

Produce Mapping

To: All Authorized Utah WIC Vendors

From: JoDell Geilmann-Parke, Utah WIC Vendor Manager

Date: 12 May 202

RE: Utah WIC Produce Mapping – Memo 2025-02

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.

Produce codes can be hand keyed at the register or the barcode can be scanned for convenience. Please make sure your cashiers are all adequately trained on how to ring up fresh produce for your customers. Attached is a list of common produce codes for summer produce.

ALLOWED:

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

NOT ALLOWED:

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

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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