



Eric J. Holcomb
Governor

Kristina M. Box, MD, FACOG
State Health Commissioner

Indiana WIC Vendor Notice 21-1

Date: April 19, 2021

To: Indiana WIC Vendors

From: Tori Harvey, State Vendor Manager

Re: Indiana WIC Cash-Value-Benefits (CVB) Increase

Effective June 1, 2021, Indiana WIC will increase Cash-Value-Benefits for eligible women and children. President Biden signed the American Rescue Plan Act of 2021 (ARPA) into law on March 11, 2021. This allows the State of Indiana WIC agency to temporarily increase the Cash-Value Benefits (CVB) for fruit and vegetable purchases up to \$35 a month per participant for four consecutive months. *The Indiana WIC Program will implement this increase for eligible women and children from June through September 2021.* Some stores will experience a significant increase in sales in fruits and vegetables and need to begin preparations for the increased WIC demand.

New WIC benefits begin on various dates throughout the month and are valid for 30 days. The benefit period may extend into the next month depending on the date the benefits began. The temporary increase will continue to impact sales into October as September benefits expire. The Indiana WIC Program allows fresh, frozen, and canned fruits/vegetables to be purchased.

The greater demand for fresh fruits and vegetables increases the importance of making sure all integrated cash register systems correctly map all their fresh produce PLU (Price Look Up) to a corresponding UPCs are recognized as WIC eligible. **Mapping is critical for store cut and wrapped produce which have store generated UPCs which are not recognized by the WIC Approved Products List (APL).** UPCs for fresh produce items frequently change and UPCs not in the WIC Approved Products List (APL) are denied. Please assist WIC families purchasing fresh produce with UPCs by mapping any new products received.

To **promote**, **protect**, and **improve** the health and safety of all Hoosiers.



Vendors that are using or will be using Xerox-provided point-of-sale (POS) machine will need to manually enter a PLU code when WIC EBT customers purchase fresh produce. If you know the PLU for a particular product, you can enter the PLU manually in the POS. If you do not know the exact PLU, please manually enter 4469.

Mapping is the process of linking a UPC with a PLU found in the APL. For example, the UPC for blueberries can be mapped to PLU 4240 for blueberries Mapping is a relatively easy process and is done in your store's office and makes the produce item available immediately for sale. Contact your cash register system's provider to assist with mapping concerns and Tori Harvey for WIC specific questions.