



**TEXAS WIC PROGRAM**  
**Department of State Health Services**  
**Food Issuance and Redemption Services Unit - MC 4554**  
P.O. Box 149347  
Austin, TX 78714-9347  
(512) 341-4425    1-800-252-9629 (Texas Only)

September 11, 2009

---

---

**New WIC Food Package & WIC EBT  
Produce PLU Mapping**

The WIC Program will introduce new food packages on October 1, 2009, that include fruits and vegetables. All WIC authorized produce available in a WIC EBT authorized store must be available for sale to WIC participants with corresponding WIC prescribed benefits.

Texas WIC has adopted International Federation for Produce Standards (IFPS) Price Look-Up (PLU) Codes for WIC eligible produce and the PLUs have been included in our Authorized Product List (APL).

Fresh fruit and vegetables sold individually, pre-packaged, or by weight to WIC participants must have an assigned PLU or Universal Product Code (UPC) included on the Texas WIC APL. OR, if a grocer uses a store assigned PLU code or a UPC for a WIC authorized produce item that is not listed on the APL, the item must map to, or cross reference a PLU for the same commodity included in the WIC APL. For example, the APL PLU for pineapple is 4430. If a store sells *pre-cut pineapple*, they must map their PLU or UPC for the *pre-cut pineapple* to a WIC APL PLU for pineapple (such as 4430 or 4433).

The ability to map or cross reference 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 or cross reference produce for your system, please contact your system provider.

A list of the foods allowed beginning October 1, 2009, can be found on our Web site at:

[http://www.dshs.state.tx.us/wichd/approved\\_foods/new\\_foods.shtm](http://www.dshs.state.tx.us/wichd/approved_foods/new_foods.shtm)

and then click on "[WIC Approved Foods List Effective October 1, 2009](#)"

A copy of the current PLU codes included on the APL can be found at:

<http://www.dshs.state.tx.us/wichd/vo/PLU07-16-09.pdf>

Genetically modified and organic produce items are not included on the list above. However, they are WIC authorized and included on the APL. Per IFPS guidelines, genetically modified items must be designated by including an eight (8) in front of the four (4) digit PLU and organic items are designated by including a nine (9) in front of the four (4) digit PLU.

If you have questions regarding your store's need for mapping or cross referencing produce, please contact the EBT Development Branch at 341-4400, ext 4561. Please do not delay asking questions since all authorized WIC vendors must have their WIC EBT authorized stores capable of handling fruit and vegetable transactions for WIC customers on October 1, 2009.