

# WIC VENDOR TRAINING 2022 ANNUAL REQUIREMENTS



To meet WIC Nutrition Program annual training requirements, store employees involved with WIC should read this information. The store must keep a record of employees who read this for our (Department of Health) WIC staff to review.

## PURPOSE OF WIC

WIC is a nutrition program for women, infants, and children. It offers nutrition education, breastfeeding support, health screenings and referrals, food benefits, and prescription-based benefits. It promotes healthy outcomes for pregnant people, new and breastfeeding moms, infants, and children up to 5 years of age.

The WIC program approves foods with specific nutrients including calcium, fiber, iron, protein, and vitamins A and C. Approved foods must meet federal and state nutritional requirements.

WIC participants get a food prescription based on their nutrition needs. By selling WIC approved foods, you help them get the nutritional benefits they need.

### 2021 WIC PARTICIPANT DATA OUTCOMES

Almost **650** vendors served **over 196,000** WIC customers in Washington state.

You are helping people who participate in WIC.

**142,536** infants and children, and **53,868** women got nutritious foods.

Helping WIC families get nutritious foods also helps your store.

WIC vendors received **\$74,590,601**.

Of that, **\$13,828,869** was spent on just fruits and vegetables; **\$3 to \$4** more spent at the store for every WIC dollar spent.



## WIC APPROVED FOOD CHANGES

In 2022, many WIC approved foods changed due to product recalls, food shortages, and nutrition and food package requirements. Changes affected infant formula, breakfast cereal, fish, and whole grains. Below are details:

**Infant Formula:** In February 2022, Abbott recalled specific Similac powder formulas. In response, we added temporary formulas to increase availability for families. Find current WIC approved infant formula types and sizes at [WIC Authorized Infant Formula](#).

U.S. Department of Agriculture mandated package size changes prompted the following:

**Whole Grain Category:** WIC approves only 16-ounce sizes of 100% whole wheat bread. This includes loaves, hamburger buns, and hotdog buns. The following are all approved:

UPC	16oz 100% Whole Wheat Bread	Subcategory
74323092301	Bimbo	Bread
72220001181	Franz	Bread
11110085290	Kroger	Bread
72945611030	Sara Lee Classic	Bread
21130182305	Signature Select	Bread
70552001473	WinCo	Bread
73410955925	Oroweat	Buns
73410955895	Oroweat	Buns
21130154562	Signature Select	Buns

**Fish Category:** WIC expanded approved sizes.

**Breakfast Cereal Category:** Many cereals lost WIC approval based on the size. To review each brand and type of cereal removed, scan this QR code or go to [Tips for Buying WIC Breakfast Cereal](#). The website lists package sizes no longer allowed in red.



**NOTE:**

*We recommend uploading the Approved Product List (APL) 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.*

**STAYING IN THE KNOW**

**Changes happen.** It could be federal rules, food packaging, or approved foods. We communicate with corporate offices and independent vendors. Sharing this information with everyone involved with WIC is important. Let us know if your email address changes.

Below are ways we share important WIC program news with our vendors.

**e-Bulletin:** We email quarterly newsletters to all WIC contacts. We also [post it to our website](#). Please share e-Bulletins with all employees involved with WIC. This includes cashiers, managers, bookkeepers, and inventory staff.

**Interactive Vendor Training:** We offer training online and in person. This is useful for new store staff or those who need a reminder. It's also a contract requirement you must meet within the contract period. Training is available in English and Spanish.

Check for upcoming trainings at [WIC Vendor Training Information](#).

**Vendor Advisory Committee:** We use this forum to get input from vendors on topics important to WIC and our partners. We value and appreciate ideas and suggestions from you.

Meetings are 1-2 times per year online. We use input from this group to help guide decisions and shape outcomes for our vendors.

If you want to be part of this group, please contact us at [wicretailmanagement@doh.wa.gov](mailto:wicretailmanagement@doh.wa.gov).



## WIC PARTICIPANTS AND TOTAL REDEMPTIONS

Below is a snapshot of total WIC dollars redeemed by county in the state. The table shows numbers of children, infants, and women served. It also shows the amount of fruit and vegetable (F&V) dollars redeemed through Cash Value Benefits.

**WIC Participants and Dollars Redeemed at Stores by County  
October 1, 2020 – September 30, 2021**

<b>County</b>	<b>Total # of WIC Participants</b>	<b>Total # of Children &amp; Infants Served</b>	<b>Total Women Served</b>	<b>Total WIC \$ Redeemed</b>	<b>Total F&amp;V \$ Redeemed</b>
Adams	2,806	2,007	799	\$1,253,214	\$240,730
Asotin	599	447	152	\$186,475	\$32,289
Benton	6,314	4,650	1,664	\$2,518,529	\$461,815
Chelan	3,770	2,728	1,042	\$1,522,742	\$286,581
Clallam	1,786	1,278	508	\$530,859	\$93,568
Clark	9,685	6,968	2,717	\$3,646,075	\$709,249
Columbia	77	57	20	\$24,259	\$3,812
Cowlitz	3,850	2,806	1,044	\$1,410,188	\$246,692
Douglas	1,029	767	262	\$422,730	\$82,702
Ferry	244	184	60	\$70,165	\$13,039
Franklin	7,684	5,562	2,122	\$3,221,439	\$621,892
Garfield	43	34	9	\$15,906	\$2,753
Grant	6,078	4,408	1,670	\$2,597,730	\$497,806
Grays Harbor	2,774	2,083	691	\$1,076,974	\$177,572
Island	1,942	1,422	520	\$677,432	\$141,134
Jefferson	437	316	121	\$135,058	\$31,355
King	39,815	28,587	11,228	\$14,820,654	\$2,791,036
Kitsap	5,785	4,275	1,510	\$1,989,108	\$373,490
Kittitas	827	630	197	\$313,291	\$65,428
Klickitat	606	452	154	\$229,969	\$39,331
Lewis	2,709	1,980	729	\$1,050,211	\$181,387
Lincoln	224	167	57	\$84,401	\$17,380
Mason	1,891	1,431	460	\$707,992	\$126,777
Okanogan	2,033	1,543	490	\$804,272	\$152,167
Pacific	384	277	107	\$154,757	\$23,510
Pend Oreille	234	171	63	\$84,956	\$13,828
Pierce	24,362	17,561	6,801	\$8,940,381	\$1,524,807
San Juan	246	177	69	\$85,777	\$19,492
Skagit	4,097	3,001	1,096	\$1,462,561	\$301,405
Skamania	104	77	27	\$37,444	\$4,373
Snohomish	13,534	9,793	3,741	\$5,232,475	\$983,777
Spokane	16,594	12,127	4,467	\$5,904,439	\$1,115,227
Stevens	937	680	257	\$295,816	\$53,589
Thurston	5,995	4,330	1,665	\$2,188,358	\$383,554
Wahkiakum	45	35	10	\$14,064	\$2,482
Walla Walla	2,025	1,470	555	\$797,876	\$141,593
Whatcom	4,847	3,536	1,311	\$1,695,624	\$348,655
Whitman	692	500	192	\$233,484	\$47,735
Yakima	19,300	14,019	5,281	\$7,795,249	\$1,474,876
<b>Statewide Total</b>	<b>196,404</b>	<b>142,536</b>	<b>53,868</b>	<b>\$74,232,934</b>	<b>\$13,828,888</b>



## WICSHOPPER APP AND HOW IT CAN BENEFIT YOU

The app:




- Is user friendly, free, and available to anyone.
- Supports 21 languages.
- Lets users scan UPC codes to see if a food is WIC approved.
- Lets users see their prescription benefit balance.
- Links to the WIC Approved Foods List, produce and cereal calculators, recipes, and more.
- Links to a user WIC account to let them know if an item is allowed with their benefits.

**The app has some limitations.**

- It doesn't work with fruit and vegetable price look up (PLU) stickers.



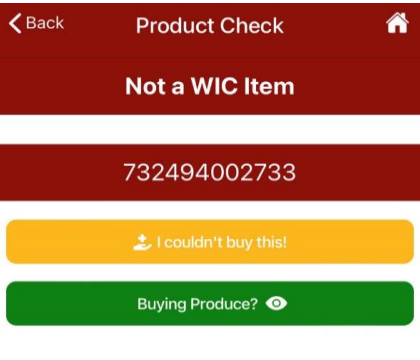
**HOW TO INSTALL THE APP:**

Download **WICShopper** from your app store.

WASHINGTON  
WIC Select **Washington**.

Use the WICShopper app to find WIC approved foods by selecting “Scan Barcode.” When scanning foods, you’ll see one of these categories:

		
<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> Not a WIC approved food.</p>

**Note: If a WIC Card with benefits is not attached to the WICShopper app account, the only two options are green and red. Orange is only an option if there are WIC benefits attached to the app account.**

The WICShopper app is the most up-to-date tool to scan foods for WIC approval. The WIC Shopping Guide is another way to help identify WIC approved foods. You can view the WIC Shopping Guide by scanning this QR code or visiting [WIC Washington Shopping Guide](#).



## WIC CARD TROUBLESHOOTING

We expect WIC Card transactions to have no issues. But they may need troubleshooting. Some challenges include:

### Food item is not ringing up as WIC approved.

- Food item not approved for purchase (not a WIC food item).
- Food item approved, but customer doesn't have the item as part of their WIC Card benefit or balance.
- Food approved, but not showing as allowed for purchase by the store's point of sale (POS) system.

### Possible solutions to WIC Card transaction issues.

- Confirm card balance by checking beginning balance on receipt.
- Use the WICShopper app to check if a food is WIC approved.
- If it's a produce item, it might not be mapped to an approved PLU number. Ask your POS provider for mapping help.
- The latest Approved Product List wasn't uploaded properly. Contact the foods team at the state WIC office or visit the WIC website for the latest version.

## WIC SHELF TAG PLACEMENT

Accurately placed WIC shelf tags help WIC customers have a better shopping experience.

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

The WICShopper app is the most up-to-date tool to see which items are WIC approved. Using this tool can help by scanning WIC foods to tag shelves accurately. The WIC Shopping Guide is another way to help identify WIC approved foods. You can view the WIC Shopping Guide by scanning this QR code or visiting [WIC Washington Shopping Guide](#).



## PRODUCE MAPPING

Produce mapping is essential. It ensures WIC participants can buy fresh fruits and vegetables.

If new produce arrives that has a different UPC, map it to a PLU number for your POS system to know it is WIC approved. If you have questions or need help in doing this, contact your POS provider.



## MINIMUM INVENTORY REQUIREMENTS

WIC Minimum Inventory Requirements (MIR) are in place to ensure vendors stock enough foods for WIC participants to buy.

**WIC vendors must maintain the required stock levels of WIC approved foods at all times.**

View the [Minimum Inventory Requirement list](#) 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	5x 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 Tuna: 2.5 oz, 5 oz, 6 oz, 6 oz, 7.5 oz, 14.75 oz Salmon: 2.5 oz, 5 oz, 6 oz, 7.5 oz, 14.75 oz Sardines: 3.75 oz to 4.35 oz	6 cartons of 1 dozen 12 cans total; 2 varieties
Fish - Canned	See WIC infant formula reference materials	20 varieties total; including at least 5 varieties of fruits and at least 5 varieties of vegetables
Fresh Fruits and Vegetables	See WIC infant formula reference materials	9 cans (Similac, Advance 12.4 oz powder)
Infant Formula	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 Women	64 oz plastic bottle	6 bottles total; 3 varieties
Juice for Children	Quart, half-gallon or gallon container or powdered conversion to these sizes. Evaporated: 12oz can 16 oz jar	10 gallons total; including a total of at least 5 gallons 1% or nonfat milk; any combination of approved sizes; 6 jars total; 2 varieties
Milk	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
Whole Grain and Whole Wheat Choices		No minimum inventory requirement
Frozen Fruits and Vegetables, Goat Milk, Soy Beverages, Tofu and Yogurt, Baby Food Meats		

## NOT TO EXCEED (NTE) VARIANCES AND ADJUSTMENTS

The NTE amount is the most money WIC will reimburse vendors for a specific item. WIC may pay a vendor less than the amount presented for an item if they charge more than the NTE amount compared to similar vendors. The vendor's third-party processor may generate an eWIC variance report. It shows the difference between the amount charged and the amount reimbursed.

We understand prices might rise outside of a vendor's control. The vendor might have to increase prices to support these costs. Milk, eggs, and cheese prices are past examples. The WIC program can make exceptions in these events. We would update NTE rules (applied to all vendors) when exceptions happen.

The eWIC system has NTE rules and parameters set. It calculates future pricing based on purchase trends in each peer group. When eWIC launched in June 2019, we began analyzing NTE amounts for effectiveness. We also research outliers and analyze product level reimbursements. This resulted in NTE calculations removed for some products. We use NTE calculations to support cost containment measures in the WIC program. We found the eWIC system is effective at using food pricing redemption amounts and market pricing influences to adjust.

## COMPLAINTS HELP US IMPROVE WIC SERVICES

We routinely handle complaints about WIC customers, WIC clinics, and retail stores. We view complaints as an opportunity to improve program services. We use the information to update policy, materials, training, and education.

To file a complaint, complete the [Incident Report Form](#) on our website. The website defines types of incidents.



## COMPLIANCE INSIGHT

Vendors must follow all WIC rules. We regularly visit, investigate, and audit vendors. When problems arise, we will first try to help you correct them. WIC provides technical assistance to stores to help correct issues. We often see expired foods and incorrect shelf pricing.

### Check Expiration Dates:

Please be sure to check expiration dates on foods on your shelves regularly. We understand how busy your stores are. Missing expired items with longer shelf lives can be easy.



The most common foods found expired on shelves are evaporated milk, dried beans, and infant formula. Tip: Check for dust on longer lasting items could help. Be sure they are clean and not expired.

**Reminder: Expired infant formula does not count toward minimum inventory requirements. It will result in a Notice of Violation.** Your WIC Vendor contract states the following in the State Sanction table on page 23:

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

### Accurate Shelf Pricing:



Shelf Price: \$2.39

Ensure your shelf prices match what’s programmed into your POS system. For example, if the shelf price is \$2.39 yet it rings up as \$2.69, it’s a violation of your contract. Your contract states the following in section 9 on page 8:

**9.1** 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.

Your contract includes program integrity. We conduct undercover buys to ensure you meet all requirements.

You can review the contract by scanning this QR code. Contact us if you have questions related to contract requirements.



We may impose sanctions for contract violations. Sanctions may 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.**

## RESOURCE MATERIALS

Request WIC vendor materials via the [WIC Vendor Supply Order Form](#) or scan this QR code.



Materials available for request:

- Vendor training guides
- Shopping guides
- WIC Accepted Here window clings
- Shelf tags
- WIC Wisdom quiz and answer key
- Employee training record log
- Tender cards and more

Please fill out the contact information accurately.

### Resource Highlight: Vendor Training Guide

This [Vendor Training Guide](#) has important WIC rules and responsibilities for vendors.

Use this guide to train staff involved in WIC business. You can also [request a printed copy](#).



**WASHINGTON WIC  
2021 VENDOR  
TRAINING GUIDE**



## CONTACT US

### WIC Vendor Management

(800) 841-1410 Ext. 2

[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

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### Need reports, technical assistance or have a question?

Call us or email us at 1-800-841-1410 or [WICRetailManagement@doh.wa.gov](mailto:WICRetailManagement@doh.wa.gov).

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