mapping a bag of apples with a UPC to a PLU for apples, they are ensuring that participants are able to purchase those items with their WIC cards. If fresh produce isn't mapped, and it results in participants not being able to purchase an item that is included in their benefits, it can cause the transaction to take longer, if the participant does not want to purchase that item with another payment method, or it can cause participants to pay for an item they did not include in their grocery budget. It is important to note that when fresh produce items with UPCs go on sale, the discount should be added to the fresh produce UPC, so the discount is applied to the WIC purchase.

Why Can't WIC Keep Track of UPCs?

It is virtually impossible for Minnesota WIC to keep track of all the different UPCs for fresh produce. There are many fresh produce UPCs, and they can change frequently. It also takes days to add any UPC to the Minnesota WIC APL, so even if it was possible for MN WIC to keep track of all the UPCs, the product may be gone from the store by the time the UPC was added. In addition, some UPCs are regional or retailer-generated, and Minnesota WIC cannot add them to the APL, because they can be UPCs linked to different items at different stores. It is important to note that since Minnesota WIC does not keep track of fresh produce UPCs, and they are not in the APL, these UPCs will not scan in the Minnesota WIC app. The Minnesota WIC app should never be used to scan fresh produce.

What Produce Items Have to be Mapped?

So, what produce items have to be mapped? Fresh, plain fruits and vegetables with UPCs, including pre-cut items with UPCs, like in-store or commissary cut fresh fruits and vegetables. A store should NEVER map frozen fruits and vegetables or other WIC foods outside of fresh produce. Minnesota WIC has these UPCs in the APL, and it is not necessary to map these items. It can also cause problems in the system, such as the failure of a WIC transaction, if these items are mapped.

Module Complete

This concludes this Produce Mapping module. Please complete a brief store survey at the survey button below to receive credit for completing this module. Thank you for serving Minnesota WIC Families!