

Texas WIC Shopping Experience



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Thank you for having me today, I am extremely excited and honored to present on the Texas WIC Shopping Experience. Throughout the presentation today, I am going to highlight several tools and exercises that we use for vendor trainings and local agency staff trainings.

Texas WIC Shopping Experience

Program Basics

- Vendor Training
- Vendor Liaisons

Approved Foods

- Shopping Guide
- Least Expensive Brands (LEB's)
- Labeling

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During this session, I will cover

Program Basics that include Vendor Training and Vendor Liaisons. And then into Approved Foods where we will walk through the shopping guide, Least Expensive Brands and Labeling.

Texas WIC Shopping Experience



Program Basics

Vendor Training Requirements

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As most of you are aware Vendors must attend training at least once every 3 years and new vendors must attend within 1 year of initial authorization

Currently our contract agreements are reauthorized yearly.

All vendors must meet requirements on the following:

- Training
- Compliance
- Minimum \$750 Gross Food Sales

We are in the process of creating online interactive trainings for vendors after receiving feedback from vendors to incorporate this training in their new employee orientation. We are really looking forward to this exciting change in vendor training.

Texas WIC Shopping Experience

Program Basics

WIC Vendor News Flash
WIC
TEXAS

FOOD PURCHASE & REDEMPTION SERVICES UNIT

April 26, 2015

OAK FARMS HYGEIA GANDYS' PRICE'S MILK NAME & UPC CODES CHANGING

Effective April 26, 2015, Deer Foods will be changing the **Barcode, Name and UPC Code** for Oak Farms, Hygeia, Gandys' & Price's Milk. The new Barcode, Name and UPC Code will be used for all orders placed on or after April 26, 2015. All orders placed on or before April 25, 2015 will be processed under the old Barcode, Name and UPC Code. All orders placed on or after April 26, 2015 will be processed under the new Barcode, Name and UPC Code.

Gandys' 2% and whole milk, smart cow and not have a name change but will have a new UPC Code.

For your information, the new UPC Codes for every form and brand's are listed below:

UPC Code	Barcode	Brand	UPC Code
4130007316	DARTY ELITE 2% MILK	2% MILK	4130007316
4130007318	DARTY ELITE 2% MILK	2% MILK	4130007318
4130007320	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007320
4130007322	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007322
4130007324	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007324
4130007326	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007326
4130007328	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007328
4130007330	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007330
4130007332	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007332
4130007334	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007334
4130007336	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007336
4130007338	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007338
4130007340	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007340
4130007342	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007342
4130007344	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007344
4130007346	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007346
4130007348	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007348
4130007350	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007350
4130007352	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007352
4130007354	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007354
4130007356	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007356
4130007358	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007358
4130007360	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007360
4130007362	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007362
4130007364	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007364
4130007366	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007366
4130007368	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007368
4130007370	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007370
4130007372	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007372
4130007374	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007374
4130007376	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007376
4130007378	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007378
4130007380	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007380
4130007382	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007382
4130007384	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007384
4130007386	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007386
4130007388	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007388
4130007390	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007390
4130007392	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007392
4130007394	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007394
4130007396	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007396
4130007398	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007398
4130007400	DARTY ELITE 2% MILK 1/2 GAL	1/2 GAL	4130007400

Again, both current and new UPC codes will be accepted by the Texas WIC Program through May 31, 2015. Items including products which contain the new name and UPC codes, please update the Label Extension sheet Declaration form **WIC001 FORM 001** for the Deer Foods Milk's attached with the new name and UPC code.

If you have any questions please contact the Food Purchase & Redemption Services Unit at (817) 341-8425, x-1000 or email WICvendors@state.tx.us.

F.O.B. 15334 * Arroyo 25276 034 * 03020 6403 * 1000 020 000 (Texas 000)

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Communication is key when changes take place. We use the Vendor News Flash to communicate with all 2200 of our Vendors across the state via email. We use this to communicate new policies, revisions, new foods, etc. These are also posted on the website and the vendors can access them any time needed.

Texas WIC Shopping Experience

Vendor Complaint Form

WIC Vendor Incident/Complaint Form
Complete form with documents, including client receipt of Client Shopping List, contact the Vendor Liaison (VL) for your LA. If VL cannot resolve the issue, contact your State Agency LA Liaison. If issue is not resolved, you may forward to: WICVendorInfo@state.tx.us or fax to Vendor Training at 817-341-4422.

Today's Date: _____ LA # _____ Staff Person Taking Info & Phone Number: _____

Person Making Vendor Complaint & Phone Number:
 Participant Name & Phone Number: _____
FAX: _____
 LA Staff Name & Phone Number: _____

Incident Description:
Check out issue: Not allowed to purchase item Register/System issue Other: _____
What was client attempting to purchase? _____
What transaction? _____ What item? _____
If LEB item, was it labeled with pink WIC Approved item sticker? Yes No
How much was the client attempting to purchase? _____
Does the client have store receipt? Please wrap and fill out separate form, purchase and sales receipt Yes No
Receipts, when submitted, are sent to state.wic@state.tx.us and vl@state.tx.us

If system issue, what was the message? _____
Description of the complaint? (Attach separate paper if needed) _____

Customer Service Issue: Business Retail Abuse Other: _____

Store Information:
Name: _____ Acct: _____ Outlet: _____
Address (need at least the street name): _____
City: _____
Date of Incident: _____ Time of incident: _____ am/pm _____
Cashier Name/Description: _____
Store contact(s) Name/Position (cashier/manager): _____

File to file: _____
Form 03/09/04

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Here is the Vendor Complaint form that participants and LA staff complete while also including store receipts. We use this to resolve issues at the state and local level.

Texas WIC Shopping Experience

Program Basics

<p>WELCOME TO EASY BUY GROCERIES HOURS: M-SAT 7:30a-9:00p SUN: 8:00a-8:00p ***** BEGINNING BENEFITS BALANCE: PAN5476_SITX *****</p> <table border="1"> <thead> <tr> <th>Qty</th> <th>UOM</th> <th>Description</th> </tr> </thead> <tbody> <tr><td>7.00</td><td>gal</td><td>MILK SKIM 1/2% 1% 2%</td></tr> <tr><td>2.00</td><td>of</td><td>MILK SKIM 1/2% 1% 2% QT</td></tr> <tr><td>3.00</td><td>lb</td><td>CHEESE</td></tr> <tr><td>2.00</td><td>8ozm</td><td>EGGSA OR AA LARGE/MED/SMALL</td></tr> <tr><td>4.00</td><td>cntr</td><td>JUICE 64 FL OZ & OR 16 OZ FRZ</td></tr> <tr><td>2.00</td><td>cntr</td><td>JUICE 48 FL OZ & OR 12 OZ FRZ</td></tr> <tr><td>108.00</td><td>ounce</td><td>CEREAL</td></tr> <tr><td>2.00</td><td>item</td><td>DRY OR CAN BEANS/PEANUT BUTTER</td></tr> <tr><td>1.00</td><td>item</td><td>DRY BEANS 1 LB PKG</td></tr> <tr><td>5.00</td><td>lb</td><td>BREAD/TORTILLA/SRISCE/OATMEAL</td></tr> <tr><td>16.00</td><td>value</td><td>FRUITS & OR VEGETABLES</td></tr> <tr><td>3.00</td><td>gal</td><td>WHOLE MILK ONLY</td></tr> <tr><td>1.00</td><td>of</td><td>WHOLE MILK ONLY</td></tr> </tbody> </table> <p>***** Benefits Expire Midnight on 11/30/20XX ***** CASHIER NAME: MYRNA CABELLO C0003 #0019 12/26/25 19NOV20XX 500001 ROOT ***** THANK YOU FOR SHOPPING WITH US!</p>	Qty	UOM	Description	7.00	gal	MILK SKIM 1/2% 1% 2%	2.00	of	MILK SKIM 1/2% 1% 2% QT	3.00	lb	CHEESE	2.00	8ozm	EGGSA OR AA LARGE/MED/SMALL	4.00	cntr	JUICE 64 FL OZ & OR 16 OZ FRZ	2.00	cntr	JUICE 48 FL OZ & OR 12 OZ FRZ	108.00	ounce	CEREAL	2.00	item	DRY OR CAN BEANS/PEANUT BUTTER	1.00	item	DRY BEANS 1 LB PKG	5.00	lb	BREAD/TORTILLA/SRISCE/OATMEAL	16.00	value	FRUITS & OR VEGETABLES	3.00	gal	WHOLE MILK ONLY	1.00	of	WHOLE MILK ONLY	<p>WELCOME TO EASY BUY GROCERIES HOURS: M-SAT 7:30a-9:00p SUN: 8:00a-8:00p ***** CONFIRMATION RECEIPT: PAN5476_SITX *****</p> <p>These items will be paid by WIC</p> <table border="1"> <thead> <tr> <th>Qty</th> <th>UOM</th> <th>Description</th> </tr> </thead> <tbody> <tr><td>1.00</td><td>GAL</td><td>FOOD CLUB 2% MILK</td></tr> <tr><td>1.00</td><td>CTNR</td><td>PARADE ORANGE 48 OZ</td></tr> <tr><td>1.00</td><td>CTNR</td><td>PARADE ORANGE 64 OZ</td></tr> <tr><td>1.00</td><td>ITEM</td><td>REESES PNT BUTTR 16OZ</td></tr> <tr><td>0.50</td><td>GAL</td><td>FOOD CLUB WHOLE MILK</td></tr> <tr><td>\$0.79</td><td>VALU</td><td>APPLES-GALA</td></tr> <tr><td>\$2.95</td><td>VALU</td><td>FOOD CLUB FRZ BROCC</td></tr> </tbody> </table> <p>***** Benefits Expire Midnight on 11/30/20XX ***** CASHIER NAME: MYRNA CABELLO C0003 #0019 12/26/25 19NOV20XX 500001 ROOT ***** THANK YOU FOR SHOPPING WITH US!</p>	Qty	UOM	Description	1.00	GAL	FOOD CLUB 2% MILK	1.00	CTNR	PARADE ORANGE 48 OZ	1.00	CTNR	PARADE ORANGE 64 OZ	1.00	ITEM	REESES PNT BUTTR 16OZ	0.50	GAL	FOOD CLUB WHOLE MILK	\$0.79	VALU	APPLES-GALA	\$2.95	VALU	FOOD CLUB FRZ BROCC	<p>WELCOME TO EASY BUY GROCERIES HOURS: M-SAT 7:30a-9:00p SUN: 8:00a-8:00p ***** REMAINING BENEFITS BALANCE: PAN5476_SITX *****</p> <table border="1"> <thead> <tr> <th>Qty</th> <th>UOM</th> <th>Description</th> </tr> </thead> <tbody> <tr><td>6.00</td><td>gal</td><td>MILK SKIM 1/2% 1% 2%</td></tr> <tr><td>2.00</td><td>of</td><td>MILK SKIM 1/2% 1% 2% QT</td></tr> <tr><td>3.00</td><td>lb</td><td>CHEESE</td></tr> <tr><td>2.00</td><td>8ozm</td><td>EGGSA OR AA LARGE/MED/SMALL</td></tr> <tr><td>3.00</td><td>cntr</td><td>JUICE 64 FL OZ & OR 16 OZ FRZ</td></tr> <tr><td>1.00</td><td>cntr</td><td>JUICE 48 FL OZ & OR 12 OZ FRZ</td></tr> <tr><td>108.00</td><td>ounce</td><td>CEREAL</td></tr> <tr><td>1.00</td><td>item</td><td>DRY OR CAN BEANS/PEANUT BUTTER</td></tr> <tr><td>1.00</td><td>item</td><td>DRY BEANS 1 LB PKG</td></tr> <tr><td>5.00</td><td>lb</td><td>BREAD/TORTILLA/SRISCE/OATMEAL</td></tr> <tr><td>12.26</td><td>value</td><td>FRUITS & OR VEGETABLES</td></tr> <tr><td>2.50</td><td>gal</td><td>WHOLE MILK ONLY</td></tr> <tr><td>1.00</td><td>of</td><td>WHOLE MILK ONLY</td></tr> </tbody> </table> <p>***** Benefits Expire Midnight on 11/30/20XX ***** CASHIER NAME: MYRNA CABELLO C0003 #0019 12/26/25 19NOV20XX 500001 ROOT ***** THANK YOU FOR SHOPPING WITH US!</p>	Qty	UOM	Description	6.00	gal	MILK SKIM 1/2% 1% 2%	2.00	of	MILK SKIM 1/2% 1% 2% QT	3.00	lb	CHEESE	2.00	8ozm	EGGSA OR AA LARGE/MED/SMALL	3.00	cntr	JUICE 64 FL OZ & OR 16 OZ FRZ	1.00	cntr	JUICE 48 FL OZ & OR 12 OZ FRZ	108.00	ounce	CEREAL	1.00	item	DRY OR CAN BEANS/PEANUT BUTTER	1.00	item	DRY BEANS 1 LB PKG	5.00	lb	BREAD/TORTILLA/SRISCE/OATMEAL	12.26	value	FRUITS & OR VEGETABLES	2.50	gal	WHOLE MILK ONLY	1.00	of	WHOLE MILK ONLY
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Here is a Shopping Tip

Objective – overview of the EBT receipts and the breakdown of each.

- Beginning balance receipt
- Redemption/Confirmation food purchased receipt
- Remaining/Ending balance receipt

Some of the items we want to point out Gallon vs. Half Gallon.

If a participant is issued 2 gallons of whole milk, can they get 4 half gallons instead? **Yes.**

What is CVB and what foods are decremented by CVB? **Fruits and Vegetables**

For Cash Value Benefit, or CVB, can the participant go over the total allowed CVB and pay the difference in cash? **No however, once implementation of new split tender/benefit reversal requirement in complete, the system will allow participants to pay the difference.**

- **We always remind the vendors that once the participant has accepted the transaction, the benefits will be decremented for their card.**

Texas WIC Shopping Experience

Program Basics



Can participants ever exchange items on WIC EBT transactions?

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Another common question we receive is can you ever EXCHANGE items on WIC transactions?

The only time a store can exchange an item, is when it is damaged, or expired. You can still only exchange same for same.

If a store does not know if it was a WIC purchase, they must follow the store's policy on exchanges.

Texas WIC Shopping Experience

Vendor Training



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We offer a wide variety of exercises and include many Frequently Asked Questions on the shopping experience for Vendors and WIC staff. Some of which I am going to share with you today.

Texas WIC Shopping Experience

Vendor Training

CLIENT EBT SHOPPING EXPERIENCE

Buy one item of a WIC participant and take a trip to the grocery store!

Assist with the recent Texas WIC Shopping Experience and your WIC EBT training card, you'll shop for your WIC allowed items. This activity will help you become familiar with the store, look out for WIC shopping experience. Your observations will help you identify areas to watch for and shopping tips to share with participants. The pin number for all training cards is 1234.

NAME: _____ DATE: _____

PRE-CHECKOUT

Step 1: Obtain your Beginning Balance Receipt at the register. (System must be in holding mode)

• Did you find this procedure: Easy to do OK Hard to do Other

Step 2: Choose 3 items from your Beginning Balance Receipt

• Select 3 items from your receipt and write them out to item below.

Step 3: Shopping for selected items (Please take no more than 15 minutes)

• While shopping, answer the questions below (It is not necessary to scan or receive items from self-check)

Item #1:

1. Brand Name: _____

2. Type/Flavor: _____ Size: _____

3. How much was the item? _____

4. What aisle was the product located on? _____

5. Was the item easy to find? Yes No

6. Did the item have a pink WIC Approved Item Sticker on the shelf? Yes No

7. Was the item required to have a Pink Sticker? Yes No

8. Was the item expired? Yes No

9. How much of this item was allowed on your prescription? _____

Item #2:

1. Brand Name: _____

2. Type/Flavor: _____ Size: _____

3. How much was the item? _____

4. What aisle was the product located on? _____

5. Was the item easy to find? Yes No

6. Did the item have a pink WIC Approved Item Sticker on the shelf? Yes No

7. Was the item required to have a Pink Sticker? Yes No

8. Was the item expired? Yes No

9. How much of this item was allowed on your prescription? _____

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Have you ever tried looking for specific WIC items in the store?

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We use this as a tool in training staff to walk in the shoes participants! Our LA staff training includes a shopping experience. This is a great exercise and experience in which the staff can then take back and share shopping tips with participants.

Texas WIC Shopping Experience

Vendor Training



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WHICH is WHICH? This is an exercise that the Vendor trainers include in a workbook which is used in the vendor trainings and for vendors and local staff as well.

This is used to review the WIC Approved Foods and authorized sizes while using the Texas WIC Shopping Guide.

Texas WIC Shopping Experience

Vendor Training



A WIC participant's beginning balance receipt states they had 3 gallons of whole milk. During the WIC transaction they purchased 1 gallon of whole milk. However, the final balance receipt shows a remaining balance of 1 gallon of whole milk.

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During our Vendor Trainings we incorporate questions like these that we receive from Complaints or through the Vendor Liaison Site Review.

If all benefits are removed from card then instruct customer to return to clinic to have benefits reloaded. This is considered a Card Wipe and must be done in the clinic with State Agency approval.

The participant must return to the clinic to have their benefits reloaded.



Texas WIC Shopping Experience

Vendor Training

A WIC participant has a manufacturers coupon for one of her WIC items.

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During the shopping experience we run across many questions about accepting coupons.

However, if a store does not accept coupons from cash paying customers, they do not have to accept them from WIC participants

Participants are allowed:

- BOGO
- Reduced price items/quick sale
- Store loyalty cards

Texas WIC Shopping Experience

Vendor Training



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This receipt exercise is used in our trainings. By using the receipts we walk in the participant's shoes on whether or not the items can be purchased. During our local agency trainings we also include the shopping experience with a preloaded EBT card and shopping guide. Any questions about our Vendor Trainings? Let's talk about how we partner with our Local Agencies while working with Vendor Liaisons.

Vendor Liaisons

The state WIC office received several complaints in a particular area of the state on labeling in the stores.

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The Vendor Training team at the State WIC office work together with the Vendors and the local agency vendor liaisons on proper labeling, stocking, training and coordinating site visits in addition to, new store evaluations.

Our team has created a tool called the Vendor Liaison Site Review form. This is to be used as a mechanism along with providing the store's LEB form to resolve issues in the stores. On a yearly basis, Vendor liaisons schedule all site visits in their area.

What I have on the slide is an sample of the a type of complaint that we receive through our 1800 line. In this situation, the Vendor Training team contacts the Vendor Liaison in that area and asks them to complete a site visit. The vendor liaisons will complete the Vendor Liaison Site Review Form and check for "WIC Approved" pink stickers and perform a test buy. Our unit sends out EBT training cards that are preloaded to all Vendors and the Vendor Liaisons to perform test buys.

This is an example of the types of issues that we work on to enhance the shopping experience while partnering with our Local Agencies and Vendors across the state.

Texas WIC Shopping Experience

Vendor Liaisons



LEB Brand

WIC participant has two gallons of milk that are on sale but not the store's declared LEB.

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Here is a common shopping question that we receive.

A WIC participant has 2 gallons of milk that are on sale however, it is not store's declared Least Expensive Brand.

The best solution is to Explain to the participant they must purchase your store's declared LEB.

Texas WIC Shopping Experience

Vendor Liaisons



A WIC participant has a total of 3.5 gallons of soy milk on her WIC EBT card. She takes 2 half gallon containers to the register.

Cashier tells the participant she may only purchase the gallon size containers of soy milk, because that's how it's listed on the receipt.

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Here is another situation that our vendor liaisons share with us through the site visits.

We speak to the store manager and ask that they Apologize to the participant and allow them to purchase the 2 half gallon containers of soy milk.

Let's begin talking about Approved Foods.

Texas WIC Shopping Experience

Approved Foods

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The shopping guide contains all WIC Approved Foods

- choose any brand
- choose these brands and
- LEB items what many refer to ask the “pink sticker” which states (WIC Approved Food) that are store specific

On the shopping guide we also include the

- WIC website
- Vendor 1800 line

We have many authorized vendors that ask about store specific shopping guides and these must get State Agency Approval.

We also have annual mail outs to all 2200 vendors that include the

- WIC Approved Foods Poster
- And the Shopping guides to keep at the registers

Texas WIC Shopping Experience

Least Expensive Brands (LEB)

Milk
Cheese
Juice
Dried Beans
Whole Grains

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Our least expensive brands are in the following categories:

Milk

Cheese

Juice

Dried Beans

And Whole Grains

The purpose of the LEB items is for cost containment. This keeps food costs down and is a way we can serve all participants in the state.

Cost containment includes the Maximum Allowable Reimbursement (MAR) per price bands for all authorized vendors and also includes the Not to Exceed (NTE) price.

Least expensive brands **are not** the same as cheapest. Traditional LEB means approximately 27 weeks out of the year the grocer can buy and sell that item for less.

Due to package sizing and nutritional content a lesser priced item may not WIC approved.

Texas WIC Shopping Experience

LEB



A WIC participant wants to buy corn tortillas and the store is out of the declared LEB.

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Our vendor liaisons assist with the shopping experience in many ways. Also, during the vendor trainings our vendor trainers will go out to the stores and perform site visits as well. Here we have situation that WIC participant wants to buy corn tortillas but they are out of your store's declared LEB.

If available, the participant must be sold the next allowable least expensive brand of corn tortillas.

This leads us into Labeling.

Texas WIC Shopping Experience

Labels, Labels and More Labels

LEB

WIC

Approved
Item

WIC

Approved
Item

SIZE	
BRAND	
TYPE	

*Missing or misplaced = Penalty

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Stores are required to tag their declared least expensive brands with the uniform "WIC Approved Item" shelf tags/labels. The state agency provides the pink stickers to all stores. **If the store chooses to use a label that they have created they must receive State Agency Approval.**

We do require that all LABELS BE PRINTED IN COLOR!

If the store chooses to tag other allowable non-LEB WIC food types with the pink stickers, all of the allowable foods the store carries within the food group shall be tagged (i.e. if one cereal is tagged, then all allowable cereals).

Non-LEB item labeling is optional

Texas WIC Shopping Experience



Labeling

According to policy are stores required to label all WIC allowable foods?



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There is quite a level of commitment required to use the WIC pink stickers for this purpose. The vendors would need to ensure they are correctly placed on all the fresh & frozen fruits and vegetables all the time.


Does the level of commitment change if store uses the Texas WIC Logo stickers? **YES**


How? When you use the Texas WIC Logo stickers it is placed on an authorized food item, not all and the vendor will not be penalized.


Texas WIC Shopping Experience


Labeling

1. The store carries 2 brands of gallon size whole milk: Oak Farms and Poinsettia. You find that the Oak Farms Whole Milk has this shelf tag next to it: 

2. You find a quart of Poinsettia low-fat (1%) milk labeled with this shelf tag: 

3. The store carries Lactaid and Dairy Ease lactose-free milk. You find the Lactaid brand is labeled with the following tag next to its shelf price: 

4. The store carries Jif, Reese's and Parade peanut butter in the 18 ounce size. You find only the Parade brand labeled with this shelf tag: 

5. You walk down the baby food aisle and find the Gerber Rice Infant Cereal with this label on the package: 

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During the store visit we find many of these labeling questions.

1. It's OK, store used optional label for non-LEB items.
2. Some, not all, labeled with pink stickers.
3. Labeling non-declared item as declared LEB.
4. Item not declared.
5. Unauthorized use of WIC acronym.

Texas WIC Shopping Experience

Questions



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This morning we have talked about Program Basics, Vendor Training, Vendor Liaisons, Approved Foods, Shopping Guide, Labels and Labeling. Texas WIC strives to always improve the shopping experience for Vendors and WIC participants. I hope you can all take something away from the Texas WIC Shopping Experience.

Texas WIC Shopping Experience

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