NEW YORK STATE OF OPPORTUNITY. Department of Health

APL and UPC Guide for WIC Vendors

October 18, 2018

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Introduction to the Approved Products List (APL)

Approved Product List

The WIC Approved Product List (APL) is an electronic database that lists all authorized WIC food items.

For WIC participants to purchase a product, the Universal Product Code (UPC) or Price Look Up (PLU) code for that product must be included in this database.

Vendors, participants, and manufacturers will need to alert the NYS WIC Program of any new or missing UPCs for allowable products. **If the UPC or PLU for a product is not on the APL, participants will not be able to purchase that product.**

The NYS WIC Program will use PLUs set by the International Federation for Produce Standards (IFPS) for all fresh fruits and vegetables. No store-generated PLUs will be included on the APL.

Approved Product List

The APL will be updated within point-of-sale systems every night.

Vendors who use stand-beside point-of-sale devices will need to leave them on over night so the download can take place.

In integrated cash register systems, the vendor's IT department will be responsible for making sure the APL is downloaded every night.

Approved Product List

The following categories of UPCs and PLUs will **not** be included on the APL due to state and federal policies:

- **Store-generated** UPCs and PLUs cannot be included
- UPCs and PLUs for non-allowable products cannot be included (please refer to the WIC Acceptable Foods Card for help in determining whether a product is allowable)
- UPCs for variable-measure products (for example deli cheese or blocks of cheese that do not have a standardized weight) cannot be included
- UPCs for fresh produce (for example bags of salad) will not be included; these products should be mapped to the most similar IFPS PLU

Reviewing the APL to Find Missing Products

How to Use this Guide

This guide is meant to help you identify allowable WIC items in your store that are missing from the APL. This guide **does not** include every allowable food category. It only covers the types of food that are most likely to have missing UPCs because of the large variety of foods available.

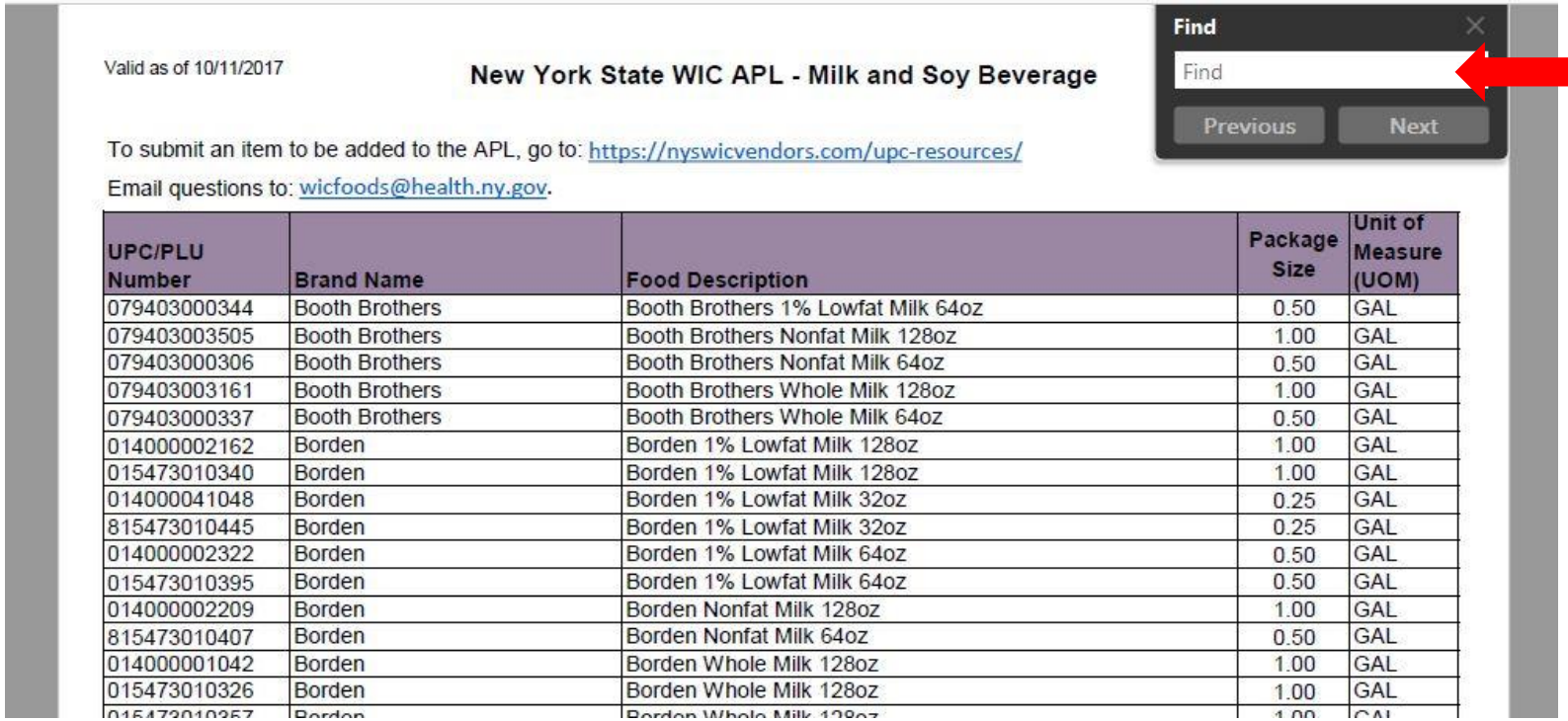
This guide is **not** intended as a guide to allowable foods. For full information about allowable WIC foods, see the WIC Acceptable Foods Card or the WIC Pictorial Foods Guide found at https://nyswicvendors.com/vendor-training/.

Follow the directions provided on each page to make sure all your store's WIC allowable foods can be purchased.

How to Use this Guide

A copy of the full APL is available as a PDF or an Excel spreadsheet at https://nyswicvendors.com/upc-resources/ for any vendors who want to review it in more detail.

There are also separate PDFs for each food category. To find a specific UPC or brand, download the PDF and use the search function.



Valid as of 10/11/2017

New York State WIC APL - Milk and Soy Beverage

To submit an item to be added to the APL, go to: https://nyswicvendors.com/upc-resources/

Email questions to: wicfoods@health.ny.gov.

Find

Find

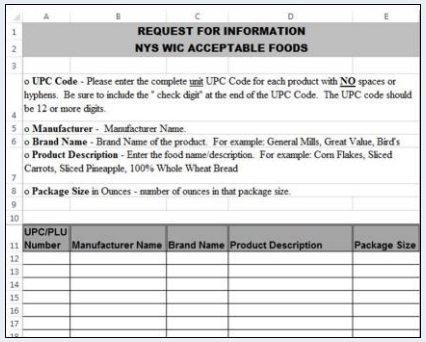
Previous Next

UPC/PLU Number	Brand Name	Food Description	Package Size	Unit of Measure (UOM)
079403000344	Booth Brothers	Booth Brothers 1% Lowfat Milk 64oz	0.50	GAL
079403003505	Booth Brothers	Booth Brothers Nonfat Milk 128oz	1.00	GAL
079403000306	Booth Brothers	Booth Brothers Nonfat Milk 64oz	0.50	GAL
079403003161	Booth Brothers	Booth Brothers Whole Milk 128oz	1.00	GAL
079403000337	Booth Brothers	Booth Brothers Whole Milk 64oz	0.50	GAL
014000002162	Borden	Borden 1% Lowfat Milk 128oz	1.00	GAL
015473010340	Borden	Borden 1% Lowfat Milk 128oz	1.00	GAL
014000041048	Borden	Borden 1% Lowfat Milk 32oz	0.25	GAL
815473010445	Borden	Borden 1% Lowfat Milk 32oz	0.25	GAL
014000002322	Borden	Borden 1% Lowfat Milk 64oz	0.50	GAL
015473010395	Borden	Borden 1% Lowfat Milk 64oz	0.50	GAL
014000002209	Borden	Borden Nonfat Milk 128oz	1.00	GAL
815473010407	Borden	Borden Nonfat Milk 64oz	0.50	GAL
014000001042	Borden	Borden Whole Milk 128oz	1.00	GAL
015473010326	Borden	Borden Whole Milk 128oz	1.00	GAL

Press CTRL and F to open the search box, then type the UPC or the brand of the product you want to find.

How to Use this Guide

If you see that there are WIC allowable products missing from the APL, or if you get new products in the future that need to be added:

For less than 10 items:	For more than 10 items:
Use the Electronic NYS WIC UPC Submissions Form	You may use either the Electronic NYS WIC UPC Submissions Form or the NYS UPC Submissions Spreadsheet.
	
See instructions on page 28.	See instructions on page 36.
If you need to submit more than 50 items at one time, contact wicfoods@health.ny.gov for guidance.	

Note: You will need to submit 2 photos of each submitted item. Refer to page 35 for guidance.

Store Brands

Look for all store brands or private label brands sold in your store in the list below. These brands are already included in the APL.

Always Save	Food Club	Key Foods	Shopper's Value	Tops
Best Choice	Food Lion	Krasdale	ShopRite	Valu Time
Best Yet	Foodtown	Market Pantry	Shur Savings	Wegmans
Bogopa	Freedom’s Choice	My Essentials	Shurfine	Weis
C and W	Full Circle	Our Family	Signature Kitchens	White Rose
Cherry Valley	Giant Eagle	Parade	Simply Balanced	
Clear Value	Great Value	PICS/Price Chopper	Spartan	
Essential Everyday	Hannaford	Price Rite	Stewart's	
Exceptional Value	Hy Top	Private Selection	Stop and Shop	
Fairway	IGA	Red and White	Super A	

If you cannot find your store’s brands, please contact wicfoods@health.ny.gov for guidance before you continue.

Milk

If any brand you sell is missing from the list on the next page, please submit the UPCs for that brand for any of the following allowable products:

Sizes	Types of Milk
Gallon	Whole
Half Gallon	1% Lowfat
Quart	Nonfat (Skim)
	Lactose Free Whole
	Lactose Free 1% Lowfat
	Lactose Free Nonfat (Skim)

Not allowed: flavored, organic, sweetened condensed, buttermilk, reduced fat (2%), or added calcium. For more information about allowed milk, see the WIC Acceptable Foods Card.

Use the NYS WIC UPC Submissions Form link found at https://nyswicvendors.com/upc-resources/. For instructions on how to use the submissions form, see page 29.

Please note that the form will require you to submit photos of the products you wish to add. You will need to take these photos using a phone or digital camera **before** you fill in the form. For guidance on what the photos need to show, see page 35.

Milk

These brands are already included in the APL.

Battenkill Valley	Farmer's Choice	Hudson Valley Fresh	Monument Farms	Shamrock Farms
Best Yet	Farmland	Hudson's Dairy	Mountainside Farms	ShopRite
Bogopa	Farmland Dairies	IGA	My Essentials	Shurfine
Boice Bros Dairy	Five Acre Farms	Ithaca Milk Company	Nice	Stewart's
Booth Brothers	Food Lion	Juniper Valley	Nice N Easy	Stop and Shop
Borden	Foodtown	Key Foods	Oak Tree	Swiss
Byrne Dairy	Gallikers	King Kullen	Oakhurst	Thomas Dairy
Cherry Valley	Garelick	Lactaid	Our Family	Tops
Clover Farms	Giant Eagle	Left Field Farms	PICs/Price Chopper	Trinity Valley
Cream O'Land	Great Value	Lehigh Valley	Prairie Farms	Tuscan
Crowley	Green Hills	Lucerne Dairy	Price Rite	Upstate Farms
Cub Foods	Guida's	Mansfield	Q Milk	Valley Farm
Dairy Pure	Hannaford	Maola	Rollin Dairy	Wegmans
Dari Del Dairy	Hillcrest Dairy	Marcus	Ronnybrook Farm Dairy	Weis
Derle Farms	Homeland	Market Pantry	Rosenberger's	Welsh Farms
Elmhurst Dairy	Hood	Meadow Brook	Rutters	
Essential Everyday	Houlton Farms	Midland Farms	Save A Lot	

Eggs

If any brand you sell is missing from the list on the next page, please submit the UPCs for that brand for any of the following allowable products:

Sizes	Types of Eggs
Medium	White
Large	Brown

Not allowed: jumbo, extra-large, or high-cost specialty eggs (including organic, reduced cholesterol, cage free/free range, or omega-3). For more information about allowed eggs, see the WIC Acceptable Foods Card.

Use the NYS WIC UPC Submissions Form link found at https://nyswicvendors.com/upc-resources/. For instructions on how to use the submissions form, see page 29.

Please note that the form will require you to submit photos of the products you wish to add. You will need to take these photos using a phone or digital camera **before** you fill in the form. For guidance on what the photos need to show, see page 35.

Eggs

These brands are already included in the APL.

7 Select	Dutch Farms	Kreider Farms	Shop 'n Save
Ace Farm	Edward's	Lakeview Farms	ShopRite
Best Choice	Esbenshade Farms	Lewistown Valley Egg Ranch	Shurfine
Best Yet	Essential Everyday	Lucerne Dairy	Smith's Quality Eggs
Black River Valley Farms	Farmer's Cow	Market Pantry	Spartan
Bogopa	Feather Ridge Farm	Martin's Quality	Stewart's
Breys Egg Farm	Giroux's	Meadow Creek Farms	Stop and Shop
Byrne Dairy	Giunta's Meat Farms	Mitlitsky	Sunny Meadow
Clover Valley	Great Value	Nature's Farms	Sunshine Farms
Coburn Farms	Hannaford	Nelms	The Egg King
Country Creek Farms	Hillandale Farms	New England Egg Farm	The Farmer's Glen
Country Daybreak	Hudson Fresh	Pennsylvania Dutch Country	Thomas Poultry Farm
Croton Egg Farm	Ideal	PICS/Price Chopper	Tops
Crystal Spring	IGA	Piggly Wiggly	Trade Fair
Cub Foods	James Farm	Pine Belt	Wegmans
Darrenkamp's	Jersey Lynne Farms	Price Rite	Weis
Davidson's	Key Foods	Puglisi Farm	Whitesville Farms
Davis	King Kullen	Saunder's	Willowbrook
Derle Farms	Kreher	Shadow Cross Farm	

Cheese

If any brand you sell is missing from the list on the next page, please submit the UPCs for that brand for any of the following allowable products:

Blocks or Pre-Cut Slices of:		
Pasteurized Process American	Colby	Muenster
Monterey Jack	Colby Jack	Any other blends of these cheeses
Provolone	Cheddar	

Not allowed: flavored, organic, imported, individually wrapped slices, or cheese foods/products/spreads. Do not submit UPCs for any cheeses cut or packaged in your store. For more information about allowed cheeses, see the WIC Acceptable Foods Card.

Use the NYS WIC UPC Submissions Form link found at https://nyswicvendors.com/upc-resources/. For instructions on how to use the submissions form, see page 29.

If you are submitting more than 10 products, you may use the NYS WIC UPC Submissions Spreadsheet found on the same webpage. For instructions on how to use the submissions spreadsheet, see page 37.

Please note that you must submit photos of all of the products you wish to add whether you use the form or the spreadsheet. You will need to take these photos using a phone or digital camera **before** you fill in the form. For guidance on what the photos need to show, see page 35.

Cheese

These brands are already included in the APL.

Alpine Lace	Dietz and Watson	Hannaford	Nature’s Promise	Thousand Islands
American Heritage	Dutch Farms	Haolam	Nice	Tillamook
Amish Valley	Essential Everyday	Happy Farms	Our Family	Tnuva
Applegate Farms	Fairway	Heluva Good	Parade	Tops
Avenue A	Farm Fresh	IGA	PICS	Tropical
BelGioioso	Farms Creamery	Key Foods	Polly O	Walnut Creek
Best Choice	Finlandia	Kings	Price Rite	Wegmans
Best Yet	Food Club	Kraft	Quesos La Ricura	Weis
Biazzo	Food Lion	Krasdale	Sara Lee	White Rose
Boar's Head	Foodtown	Land O'Lakes	Sargento	Yancey's Fancy
Borden Dairy	Freedom's Choice	Les Petites Fermieres	Shemesh	Yummy
Cabot	Fresh and Healthy	Lucerne Dairy	ShopRite	
Cherry Valley	Frigo	Market Pantry	Shurfine	
Coburn Farms	Galbani	McCadam	Sorrento	
Cooper	Giant Eagle	Mehadrin	Stop and Shop	
Cracker Barrel	Good Life	Miller's	Super A	
Crystal Farms	Great Lakes	Natural and Kosher	Taste of Inspirations	
Cuba Cheese Shoppe	Great Value	Naturally Good Kosher	The Cheese Factory	

Fresh Vegetables and Fruits

Fresh produce UPCs are **not included** in the APL.

Fresh produce can only be redeemed using **IFPS PLU codes**.

- This can be done through automated mapping of fresh produce UPCs by your store's IT department or PLUs can be entered by hand in stand-beside point-of-sale devices.

The list of IFPS PLUs on the APL can be found at https://nyswicvendors.com/upc-resources/.

Frozen Vegetables and Fruits

If any brand you sell is missing from the list on the next page, please submit the UPCs for that brand for any allowable products.

Not allowed: added sugars, fats, or oils. For more information about allowed frozen vegetables and fruits, see the WIC Acceptable Foods Card.

Use the NYS WIC UPC Submissions Form link found at https://nyswicvendors.com/upc-resources/. For instructions on how to use the submissions form, see page 29.

If you are submitting more than 10 products, you may use the NYS WIC UPC Submissions Spreadsheet found on the same webpage. For instructions on how to use the submissions spreadsheet, see page 37.

Please note that you must submit photos of all of the products you wish to add whether you use the form or the spreadsheet. You will need to take these photos using a phone or digital camera **before** you fill in the form. For guidance on what the photos need to show, see page 35.

Frozen Vegetables and Fruits

These brands are already included in the APL.

Archer Farms	Food Lion	La Subrosa	Seabrook Farms	Wild Harvest
Best Choice	Foodtown	Mama Tere	Seapoint Farms	Wild Oats
Best Yet	Freedom's Choice	Market Pantry	ShopRite	Woodstock
B'Gan	Fresh Frozen	Montana	Shurfine	Wylwood
Birds Eye	Full Circle	Nash Brothers	Signature Kitchens	Wyman's
Bodek	Gefen	Natural Directions	Simple Truth	Yerek
C and W	Giant Eagle	Nature Blessed	Simply Balanced	
Cadia	Golden Flow	Nature's Basket	Stahlbush Island Farms	
Campoverde	Goya	Nature's Promise	Stop and Shop	
Cascadian Farm	Great Value	Nueva Cosecha	SunVale	
Chiquita	Green Giant	O Organics	Super A	
Clear Value	Hannaford	Our Family	TJ Farms	
Colombia Food	Hanover	Parade	Tops	
Del Campo	Hy Top	Pardes Farms	Tovah Family Farms	
Dole	Ibco	Peru Foods	Tradiciones Andinas	
Dona Lisa	IGA	PIC/Price Chopper	Triunfo	
Earthbound Farm	Inca's Food	Pictsweet	Tropigood	
El Sembrador	James Farm	Price Rite	Valu Time	
Endico	John Copes	Private Selection	Veg Fresh	
Essential Everyday	Key Foods	Putul	VIP	
Fabi Saa	Krasdale	Regal Nonpareil	Wegmans	
Fairway	La Centro Americana	Rico	Weis	
Farm Fresh	La Cholita	Rio Grande	Welch's	
Flav R Pac	La Fe	River Valley	White Rose	
Food Club	La Ricura	SAS	Wholesome Pantry	

Canned Vegetables and Fruits

If any brand you sell is missing from the list on the next page, please submit the UPCs for that brand for any allowable products.

Not allowed: any added sugars, fats, or oils. For more information about allowed canned vegetables and fruits, see the WIC Acceptable Foods Card.

Use the NYS WIC UPC Submissions Form link found at https://nyswicvendors.com/upc-resources/. For instructions on how to use the submissions form, see page 29.

If you are submitting more than 10 products, you may use the NYS WIC UPC Submissions Spreadsheet found on the same webpage. For instructions on how to use the submissions spreadsheet, see page 37.

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Canned Vegetables and Fruits

These brands are already included in the APL.

Alessi	Dei Fratelli	Gia Russa	La Choy	Natural Directions	Rosa	Valu Time
Allen's	Del Campo	Giant Eagle	La Costena	Natural Value	Rotel	Vermont Village
Always Save	Del Monte	Giorgio	La Fe	Nature's Place	S and W	Wegmans
America's Choice	DeLallo	Glick's	La Fede	Nature's Promise	San Marzano	Weis
Applesnax	Desert Pepper	Goya	La Preferida	O Organics	Santa Cruz	White Rose
Archer Farms	Diane's Garden	Great Value	La Victoria	Old El Paso	Sclafani	Wholesome Pantry
Asian Best	Dole	Green Giant	Le Sueur	On The Border	Season	Wild Harvest
Asian Gourmet	Dynasty	Green Mountain Gringo	Libby's	Ortega	Seven Farms	Wild Oats
Avenue A	Essential Everyday	Greenway	Liberty Gold	Our Family	Shopper's Value	World Classics
Bellissimo	Exceptional Value	Gringo Jack's	Lieber's	Pace	ShopRite	Wylwood
Best Choice	Fairway	Haddar	Luigi Vitelli	Pacific Foods	Shur Savings	
Best Yet	Family Gourmet	Haddon House	Made With	Pampa	Shurfine	
Bhavani	Farm Fresh	Hannaford	Mama Tere	Parade	Signature Kitchens	
Bionaturae	Field Day	Hanover	Mancini	Pastene	Simple Truth	
Brad's	Food Club	Happy Harvest	Margaret Holmes	Pennsylvania Dutchman	Spartan	
Bush's	Food Lion	Herdez	Market Pantry	PICs/Price Chopper	Stokely's	
Cadia	Foodtown	Hunt's	Mishpacha	Polar	Stop and Shop	
Cantina	Freedom's Choice	Hy Top	Mott's	Pomi	Sun Of Italy	
Cento	Freshlike	Iberia	Mrs. Renfro's	Price Rite	Super A	
Cha Ching	Frontera	IGA	Muir Glen	Red And White	To Jo	
Chi Chi's	Full Circle	Jardine's	Musselman's	Red Gold	Tops	
Clear Value	Furmano's	Key Foods	Mutti	RedPack	Tostitos	
Contadina	Galil	Krasdale	Napoletano	Reese	Tuttorosso	
Cora	Gefen	Kuner's	Nash Brothers	Rienzi	Ty Ling	
Coyote Joe's	Geisha	La Centro Americana	Native Forest	Roland	Unger's	

Canned and Dried Beans

If any brand you sell is missing from the list on the next page, please submit the UPCs for that brand for any allowable products.

Canned beans must come in 15oz – 16oz containers and cannot contain any added sugars, fats, or oils. Dried beans must come in 16oz packages and cannot contain any ingredients other than beans, peas, or lentils. For more information about allowed canned or dried beans, see the WIC Acceptable Foods Card.

Use the NYS WIC UPC Submissions Form link found at https://nyswicvendors.com/upc-resources/. For instructions on how to use the submissions form, see page 29.

If you are submitting more than 10 products, you may use the NYS WIC UPC Submissions Spreadsheet found on the same webpage. For instructions on how to use the submissions spreadsheet, see page 37.

Please note that you must submit photos of all of the products you wish to add whether you use the form or the spreadsheet. You will need to take these photos using a phone or digital camera **before** you fill in the form. For guidance on what the photos need to show, see page 35.

Canned and Dried Beans

These brands are already included in the APL.

Allen's	Delicioso	Iberia	Our Family	Simply Balanced
Always Save	Dunya Harvest	IGA	Parade	Stop and Shop
Arrowhead Mills	Eden	Jack Rabbit	Pastene	Sun Of Italy
Avenue A	Essential Everyday	Joan Of Arc	Peak	Super A
Bella Famiglia	Fairway	Key Foods	PICs	Tops
Best Choice	Food Club	Krasdale	Price First	Unger's
Best Yet	Food Lion	Kuner's	Price Rite	Valutime
Brad's	Foodtown	La Cena	Progresso	Verde Valle
Brown's Best	Freedom's Choice	La Costena	Puro	Vitarroz
Bush's	Full Circle	La Fe	Ramela	Wegmans
C and F	Gefen	La Preferida	Randall Deluxe	Weis
Cadia	Giant Eagle	Lieber's	Rienzi	Westbrae
Camellia	Gonsalves	Luck's	Riverhead	Wholesome Pantry
Cari Dom	Goya	Made With	S and W	Wild Harvest
Cento	Great Value	Market Pantry	Sabor Nuestro	Wild Oats
Cherry Valley	Green Valley	Mother's Maid	Seven Farms	Wylwood
Clic	Greenway	Natural Directions	Shopper's Value	Ziyad
Conchita	Hannaford	Natural Value	ShopRite	
Condal	Hanover	Nature's Place	Shur Savings	
Dakota's Pride	Hurst's	Nature's Promise	Shurfine	
DeLallo	Hy Top	O Organics	Signature Kitchens	

Canned Fish

If any brand you sell is missing from the list on the next page, please submit the UPCs for that brand for any of the following allowable products:

Type of Fish	Sizes
Light Tuna	5oz and 6oz cans
Pink Salmon	5oz, 6oz, and 7.5oz cans
Sardines	3.75oz cans

Canned fish may be packed in water or oil. **Not allowed**: red salmon, blueback salmon, albacore tuna, added flavors. For more information about allowed canned fish, see the WIC Acceptable Foods Card.

Use the NYS WIC UPC Submissions Form link found at https://nyswicvendors.com/upc-resources/. For instructions on how to use the submissions form, see page 29.

If you are submitting more than 10 products, you may use the NYS WIC UPC Submissions Spreadsheet found on the same webpage. For instructions on how to use the submissions spreadsheet, see page 37.

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Canned Fish

These brands are already included in the APL.

Ace Of Diamonds	Dagim	Gwaizi	Market Pantry	Price Chopper/PICs	Super Associated
Alshark	Dolores	Haddon House	Melech Hayam	Puro	Tiny Tots
Arkona	Double Q	Hannaford	Mishpacha	Real	Tops
Atun Fabi Saa	Elisfresh	Hy Top	Natural Sea	Red and White	Tuny
Avenue A	Empress	Icy Point	Nature's Promise	Reese	Valu Time
Beach Cliff	Essential Everyday	IGA	Northern Catch	Rio Mare	Van Camps
Bear and Wolf	Excelsior	Key Foods	Ocean Naturals	Royal	Van Martin
BenZ's	Food Club	King Oscar	Ocean Prince	Rubinstein	Wegmans
Best Yet	Gefen	Kirkland	Open Nature	Schwartz	Weis
Brunswick	Geisha	Krasdale	Our Family	Season	Wild Planet
Bumble Bee	Genova	Kroger	Pampa	ShopRite	Wild Selection
CalMex	Glick's	La Sirena	Pastene	Shurfine	
Cento	Grace	Lieber's	Pillar Rock	Signature Kitchens	
Chicken Of The Sea	Granadaisa	Lily	Port Clyde	Starkist	
Crown Prince	Great Value	Madame Gougousse	Port Side	Stop and Shop	

Peanut Butter

If any brand you sell is missing from the list on the next page, please submit the UPCs for that brand for any allowable products.

Peanut butter must come in 16oz – 18oz containers. **Not allowed**: organic, added palm oil, peanut spreads, or other added ingredients.

For more information about allowed peanut butter, see the WIC Acceptable Foods Card.

Use the NYS WIC UPC Submissions Form link found at https://nyswicvendors.com/upc-resources/. For instructions on how to use the submissions form, see page 29.

If you are submitting more than 10 products, you may use the NYS WIC UPC Submissions Spreadsheet found on the same webpage. For instructions on how to use the submissions spreadsheet, see page 37.

Please note that you must submit photos of all of the products you wish to add whether you use the form or the spreadsheet. You will need to take these photos using a phone or digital camera **before** you fill in the form. For guidance on what the photos need to show, see page 35.

Peanut Butter

These brands are already included in the APL.

Adams Peanut Butter	Freedom's Choice	Market Pantry	Shopper's Value
Adom Foods	Gefen	Mishpacha	ShopRite
Algood	Giant Eagle	Nature's Place	Shur Savings
Always Save	Glick's	Nina International	Shurfine
Arrowhead Mills	Great Value	Nut And Butter	Signature Kitchens
Avenue A	Green Way	Once Again	Skippy
Best Choice	Haddar	Open Nature	Smucker's
Best Yet	Hampton Farms	Our Family	Stop and Shop
Better Valu	Hannaford	Panner	Super A
Brad's Naturals	Hy Top	Parade	Supreme
Clear Value	IGA	Peanut Butter Boy	Teddie
Crazy Richard's	Jif	Peanut Delight	The Peanut Principle
Deggeh	Justins	Peter Pan	Tops
Essential Everyday	Kemach	PICs/Price Chopper	Urban Meadow
Exceptional Value	Key Foods	Planters	Valu Time
Fairway	Koeze Cream	Praise	Velvet
Farm Fresh	Krasdale	Price First	Vermont
Fifty 50	Krema	Price Rite	Wegmans
Flavorite	Landis	Red and White	Weis
Food Club	Laura Scudder's	Reese's	White Rose
Food Lion	Lieber's	Saratoga Peanut Butter Company	Wild Friends
Foodtown	Maple Grove Farms	Schwartz	Yum Nature

Using the Electronic NYS WIC UPC Submissions Form

Electronic UPC Submissions Form

To submit individual UPCs to be added to the APL, use the online form found on the NYS WIC Vendor Website at https://nyswicvendors.com/upc-resources/.

You will need the following information for each product:

- 12 or 13 digit UPC code
- Brand name
- Name of product
- Size of container
- Two photos of the product showing:
  - UPC code
  - Ingredients
  - Nutritional Information Panel
  - Name of Product
  - Size of package

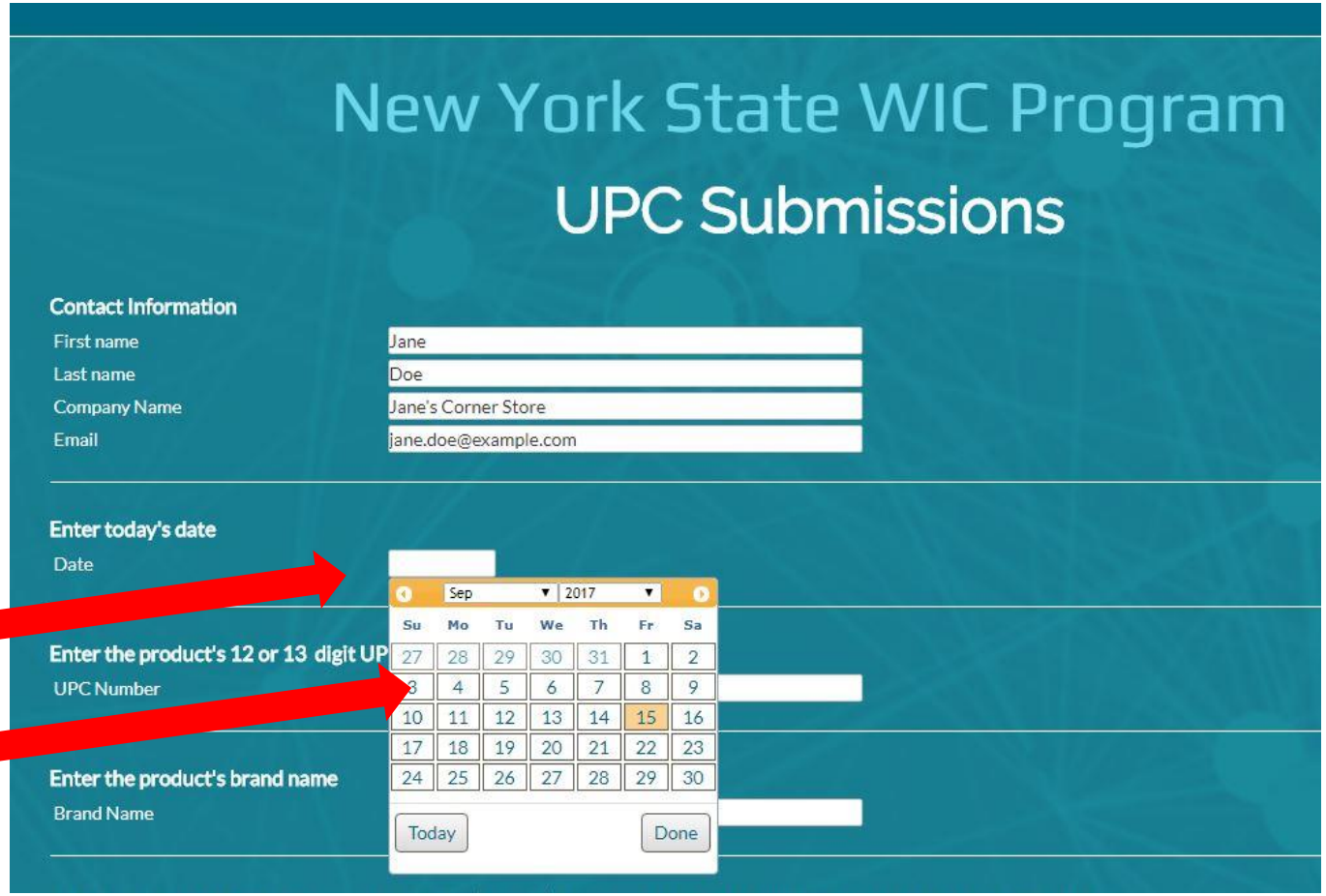
You **will not** be able to submit the form without photos. You will need to take these photos using a phone or digital camera **before** you fill in the form. For guidance on what the photos need to show, see page 35.

Electronic UPC Submissions Form

Step 1: enter your name and contact information

Electronic UPC Submissions Form

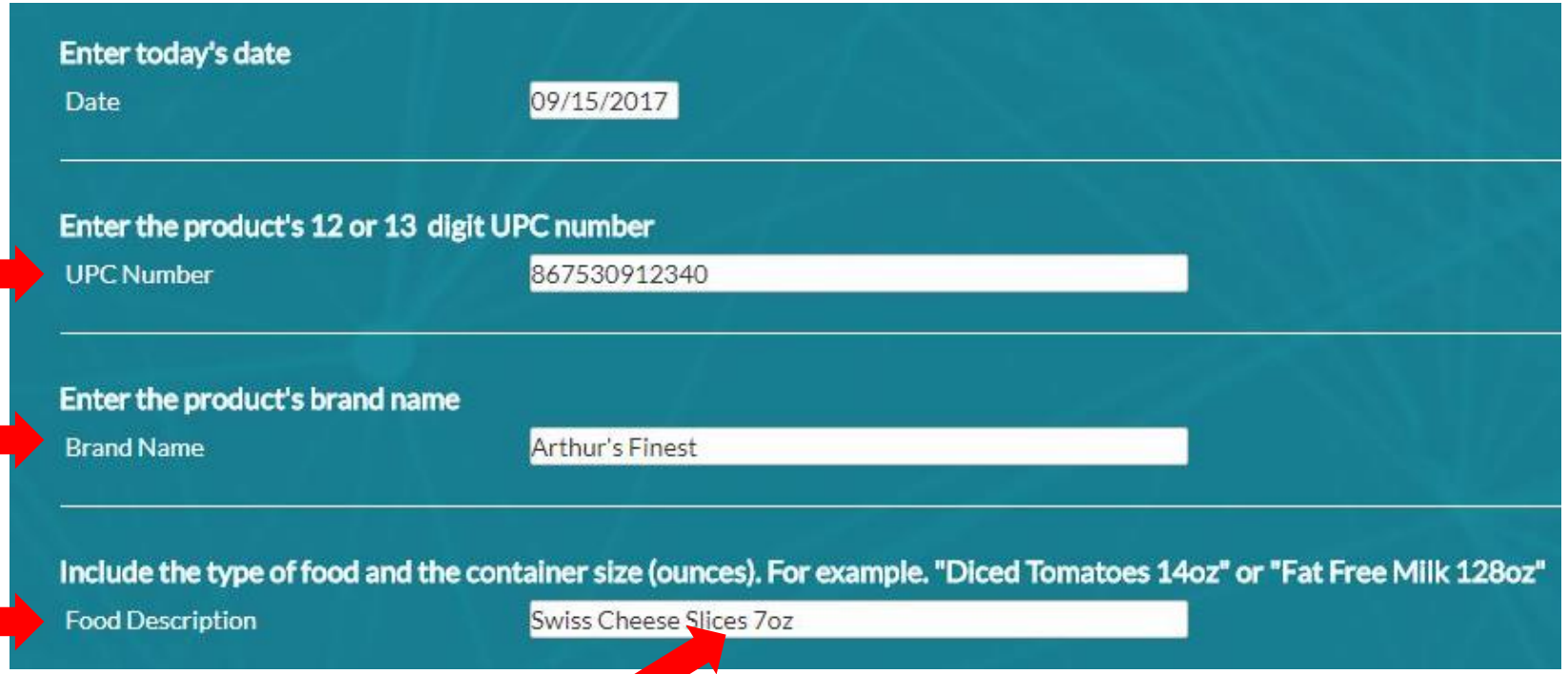
Step 2: choose today's date by clicking on the date box and then clicking the current date on the popup calendar.



Electronic UPC Submissions Form

Step 3: Enter the product information including:

- the UPC
- the brand
- the product description

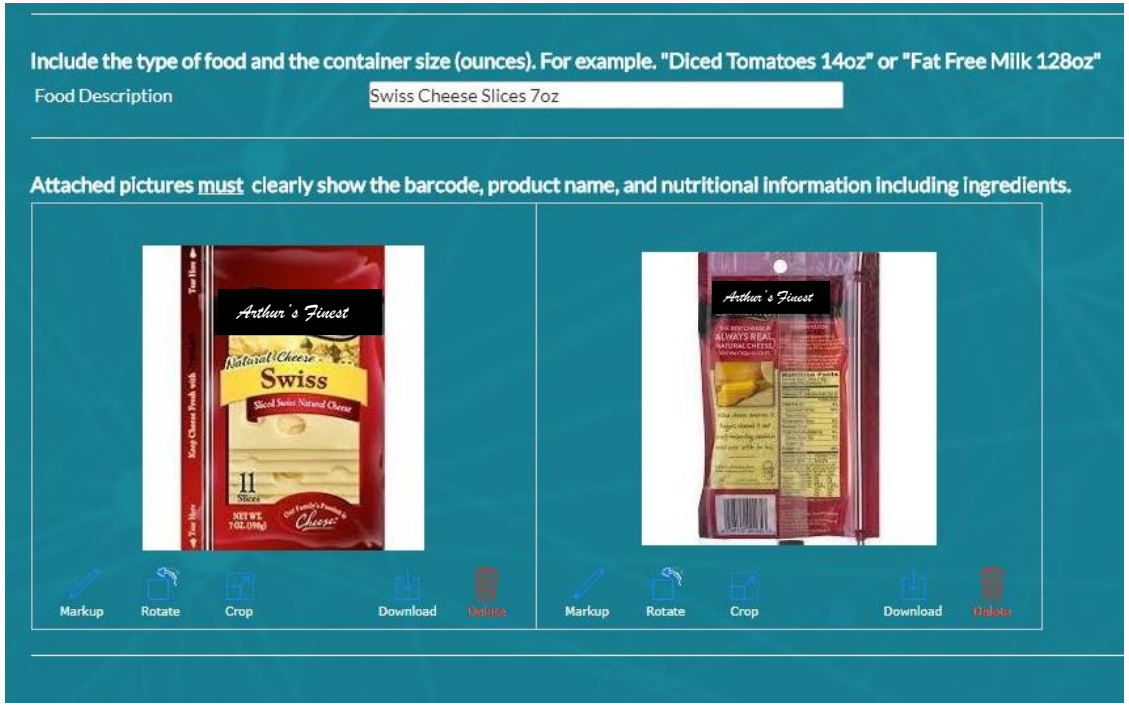


The product description should include the name of the product and the size in ounces.

Electronic UPC Submissions Form

Step 4: Upload 2 photos of the product by clicking the “choose file” buttons.

Be sure to include all relevant package details. Refer to photo guidance on the next page.



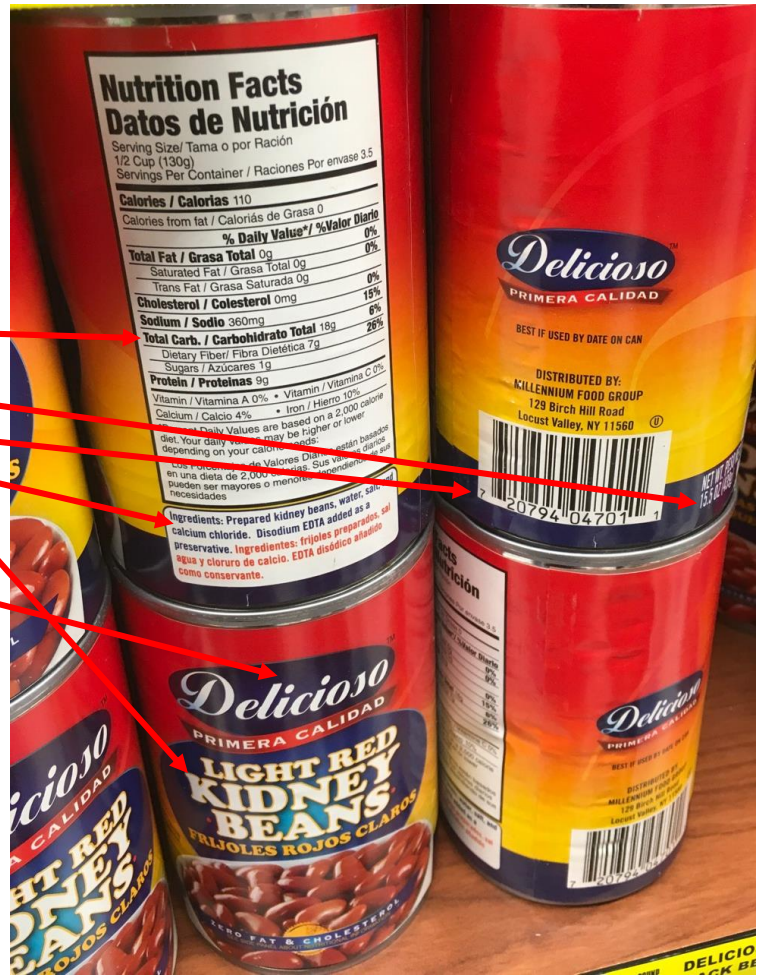
Electronic UPC Submissions Form

Product Photo Guidance

✓ Useable Photo

Clearly shows:

- nutrition panel
- size
- UPC
- ingredients
- product name
- brand



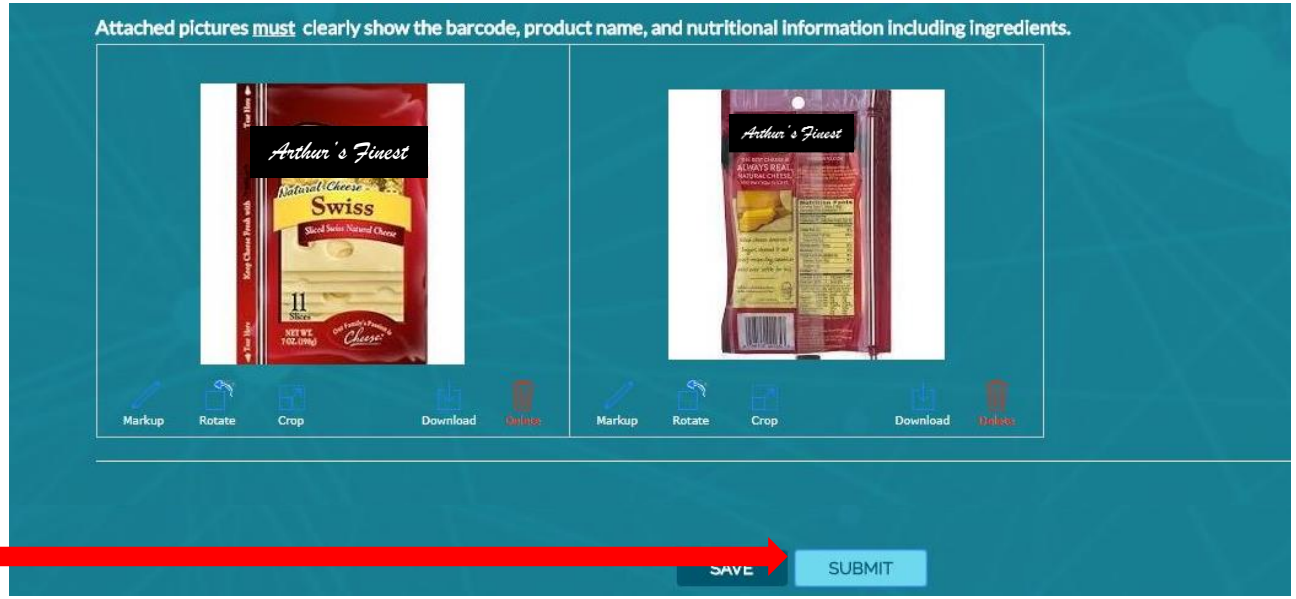
Not Usable Photo ✗

Does not clearly show:

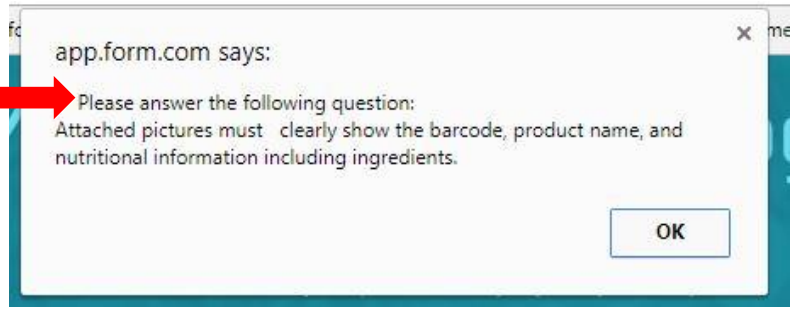
- ingredients

Electronic UPC Submissions Form

Step 5: Complete the UPC submission process by clicking the “Submit” button.



If you do not include product pictures, an error message will appear when you click “Submit.”



Using the NYS WIC UPC Submissions Spreadsheet

UPC Submissions Spreadsheet

If you need to submit more than 10 UPCs at a time to be added to the APL, you should use the Bulk Additions spreadsheet found on the NYS WIC Vendor Website at https://nyswicvendors.com/upc-resources/.

Step 1. Download and save the spreadsheet to a computer.

Step 2. Fill in the spreadsheet and save your changes.

Step 3. Take two photos of each product you included in the spreadsheet using your phone or a digital camera. For guidance on what the photos need to show, see page 35.

Step 4. Email the spreadsheet **and the photos** to wicfoods@health.ny.gov.

Note: Because digital photo files can be large, you may need to send more than one email with photos attached. Please do not submit more than 20 photos in a single email.

If you do not submit useable photos, the products cannot be added to the APL.

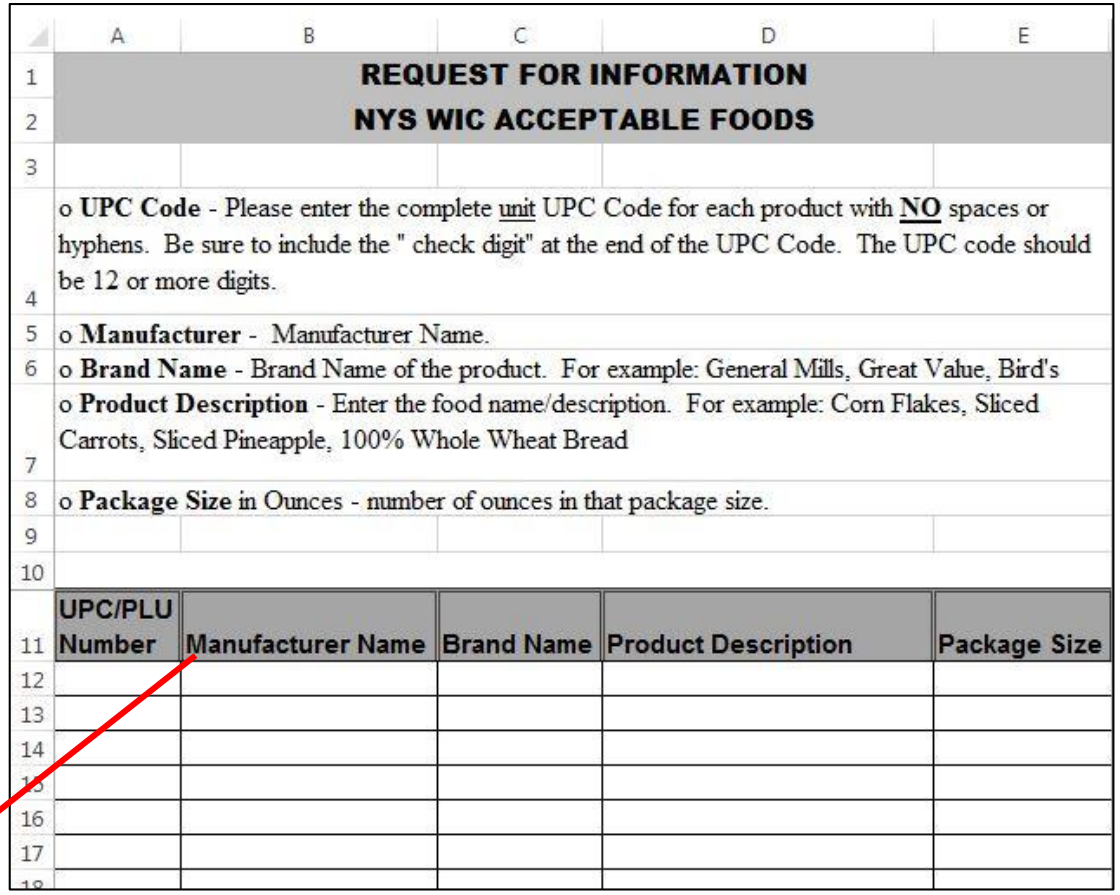
If you need to submit more than 50 UPCs at a time, you may contact wicfoods@health.ny.gov for help.

UPC Submissions Spreadsheet

You will need the following information for each product:

- 12 or 13 digit UPC code
- Brand name
- Name of product
- Size of container in ounces
- You must also email two photos of each product showing:
  - UPC code
  - Ingredients
  - Nutritional Information Panel
  - Name of Product
  - Size of package

See Photo Guidance on page 35.



	A	B	C	D	E
1	**REQUEST FOR INFORMATION**				
2	**NYS WIC ACCEPTABLE FOODS**				
3					
4	o **UPC Code** - Please enter the complete unit UPC Code for each product with **NO** spaces or hyphens. Be sure to include the " check digit" at the end of the UPC Code. The UPC code should be 12 or more digits.				
5	o **Manufacturer** - Manufacturer Name.				
6	o **Brand Name** - Brand Name of the product. For example: General Mills, Great Value, Bird's				
7	o **Product Description** - Enter the food name/description. For example: Corn Flakes, Sliced Carrots, Sliced Pineapple, 100% Whole Wheat Bread				
8	o **Package Size** in Ounces - number of ounces in that package size.				
9					
10					
11	**UPC/PLU Number**	**Manufacturer Name**	**Brand Name**	**Product Description**	**Package Size**
12					
13					
14					
15					
16					
17					

Include the Manufacturer Name if known. This information is not mandatory.

Contact Us:

You can find many useful resources on the NY State WIC Vendor Website at https://nyswicvendors.com.

If you have any questions or concerns about submitting products to be added to the APL, send an email to wicfoods@health.ny.gov.