



**Department  
of Health**

# **APL and UPC Guide for WIC Vendors**

**August 4, 2023**

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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

# 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](https://nyswicvendors.com/upc-resources/) 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 or Three 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 [12](#).

The screenshot shows the 'WIC - UPC Submissions' form. It is divided into several sections: 'Contact Information' with fields for First Name, Last Name, Company Name (optional), Email, and Phone Number; 'Enter the product's 12 or 13 digit UPC number' with a UPC Number field; 'Food Description' with a text area for the product description; 'Notes (optional)' with a larger text area; and 'Product Photos' with three 'Image #' fields, each with a 'Choose File' button and 'Upload requirements' text. At the bottom, there is a 'I'm not a robot' checkbox, a reCAPTCHA logo, and a 'Submit' button.



# Electronic UPC Submissions Form

## WIC - UPC Submissions

Contact Information

<b>First Name*</b>	<b>Last Name*</b>
<input type="text"/>	<input type="text"/>
<b>Company Name (optional)</b>	
<input type="text"/>	
<b>Email*</b>	<b>Phone Number*</b>
<input type="text"/>	<input type="text"/>

Step 1: Enter your name and contact information



# Electronic UPC Submissions Form

Step 2: Enter the product information including:

- The UPC
- The food description

Enter the product's 12 or 13 digit UPC number

**UPC Number\***

Food Description

Include the type of food and the container size (ounces). For example, "Diced Tomatoes 14oz" or "Fat Free Milk 128oz"

**Food Description\***

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

# Electronic UPC Submissions Form

Step 3: Upload 2 or 3 photos of the product by clicking the “choose file” buttons.



Product Photos

Attached pictures **must** clearly show the barcode, product name, product size, and nutritional information including ingredients.  
Only 3 photos may be uploaded. Only .gif, .jpg, and .png file types are allowed. Max file size is 5MB

**Image #1\***

No file chosen

[Upload requirements](#)

**Image #2\***

No file chosen

[Upload requirements](#)

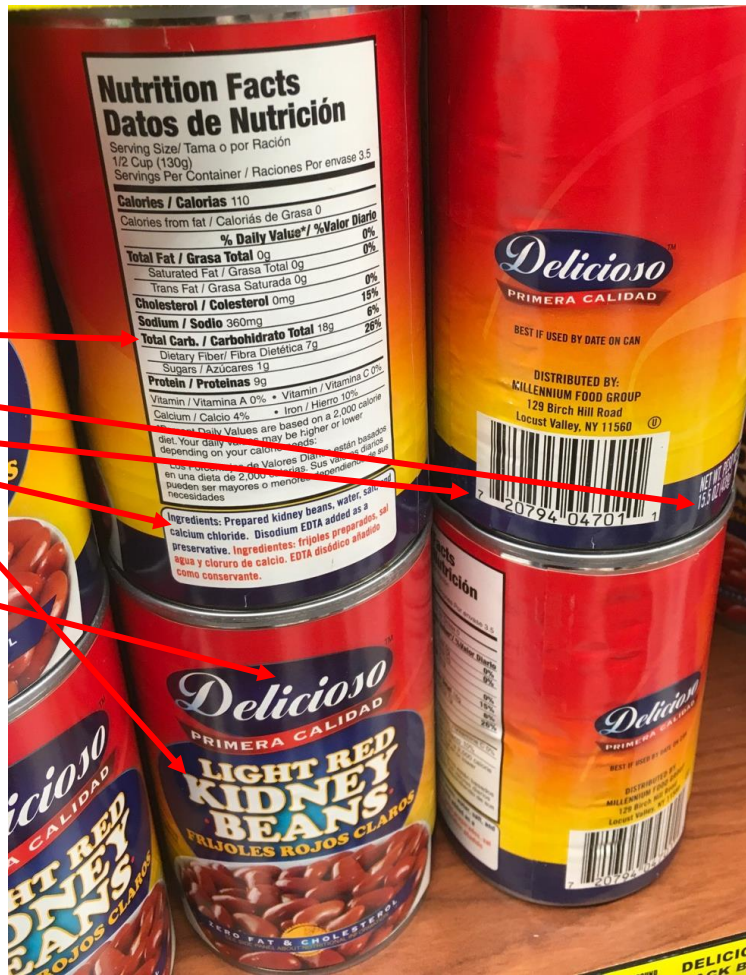
**Image #3**

No file chosen

[Upload requirements](#)

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 checking the “I’m not a robot” reCAPTCHA box and clicking the “Submit” button.

 I'm not a robot   
reCAPTCHA  
Privacy - Terms

Submit

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



- Image #1 field is required.
- Image #2 field is required.

# 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 [12](#).

Step 4. Email the spreadsheet **and the photos** to [wicfoods@health.ny.gov](mailto: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](mailto: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 [12](#).

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

	A	B	C	D	E
1	<b>REQUEST FOR INFORMATION</b>				
2	<b>NYS WIC ACCEPTABLE FOODS</b>				
3					
4	o <b>UPC Code</b> - Please enter the complete <u>unit</u> UPC Code for each product with <b>NO</b> 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 <b>Manufacturer</b> - Manufacturer Name.				
6	o <b>Brand Name</b> - Brand Name of the product. For example: General Mills, Great Value, Bird's				
7	o <b>Product Description</b> - Enter the food name/description. For example: Corn Flakes, Sliced Carrots, Sliced Pineapple, 100% Whole Wheat Bread				
8	o <b>Package Size in Ounces</b> - number of ounces in that package size.				
9					
10					
11	<b>UPC/PLU Number</b>	<b>Manufacturer Name</b>	<b>Brand Name</b>	<b>Product Description</b>	<b>Package Size</b>
12					
13					
14					
15					
16					
17					
18					



# 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](mailto:wicfoods@health.ny.gov).