



VB #5 – March 25, 2026

NYS WIC PROGRAM
VENDOR BULLETIN

Title: Fresh Herbs Coming Soon - Mapping Fresh Herb UPCs to PLUs

Dear WIC Vendors:

Starting April 6, 2026, the New York State WIC Program will be adding fresh herbs to the New York State WIC Approved Product List (APL). WIC participants will be able to buy fresh herbs with their fruit and vegetable cash value benefit (CVB).

What you need to do:

- If you use an Electronic Cash Register System (ECR), you must map packaged fresh herb UPCs to the most similar PLU listed in the attached table. Make sure this is ready by April 6, 2026 so WIC participants can buy them. Contact your ECR provider with questions about how to map fresh produce UPCs in your system. A handout is also available on the New York State WIC Vendor website for mapping produce.
• If you use an eWIC stand-beside point-of-sale terminal, you do not need to map fresh herbs and packaged produce UPCs. As a reminder, cashiers using these terminals must manually enter the PLU for fresh herbs in the eWIC terminal instead of scanning the barcode.

Dried herbs, spices, and fresh potted herbs are NOT allowed. A handout is available with more information about allowed fresh herbs.

If you have any questions, please contact your Vendor Management Agency Public Health Solutions at 646-973-3942 or vma@healthsolutions.org.

Thank you,

NYS WIC Program

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 chuyển 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.