



# WIC Flash

News from the Arkansas WIC Program  
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## **Fresh Produce PLU Mapping**

The Arkansas WIC Program has adopted International Federation for Produce Standards (IFPS) regarding Price Look-Up (PLU) codes for WIC eligible produce and the PLUs have been included in the Arkansas WIC Approved Product List (APL). Fresh produce sold individually, pre-packaged, or by weight to WIC participants must have an assigned PLU code or Universal Product Code (UPC) included on the APL.

Each store-assigned PLU code or UPC for a WIC authorized produce item that is not listed on the APL must be mapped to the IFPS PLU code for the same commodity. For example, if a store sells pre-cut pineapple, they must map their store-assigned PLU code or UPC for the pre-cut pineapple to the appropriate IFPS PLU code for pineapple (such as 4430 or 4433).

The ability to map fresh produce has been included in the specifications provided to the point-of-sale system developers. If you have not received instructions on how to map produce for your system, please contact your system provider.

To search IFPS PLU codes: <https://www.ifpsglobal.com/Identification/PLU-Codes/PLU-codes-Search>

- Fresh produce that are conventionally grown (non-organic) are assigned a 4-digit PLU code.
- The prefix of '9' is placed in front of each conventionally grown PLU code for fresh organic produce.

## **WIC Shopper App**

This is a FREE smartphone app that is available on the [Apple Store](#) and [Google Play](#).

Even though the WIC Shopper App is designed specifically for WIC participants, the following features in the app may also be beneficial to WIC vendor staff:

- Scan Barcode
- Key Enter UPC
- WIC Allowable Foods
- Find a WIC Office

NOTE: The Key Enter UPC feature in the app can be used to confirm that a IFPS PLU code is in the APL.

For more information, please contact:

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