



# WIC VENDOR TRAINING 2023 ANNUAL REQUIREMENTS

Store employees should read this information to meet WIC Nutrition Program annual training requirements. The store must [keep a record](#) of employees who read this information for Department of Health WIC staff to review upon request.

## ABOUT WOMEN, INFANTS, & CHILDREN (WIC)

The nutritional health of a pregnant women has a profound effect on fetal development and newborn health. Babies born to well-nourished moms get to be children better prepared to learn and grow.

The WIC program promotes healthy outcomes by prescribing supplemental nutrition to income eligible pregnant and breastfeeding women, infants, and children up to 5 years of age, offering nutrition education, breastfeeding support, health screenings and referrals, in addition to prescription-based food benefits. WIC participants receive a food prescription from a certified dietitian based on their unique nutritional needs.

WIC approved foods must meet federal and state nutritional requirements of specific nutrients including calcium, fiber, iron, protein, and vitamins A and C.

By selling WIC approved foods, your store helps participants receive the nutritional benefits they need.

### 2022 WIC PARTICIPANT DATA OUTCOMES

In Washington state more than **650** WIC authorized grocery stores made nutritious foods available to almost **196,000** WIC participants; **142,000** infants and children and **54,000** pregnant or nursing women.

How increasing access to nutritious foods for WIC participants benefits stores:

- WIC vendors received **\$81,140,258**.  
Of that, **\$24,205,600** was in fruits and vegetables alone.
- WIC shoppers spend an additional **\$3 to \$4** for every **\$1** in WIC dollars redeemed.



## NEW & IMPROVED

- [WIC Grocery Vendor webpages](#) have been redesigned based on your feedback. Find program announcements, resources, training information and more, easier than before.
- Canned fruits and vegetables are being added to the [Approved Products List \(APL\)](#) to increase access for participants and help stores meet Minimum Inventory Requirements.
- [The WIC Shopping Guide](#) is getting an update and will be accessible by the WICShopper app or [WIC website](#) on October 2, 2023. Hard copies will be sent out to vendors shortly after.

## CHANGES TO WIC FOODS

The U.S. Department of Agriculture's Food and Nutrition Service issued mandated changes in 2022 for infant formula, breakfast cereal, fish, milk, and whole grains. Whenever an item is added, changed, or removed, the [Approved Products List \(APL\)](#) is updated. The most up to date lists for Washington WIC Authorized Foods and WIC approved infant formulas can always be found in the WICShopper app or on the [WIC website](#).



Scan for  
Approved  
Products List



Scan for  
Approved Infant  
Formulas

An out-of-date APL is a common reason WIC approved items are refused at the register.

**SET A REMINDER to ensure the newest APL is uploaded on a regular basis to keep your point of sale (POS) system up to date on WIC food changes. Contact your POS provider for help keeping your APL current.**

## STAY INFORMED

We communicate program announcements and changes as they occur. Notification is made to corporate offices and stores by email. Sharing this important information with every employee interacting with the WIC program and its participants can help prevent issues at the register and improve customer service.

Notify the WIC Vendor Management Team at [WICRetailManagement@doh.wa.gov](mailto:WICRetailManagement@doh.wa.gov) of any email address, managerial, or ownership changes at your store.

### Important WIC program news is communicated with our vendors by:

**e-Bulletin** is a quarterly newsletter emailed to all WIC contacts and [posted to the WIC Vendor webpage](#). Posting e-Bulletins where store employees gather, including cashiers, managers, bookkeepers, and inventory staff, is appreciated.

**Interactive Vendor Training** is offered online and in person, available in English and Spanish, and proven valuable for new store staff as well as those who could benefit from a refresher. It's also a contract requirement each store must meet at least once within the contract period.

Upcoming trainings are posted on the [WIC Vendor Training Information webpage upon scheduling](#).

## WIC VENDOR DATA – PARTICIPANT AND REDEMPTION TOTALS PER COUNTY

The total redemptions & participants served at WIC authorized stores for all 39 Washington counties from October 1, 2021 -September 30, 2022 is as follows:


| COUNTY           | TOTAL WIC PARTICIPANTS SERVED | INFANTS & CHILDREN SERVED | WOMEN SERVED  | TOTAL WIC \$ REDEEMED | TOTAL F&V \$ REDEEMED |
|------------------|-------------------------------|---------------------------|---------------|-----------------------|-----------------------|
| Adams            | 2,914                         | 2,066                     | 848           | \$1,368,692           | \$414,161             |
| Asotin           | 518                           | 384                       | 134           | \$187,650             | \$51,233              |
| Benton           | 6,621                         | 4,813                     | 1,808         | \$2,796,462           | \$811,911             |
| Chelan           | 3,922                         | 2,842                     | 1,080         | \$1,710,585           | \$516,645             |
| Clallam          | 1,595                         | 1,166                     | 429           | \$537,870             | \$150,119             |
| Clark            | 9,372                         | 6,887                     | 2,485         | \$3,900,498           | \$1,171,922           |
| Columbia         | 63                            | 45                        | 18            | \$17,047              | \$3,279               |
| Cowlitz          | 3,751                         | 2,751                     | 1,000         | \$1,489,661           | \$409,670             |
| Douglas          | 1,066                         | 801                       | 265           | \$453,372             | \$138,875             |
| Ferry            | 208                           | 154                       | 54            | \$68,984              | \$17,950              |
| Franklin         | 7,746                         | 5,587                     | 2,159         | \$3,570,985           | \$1,060,716           |
| Garfield         | 51                            | 35                        | 16            | \$22,459              | \$5,504               |
| Grant            | 5,951                         | 4,300                     | 1,651         | \$2,786,728           | \$822,832             |
| Grays Harbor     | 2,735                         | 2,031                     | 704           | \$1,123,727           | \$303,643             |
| Island           | 1,998                         | 1,464                     | 534           | \$792,555             | \$249,124             |
| Jefferson        | 490                           | 344                       | 146           | \$152,165             | \$52,660              |
| King             | 40,246                        | 28,880                    | 11,366        | \$16,866,636          | \$5,164,982           |
| Kitsap           | 5,989                         | 4,354                     | 1,635         | \$2,136,206           | \$642,776             |
| Kittitas         | 812                           | 580                       | 232           | \$320,907             | \$102,629             |
| Klickitat        | 578                           | 413                       | 165           | \$241,162             | \$60,794              |
| Lewis            | 2,655                         | 1,946                     | 709           | \$1,056,362           | \$305,456             |
| Lincoln          | 228                           | 171                       | 57            | \$91,781              | \$27,541              |
| Mason            | 1,536                         | 1,221                     | 315           | \$473,218             | \$138,551             |
| Okanogan         | 1,953                         | 1,448                     | 505           | \$831,741             | \$247,324             |
| Pacific          | 366                           | 268                       | 98            | \$166,628             | \$41,988              |
| Pend Oreille     | 263                           | 191                       | 72            | \$101,077             | \$27,729              |
| Pierce           | 23,350                        | 16,907                    | 6,443         | \$9,499,311           | \$2,743,949           |
| San Juan         | 250                           | 184                       | 66            | \$84,939              | \$28,141              |
| Skagit           | 4,433                         | 3,181                     | 1,252         | \$1,738,583           | \$571,583             |
| Skamania         | 86                            | 63                        | 23            | \$27,911              | \$7,472               |
| Snohomish        | 13,687                        | 9,904                     | 3,783         | \$6,009,257           | \$1,831,703           |
| Spokane          | 16,454                        | 12,029                    | 4,425         | \$6,133,494           | \$1,825,087           |
| Stevens          | 919                           | 661                       | 258           | \$343,811             | \$97,539              |
| Thurston         | 6,134                         | 4,465                     | 1,669         | \$2,442,762           | \$684,959             |
| Wahkiakum        | 54                            | 37                        | 17            | \$19,722              | \$5,045               |
| Walla Walla      | 2,008                         | 1,461                     | 547           | \$851,452             | \$242,255             |
| Whatcom          | 4,647                         | 3,377                     | 1,270         | \$1,721,817           | \$566,308             |
| Whitman          | 699                           | 483                       | 216           | \$246,783             | \$76,072              |
| Yakima           | 19,307                        | 13,921                    | 5,386         | \$8,755,258           | \$2,585,473           |
| <b>STATEWIDE</b> | <b>195,655</b>                | <b>141,815</b>            | <b>53,840</b> | <b>\$81,140,258</b>   | <b>\$24,205,600</b>   |

## IT'S FOR EVERYONE: THE WICSHOPPER APP

- Free, easy to download, highly rated, and user-friendly.
- It's available to any person with a mobile phone or tablet.
- Content is available in 21 languages.

**HOW TO INSTALL THE APP:**

Download **WICShopper** from your app store.



GET IT ON **Google Play** | Download on the **App Store**

WASHINGTON **wic** Select **Washington**.

4.8



53.7K reviews



Scan Barcode

Scan any UPC barcode\* to see if it is a WIC approved item.

If a WIC Card with benefits is **not** attached to the WICShopper app account, only **green** or **red** will appear.

If a WIC Card with benefits is attached to the WICShopper app account, one of three colors will appear:

|  |  |   |
|--|--|---|
|  |  |   |
| <p><b>Green:</b> It's a WIC approved food and benefits are available to purchase item.</p> | <p><b>Orange:</b> It's a WIC approved food but no available benefits to purchase item.</p> | <p><b>Red:</b> It's not a WIC approved food and may not be purchased with benefits.</p> |

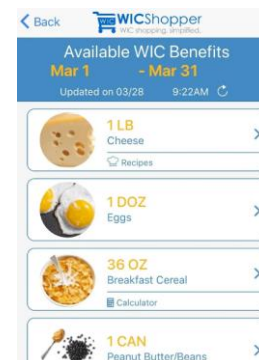


\*NOTE: Produce PLUs must be mapped in the POS system to be redeemed by WIC Cards.



My Benefits

- Users with a WIC Card can view their available benefit balance in real time.
- Select a category to see the current list of all WIC Approved Foods in that category.
- Users have access to tools such as produce and cereal calculators, recipes, and more.
- Users can link their WIC Card to let them know if an item is allowed with their benefits.



## WIC TRANSACTION TROUBLESHOOTING

Occasionally you may encounter issues with WIC Card transactions. When a food item won't ring up as WIC approved, it may be caused by one of the following:

- The item isn't a WIC approved item or no longer meets the requirements to be an approved food due to manufacturer changes such as package size, nutritional content, type, or variety.
- The latest Approved Product List wasn't uploaded properly or is outdated. Contact your Point of Sale (POS) provider to ensure the most [current APL](#) is uploaded.
- The participant does not have available benefits. Each participant can confirm their benefit balance in their WICShopper app account or on the mid-transaction receipt.
- The fresh produce PLU code is not mapped as a WIC approved item in the store's POS system. Contact your store's POS provider for produce mapping help.
- It may be a new item we don't know exists. Participants and store staff who use the WICShopper app can use the "I Couldn't Buy This" tool to report the item for review.



When a WIC purchase is declined it may be because:

- The participant has exhausted all available benefits. Participants can see their benefit balance in the WICShopper app account, by requesting a balance inquiry, or on the mid-transaction receipt.
- A single WIC EBT transaction may contain a maximum of 50 unique items as identified by their UPC or PLU. Separating large orders into two transactions should prevent this.

## WIC SHELF TAG PLACEMENT



Accurately placed WIC shelf tags help WIC customers have a better shopping experience and can prevent issues at the register.

As the WIC approved foods list changes, we realize WIC shelf tags can be tough to maintain.

We highly recommend stores use the WICShopper app's "Scan Barcode" feature to quickly identify WIC approved items and tag shelves accurately. Stores not utilizing the app may find the [WIC Washington Shopping Guide](#) a helpful tool for identifying WIC approved foods.



Keep in mind that the "Scan Barcode" feature will not work for fresh produce.

## PRODUCE MAPPING

Produce mapping is essential for WIC participants to buy fresh fruits and vegetables from your stores.

If new produce arrives, or existing produce with a different UPC, remember to map it right away to a PLU number or your POS system will not know it is a WIC approved item. If you have questions or need help to do this, contact your POS provider.

## MINIMUM INVENTORY REQUIREMENTS

WIC Minimum Inventory Requirements (MIR) are established to ensure a variety of WIC approved foods are available for participants to purchase.



Scan for  
Minimum  
Inventory  
Requirements

WIC vendors must always maintain MIR to meet the WIC Vendor contract requirements.

The [Minimum Inventory Requirements](#) can be viewed online.

| Food Category  | Approved Sizes  | Minimum Required Inventory  |
|--|---|---|
| Baby Cereal  | 8 oz or 16 oz box or flip-lid container   | 32 oz total, including at least 2 boxes or containers of 8 oz baby cereal   |
| Baby Food – Fruits and Vegetables  | 4 oz glass jar or 4 oz plastic container (2-packs allowed)  | Any combination of 32 total jars or plastic containers; 4 varieties   |
| Breakfast Cereal   | 9, 11.8, 12, 12.1, 14, 14.3, 14.5, 15, 16, 18, 20, 21, 21.5, 21.7, 22, 24, and 36 oz boxes  | 12 boxes total; 3 varieties; including at least 1 whole grain cereal  |
| Cheese   | 8 oz, 1 lb or 2 lb packaged block, shredded, or string cheese   | Six 1 LB blocks total; 3 varieties  |
| Dried or Canned Beans/Peas/Lentils   | 16 oz bag or 15-16 oz can   | 64 oz total; 2 varieties  |
| Eggs   | 12-count carton (1 dozen) small, medium, large size, extra-large, or jumbo  | 6 cartons of 1 dozen  |
| Fish – Canned  | Tuna: 2.5 oz, 5 oz, 6 oz, 20 oz (4-5oz pks)<br>Pink salmon: 2.5 oz, 5 oz, 6 oz, 7.5 oz, 14.75 oz<br>Sardines: 3.75 oz to 4.25 oz  | 12 cans total; 2 varieties  |
| Fresh Fruits and Vegetables  | Bags or packages, whole or cut  | 20 varieties total; including at least 5 varieties of fruits and at least 5 varieties of vegetables   |
| Infant Formula   | See WIC infant formula reference materials  | 9 cans Similac Advance 12.4 oz powder   |
| Juice for Women  | 46 oz can or plastic bottle of vegetable juice, or 11.5 oz / 12 oz frozen container of juice  | Any combination of 6 total cans, plastic bottles, or frozen containers; 3 varieties   |
| Juice for Children   | 64 oz plastic bottle  | 6 bottles total; 3 varieties  |
| Milk   | Quart, half-gallon or gallon container or powdered conversion to these sizes. Evaporated: 12oz can  | 10 gallons total; including a total of at least 5 gallons 1% or nonfat milk; any combination of approved sizes  |
| Peanut Butter  | 16 oz jar   | 6 jars total; 2 varieties   |
| Whole Grain and Whole Wheat Choices  | Brown rice: 16, 14 oz (instant only), or 32 oz bag, oatmeal: 16 oz, 18 oz, 32 oz; tortillas: 16oz; whole wheat pasta: 16 oz bag or box; 100% whole grain/wheat bread: 16 oz | 128 oz total; including at least 2 different options, and at least 2 loaves of 100% whole wheat bread or 100% whole wheat hamburger or hot dog buns in 16 oz size |
| Frozen Fruits and Vegetables, Goat Milk, Soy Beverages, Tofu and Yogurt, Baby Food Meats | No minimum inventory requirement  |   |

## NOT TO EXCEED (NTE) VARIANCES AND ADJUSTMENTS

The eWIC system sets NTE rules which calculate future pricing based on purchase trends in each peer group. Analysis of NTE amounts for effectiveness, outliers, and product level reimbursements may result in adjusting NTE calculations for some products. We continue to use eWIC NTE calculations to support cost containment measures and find the system effective at adjusting based on redemption amounts and market influences.

WIC reimburses vendors up to the set NTE amount for WIC approved items at the time of purchase. If the vendor charges more for an item than the NTE amount compared to similar vendors in their peer group, the vendor may be reimbursed less than the amount charged. Vendors may request an eWIC variance report from their third-party processor showing the difference between the amount charged and the amount reimbursed.

We understand prices may rise outside of a vendor's control causing the vendor to increase prices to support these costs. The prices for milk, eggs, and cheese are recent examples. The WIC program is permitted to make exceptions in these events and NTE rules (applied to all vendors) are updated as exceptions are made.

## STAND-BESIDE MACHINES

Vendors who don't have an integrated eWIC system, here are a few reminders for your WIC stand-beside machine:

- Enter the cash value benefit (CVB) amount for fruits and vegetables last.
- Be sure your machine is connected and updated with the most recent APL.
- Report issues with connectivity or broken machines to FIS at 1-(800)-237-2169.



## COMPLAINTS HELP US IMPROVE WIC SERVICES

Whether received from or about a WIC customer, WIC clinic, or WIC authorized vendor, we view complaints as an opportunity to identify gaps and improve program services. We use the resulting information to update policy, materials, training, and education.

To report an incident or file a complaint, please complete the [Incident Report Form](#) on our website. Provide as much information as possible to assist the investigation.

## PROGRAM COMPLIANCE INSIGHTS

WIC staff regularly monitor and audit vendors to verify the WIC Vendor contract terms are being met. If any issues are identified, we may provide education or technical assistance to help the store correct issues. Some situations may require a Notice of Violation to be issued.

### Expired Foods

Regularly check expiration dates of the food on your shelves. We understand how busy your stores are and how easy missing expired items with longer shelf lives can be. Expired food is a violation of the WIC Vendor contract and may result in a Notice of Violation.



Evaporated milk, dried beans, and infant formula are commonly found expired on shelves.



Pro tip: Check for dust on longer lasting items. Be sure they are clean and not expired.

**Reminder: Expired infant formula and food does not count toward meeting minimum inventory requirements and may result in a Notice of Violation.** View the State Sanction table in your 2021-2023 WIC Vendor Contract.

| Violation   | First Instance                                    | Second Instance   | Subsequent Instances                                  |
|---|---|---|---|
| To sell or make available for sale WIC approved infant formula when spoiled; its "sell by," "best if used by," or other date limiting its sale or use is exceeded; or the container is defective. | Notice of Violation and claim for cost of formula | Notice of Violation, claim for cost of formula, and a \$100 fine. | Termination of Contract and a 1-year disqualification |

## Accurate Shelf Pricing



Shelf prices and the prices programmed into your POS system must always be the same. If an item rings up at \$2.69 and the shelf price is \$2.39, it violates the WIC Vendor contract and will result in a Notice of Violation as an overcharge to the WIC program.

**Section 9.1 states** "In addition to complying with procedures for food pricing set forth in the Vendor Selection Criteria, the Contractor shall sell WIC approved foods to WIC participants at the same price charged to other customers."

Sanctions for contract violations include contract termination, disqualification from WIC and SNAP for a specified period, and/or a civil monetary penalty. Sanctions are based on the Federal and State Sanction Schedule. View the [State law governing WIC sanctions and penalties](#) online.

## APPROVED FORMULA SUPPLIERS



WIC authorized vendors are critical partners in safeguarding the health of WIC infants through oversight of infant formula purchases from approved wholesalers, distributors, and infant formula manufacturers registered with the Food and Drug Administration (FDA).

Authorized vendors must purchase infant formula from sources included on the [State WIC office's list](#). If a vendor is found out of compliance, the State WIC office must terminate the vendor agreement. Thank you for adhering to these important requirements.

## RESOURCE MATERIALS

Use the [WIC Vendor Supply Order Form](#) to request supplies:

- Vendor training guide
- Shopping guides
- WIC Accepted Here window clings
- Shelf tags
- Employee training record log and more



When ordering supplies, please fill out the contact information completely and accurately for fastest delivery.



## IMPORTANCE OF MID-TRANSACTION RECEIPTS

The mid-transaction receipt prints automatically when a participant slides their card and enters the PIN at the terminal.

Always present and offer it to the participant BEFORE asking them to approve the purchase on the terminal because:

- It identifies approved items which will be paid for with their benefit balance.
- Any item not listed at the bottom of the mid-transaction receipt will require payment out of pocket with another form of tender.
- This is the time to catch issues such as produce mapping errors or foods not WIC approved and remove any items from the order the participant does not wish to pay for with another form of tender.
- If changes are to be made, the participant should decline or cancel the transaction on the terminal, sending it back to the cashier for changes.
- When the purchase is accepted or approved on the terminal and the final receipt prints, the only option may be to void the entire transaction and start over, which can cause frustration for both the employee and the participant.

When store employees learn how to read the mid-transaction receipt, they may be able to troubleshoot an issue quickly, thus avoiding a potentially stressful situation for all involved while providing superior customer service!



**WASHINGTON  
SHOPPING  
GUIDE**  
EFFECTIVE OCTOBER 2023



Scan for Shopping  
Guide

### RESOURCE HIGHLIGHT:

The 2021 **Shopping Guide** can be accessed by scanning the QR code or by requesting copies in one of many languages offered.

Please note a new Shopping Guide will be available online October 2<sup>nd</sup>, 2023 and shipped to vendors once printed versions are available.

The 2021 **Vendor Training Guide** has important WIC rules and responsibilities for vendors. It is a valuable tool for training staff involved in WIC business.

A printed copy is available upon request.



**WASHINGTON WIC  
2021 VENDOR  
TRAINING GUIDE**



Scan for Vendor  
Training Guide

## FOR QUESTIONS OR ASSISTANCE, CONTACT:

### **WIC Vendor Management:**

(800) 841-1410, press 2 then 1

[WICRetailManagement@doh.wa.gov](mailto:WICRetailManagement@doh.wa.gov)

<https://www.doh.wa.gov/YouandYourFamily/WIC/WICVendors>

**WIC Foods:** [WaWICFoods@doh.wa.gov](mailto:WaWICFoods@doh.wa.gov)

**Complaints:** [www.doh.wa.gov/youandyourfamily/WIC/makeacomplaint](http://www.doh.wa.gov/youandyourfamily/WIC/makeacomplaint)

\*For all POS related issues contact your POS Provider

### ***Email Updates***

To sign up for updates or to access your subscriber preferences, please visit: [Washington State Department of Health \(govdelivery.com\)](http://Washington State Department of Health (govdelivery.com))

This institution is an equal opportunity provider.  
Washington WIC doesn't discriminate.

To request this document in another format, call 1-800-841-1410.  
Deaf or hard of hearing customers, please call 711 (Washington Relay)  
or email [wic@doh.wa.gov](mailto:wic@doh.wa.gov).



DOH 960-047 September 2023

