



DEPARTMENT OF HEALTH AND HUMAN SERVICES
DIVISION OF PUBLIC HEALTH

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GOVERNOR

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SECRETARY

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DIRECTOR

January 29, 2018

MEMORANDUM

TO: WIC Vendors

FROM: Tysha N. Grays, Vendor Manager
Nutrition Services Branch

SUBJECT: North Carolina WIC Program (eWIC) and Mapping Requirement for Fresh Produce

It has come to our attention that fresh fruits and vegetables which should be available for redemption with eWIC cash-value benefits are being denied for purchase when participants are using the North Carolina eWIC card in some pilot area WIC-authorized stores. This issue occurs because fresh produce items in stores with internally generated bar codes on random-weight items have not been correctly mapped. These items must be mapped to a corresponding product look-up (PLU) code in the North Carolina WIC Authorized Product List (APL) file or to the standard generic PLU for produce (4469) or organic produce (94469). This is a required process necessary to ensure that WIC participants can use their eWIC card to obtain fresh fruits and vegetables with their cash-value benefits.

As stated in the Amendment to the WIC Vendor Agreement, vendors must *"Process EBT transactions, accurately, in a timely manner and in accordance with the terms of the North Carolina WIC Vendor Agreement, the EBT Processor Vendor Agreement, the FNS EBT operating rules, standards and technical requirements, WIC Program Rules, and state and federal regulations, and statutes."* If a WIC participant cannot purchase fresh produce with their cash-value benefits available on their eWIC card, then the vendor has failed to comply with the requirement listed above. Failure by a vendor to process EBT transactions accurately may result in termination of the WIC Vendor Agreement.

Please ensure that all fresh produce is mapped accordingly in your store(s). Should you have any questions about mapping, please contact the IT staff for your store, your value-added reseller or send us an email at the following email address: NCWICVendorQuestions@dhhs.nc.gov. Thank you for collaborating with us to ensure a smooth transition to eWIC.

cc: Local WIC Directors
Mary Anne Burghardt, Nutrition Services Branch Head
Kim Lovenduski, Operations Manager, Nutrition Services Branch

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