



VB # 5 – June 4, 2021

**NYS WIC PROGRAM
VENDOR BULLETIN**

Title: Fruits and Vegetables Increase and UPC Mapping

This is an important notice. Please have it translated.

Este aviso es importante. Haga que lo traduzcan.

Это важное сообщение. Пожалуйста, попросите перевести вам данную информацию

Đây là thông báo quan trọng. Xin vui lòng nhờ người chuyên ngữ tài liệu này cho quý vị.

Ovo je važna obavijest. Molimo da tražite da vam se prevede.

यह एक महत्वपूर्ण सूचना है। कृपया इसे अनुवाद करके रखें।

這是一項重要通告。請予以翻譯。

هذه ملاحظة هامة يرجى ترجمتها

זוהי הודעה חשובה. נא לתרגם אותה.

The NYS WIC Program is participating in a nationwide initiative to increase WIC participant's Cash Value Benefit (CVB) for purchasing fresh, frozen, and canned fruits and vegetables. The maximum value of \$35 each month will automatically be added to a participant's eWIC card beginning **June 1, 2021 through September 30, 2021**.

To ensure vendors can successfully redeem fresh produce purchases, vendors with integrated electronic cash registers (ECRs) should be regularly mapping all fresh packaged produce UPCs to the appropriate PLUs.

If you have any questions about this Vendor Bulletin, please contact your Vendor Management Agency.

Thank you,

NYS WIC Program