

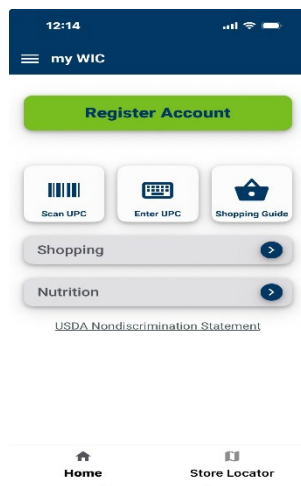
WIC Matters Newsletter for Vendors

JULY 2025, VOLUME 25, ISSUE 2

IN THIS ISSUE

- WIC app update
- Submitting foods for review
- Fresh produce mapping reminder
- Changes of ownership
- Training video highlight

Minnesota WIC app Update



Minnesota WIC recently updated its app. Instead of “My Minnesota WIC app”, it is now called “Minnesota WIC app”. You should uninstall the old app on your phone and install the new app. The Food Finder function from the old app is now pictured in a button on the app called “Scan UPC”. You may use this function to scan foods to see if they are WIC allowed. Remember, if a WIC customer uses the app, they must register their WIC account with the app to show what benefits they have left. Also, the “Scan UPC” function will show all WIC allowed foods, if the account is not registered. When the account is registered, it will show not only if a food is WIC allowed but also if the customer has benefits available to purchase the food.

Submitting Foods for Review

If you think a product should be added to the Approved Product List (APL), click on the following link to submit the required information for review: [Minnesota WIC UPC Submission Form](#)

You will be required to attach clear pictures of the label that include all of the following information:

- Brand name
- Product name
- Package size
- Ingredient list
- Nutrition Facts label
- Full UPC Code (usually 12 digits)

If the food meets WIC allowed criteria, it will be added to the APL. Remember that Minnesota WIC does not add fresh produce UPCs to the APL. It is the responsibility of the store or corporate office to make sure fresh produce is mapped/linked to a like PLU in the APL. If you have questions, you can email Katlyn, Katlyn.Hubbard@state.mn.us.

Mapping Reminder



We have had many calls lately about adding a fresh produce UPC to the APL. **Fresh produce is set up by mapping or linking the UPC to a like PLU in the APL. That is done directly by the store or corporate office – not the WIC office.** Stores that use stand beside terminals DO NOT map or link fresh produce.

If a fresh produce item is not ringing up for WIC at your store, it is likely because the person responsible for setting up the item has not done so. **This is an important function to make sure all fresh produce will ring up for WIC, and that WIC customers are not paying out of pocket for items they should be able to purchase with their WIC card.** Make sure that you know who the person responsible for mapping/linking fresh produce is at your store and let them know when a UPC is not ringing up for WIC. If your store is a corporate store, it is likely done at your corporate office. Please pass the UPC up, so that the item gets set up for WIC sale.

If you are not sure how to map or link fresh produce, please contact your POS service provider/corporate office person responsible for this function. Additionally, there are resources on the WIC website to explain mapping further:

Introduction to Produce Mapping for Integrated Stores

This module will introduce integrated WIC vendors to produce mapping and its importance for successful WIC transactions.

[Introduction to Produce Mapping for Integrated Stores - 5 minutes \(Script - PDF\)](#)

[Mapping of WIC Allowed Produce Items](#)

Changes of Ownership

If your store is selling 20% or more of your business, you must reapply to WIC to continue to accept WIC cards. The new owner must be added to the store's record and a new agreement for the store must be processed to include the new owner. If you are planning to sell 20% or more of your business, please fill out the application on our website: [WIC Vendor Authorization Application](#). **Please allow a month for processing.** If you are unable to let WIC know in a timely manner, your application may not be processed in time for the sale, and your store may need to stop accepting WIC cards until the application is fully processed.

Training Video Highlight



A series of WIC videos were made to help families shop for WIC foods more easily and to help store staff understand the WIC transaction. You can find the Minnesota WIC Vendor Training Videos on the WIC website. Each video is between 2-3 minutes long and covers important topics. This month, we are highlighting the [Fresh Produce Mapping for Integrated Stores](#) video. This video can be used for training purposes or to refresh your memory on the importance of mapping/linking fresh produce for WIC sale.

References – complete list of hyperlinks:

Minnesota WIC UPC Submission Form: <https://redcap.health.state.mn.us/redcap/surveys/?s=WLJKA97PC>

Produce Mapping Module for Integrated Stores:

<https://www.health.state.mn.us/training/cfh/wic/vendor/modules/producemapping/index.html>

Mapping of WIC Allowed Produce Items:

<https://www.health.state.mn.us/docs/people/wic/vendor/mapguide.pdf>

Fresh Produce Mapping for Integrated Stores:

<https://www.health.state.mn.us/people/wic/vendor/trainvideos.html#NaN>

WIC Vendor Authorization Application:

<https://redcap.health.state.mn.us/redcap/surveys/?s=9WY3C3JLAK>

For vendor related questions or concerns, please email health.wicvendor@state.mn.us



Minnesota WIC Program
PO Box 64975
St. Paul, MN 55164-0975
Phone: 651-201-4404
Toll Free: 1-800-657-3942
Fax: 651-215-8951

This institution is an equal opportunity provider