

# WIC Vendor e-Bulletin

July 2023

Welcome to the Washington State Department of Health WIC Vendor e-Bulletin for all store staff interacting with WIC offices, WIC participants, or WIC foods. This issue and past e-Bulletin issues can be found our DOH WIC website: <http://www.doh.wa.gov/YouandYourFamily/WIC/WICVendors>.

**READ, INITIAL, and STORE in your WIC Training binder.**

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## WIC VENDOR RECONTRACTING – SUBMIT APPLICATIONS NOW

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The end of the current WIC vendor agreement contract period is fast approaching. All current 2021-2023 contracts for Washington WIC authorized vendors expire at 11:59 PM on Saturday, September 30, 2023.

Details for reapplying were emailed to WIC authorized store contacts and as of June 1<sup>st</sup> we are accepting applications for the 2023-2026 contract period. If your store has not received this information, please let us know so we may verify or update your store's contact information.



Reauthorization applications are **due on or before August 31, 2023**. Applications received after August 31<sup>st</sup> risk not getting processed in time for the October 1, 2023, contract start date.

A new 2023-2026 WIC Vendor Contract must be fully executed by **October 1, 2023**, to continue accepting WIC transactions.

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## SHOPPING GUIDE UPDATE

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We are excited to announce new juice, tofu, and tuna products available to WIC families starting July 1, 2023. These newly added products can be found in the following Shopping Guide inserts:

- [Juice](#)
- [Tofu](#)
- [Tuna](#)



The Shopping Guide inserts are only available online. A fully updated Shopping Guide is expected in October 2023 and will also include the upcoming WIC approved canned fruits and vegetables. We plan to print and mail the October 2023 Shopping Guide to stores as soon as it is available.

Our Approved Products List (APL) is updated each time an item is added or removed. For a [complete list of Washington WIC Authorized Foods](https://doh.wa.gov/you-and-your-family/wic/wic-vendors), including recently added UPCs, visit our WIC Vendor webpage <https://doh.wa.gov/you-and-your-family/wic/wic-vendors> or scan the QR code to open the "WIC Authorized Product List for Vendors (Excel)".



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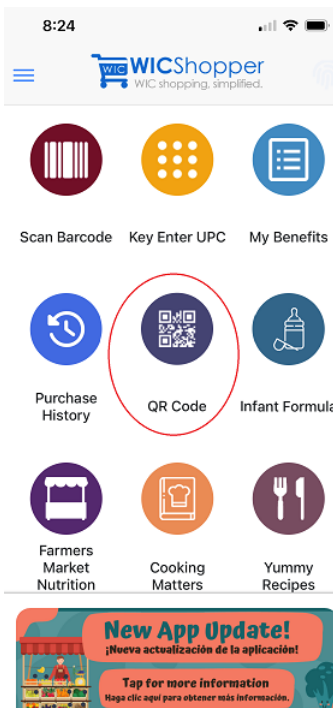
## FARMERS MARKET NUTRITION PROGRAM (FMNP) CHANGES

You may see a QR (Quick Response) code sticker attached to some WIC cards. This QR code sticker is valid only at authorized farmers markets and farm stores to purchase fresh, unprocessed fruits and vegetables and cut herbs. The FMNP benefits may not be redeemed in grocery stores.

WIC participants can access their QR code to redeem benefits at approved farmers markets around the state via the WICShopper App. There is now an icon for "QR Code" on their app. This will pull up the QR code to be scanned by growers at farmers markets for FMNP benefits as well as their Cash Value Benefit (CVB) amounts to purchase fresh produce.



They can use the FMNP benefits from June 1 through October 31, and they can use the CVB year-round at any approved FMNP markets.



**However, this is not something to be used at grocery stores. The QR code is only for farmers markets. WIC participants must still swipe their physical WIC cards at the stores to redeem WIC benefits.**

The WICShopper app is a useful tool for participants and store staff alike; it's easy to use and free to download. Visit <https://doh.wa.gov/you-and-your-family/wic/shopping-wic/wicshopper-app> to learn more.

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## INFANT FORMULA RETRACTION PHASE 5

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Washington WIC has entered the final phase of returning to authorizing only contracted infant formulas. The 93 formulas added temporarily in response to the 2022 formula recall and subsequent shortages are no longer WIC authorized. Note: Enfamil A.R. 12.9oz remains a WA WIC approved formula when ordering formulas.



Visit the [WIC Approved Infant Formula](#) document on our website or scan the QR code to view a complete list of approved formulas effective July 1, 2023.

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## WIC APPROVED SHELF TAGS

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This little blue tag makes a big difference!

The wide variety of product options available to customers can be overwhelming. WIC participants often look for the blue WIC shelf tags while shopping to identify WIC approved items quickly and easily. When shelf tags are applied correctly, transactions are more successful; fewer issues occur at the register and more positive experiences for WIC participants, customers, and store employees are reported.

Establish a system to keep shelf tags up to date when changes occur, such as when resetting store shelves and adding or discontinuing product offerings. The [Approved Products List](#) on the [WIC Vendor webpage](#) and the [WICShopper app](#) are our most up-to-date tools available for identifying which foods qualify for a blue shelf tag.

Please place shelf tags under all WIC approved foods in a category to prevent promoting one brand or product over other similar qualifying items.

WIC approved shelf tags are not a requirement of the WIC vendor contract. They are a courtesy and one way for stores to provide superior customer service to shoppers.

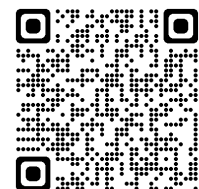
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## ORDERING VENDOR SUPPLIES

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Available at no cost to WIC stores are Vendor Training Guides, blue WIC shelf tags, WIC Shopping Guides in several languages, WIC Accepted Here window clings, and more.

To request WIC Vendor supplies, scan the QR code or complete the Vendor Supply Order Form on the WIC Vendor Training Information webpage at <https://fortress.wa.gov/doh/opinio/s?s=WICVendSupp>. Please fill out your contact information accurately so items may be sent and received promptly.



Stores may also send an email to [WICRetailManagement@doh.wa.gov](mailto:WICRetailManagement@doh.wa.gov).

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Thank  
you

Washington WIC is grateful for your support of the WIC program, continued partnership, dedication to providing quality food, and superior customer service for WIC shoppers.

## CONTACT US

**Washington State Department of Health**  
Office of Nutrition Services, 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](https://www.doh.wa.gov/youandyourfamily/WIC/makeacomplaint)

For all POS related issues contact your POS Provider

This institution is an equal opportunity provider. **Washington State WIC Nutrition Program does not 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 963-117 July 2023

