



July 19, 2021

Vendor News Flash

Best Practices for Utilizing Cash-Value Benefits for Fruits and Vegetables

Texas WIC wants to ensure vendors are maximizing the monthly cash value benefits (CVB) for fruits and vegetables. You may recall, now through September, each eligible WIC participant will receive \$35 of fruit and vegetable CVB per month. **This temporary increased CVB includes fresh, frozen, canned, glass jars, and plastic containers approved in the [Texas WIC Shopping Guide](#).**

Below are some best practices related to Price Look-Up (PLU), Universal Product Codes (UPC) and CVBs:

Scanning Produce with the *myTexasWIC* Mobile Shopping App for a Better Experience at the Register

Produce UPCs change often so scanning *all* produce UPCs with the *myTexasWIC* mobile app as they come into the store is a best practice. To use this scanning feature, request the *Vendor Demo Account Login* by emailing WICVendorInfo@hhs.texas.gov.

Submitting UPCs to Texas WIC

If a UPC is not on the WIC Authorized Product List (APL), visit the [How to Submit a UPC to the APL](#) webpage for faxing and/or emailing instructions.

PLU Mapping of Fresh Fruits and Vegetables

Vendors may map the following products to *International Federation for Produce Standards (IFPS)* assigned PLUs for the same basic commodities listed in the APL:

1. Price-embedded/random weight UPCs **beginning with a two.**
2. *Store assigned* PLUs mapped to *IFPS/vendor assigned* PLUs.
3. The product being mapped must be a WIC-eligible, fresh fruit or vegetable. See the [Texas WIC Shopping Guide](#) for eligibility guidelines.

This institution is an equal opportunity provider.



Pre-packaged UPCs that **DO NOT begin with a two** may **NOT** be mapped. Note: PLU mapped items will not scan as WIC-eligible in the *myTexasWIC* mobile shopping app.

Texas WIC is ready to assist our vendor partners. Should you have any questions regarding this Vendor News Flash, please contact the Vendor Management Unit's Vendor Outreach Branch at WICVendorInfo@hhs.texas.gov or 1-800-252-9629. Find more WIC vendor resources on our website at bit.ly/TexasWICVendors.