

Produce Mapping

To: All Authorized Utah WIC Vendors

From: JoDell Geilmann-Parke, Utah WIC Vendor Manager

Date: 23 May 2023

RE: Utah WIC Produce Mapping – Memo 2023-04

Dear Utah WIC Vendor,

As we approach summer and the abundant harvest season for growers, I thought it might be helpful for you to have a review of produce eligibility and mapping guidelines for the Utah WIC program. It is a requirement of the Utah WIC Vendor Agreement for vendors to complete mapping of fresh produce for customer accessibility.

ALLOWED:

- Whole, pre-cut or packaged **fresh or frozen** vegetables or fruits
- Fresh salsa without added sugar or oil
- Organic
- Fresh ginger or garlic

NOT ALLOWED:

- Canned, dried, roasted
- Decorative party trays
- Any added dips, dressings or sauces
- Herbs

Produce Mapping Requirements:

- Fresh and pre-cut produce must be mapped to an authorized PLU
- Mixed produce cups or trays should be mapped to the dominant produce item
- Frozen produce does not require mapping
- Global produce codes can be identified here: <https://www.ifpsglobal.com/>
- The Utah APL can be found on the Utah WIC website.
<https://wic.utah.gov/vendors/authorized-foods-booklet/>

Feel free to reach out to me with any questions or concerns!

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