

# WIC Vendor Guide

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**To: All Authorized Utah WIC Vendors**

**From:** JoDell Geilmann-Parke- Utah WIC Vendor Manager

**Date: 15 September 2024**

**RE:** October 2024 Vendor Guide/Food Booklet– Memo 2024-02

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Dear Utah WIC Vendor,

Enclosed are several copies of the new Utah WIC Vendor Guide booklets for Utah WIC stores. Changes to the authorized foods list go into effect October 1, 2024 and are reflected in the APL that is automatically downloaded to your store each day. For easy reference, please place one copy at your customer service desk and one copy at your most used cash registers, including the self checkout attendant station. See the enclosure for updates on the changes made this year.

**If your store uses WIC shelf inserts, please make sure to look those over and ensure they're placed next to the correct items.**

Please make sure your store staff has a chance to look over this vendor guide. I encourage you to place one or two copies of the Utah WIC Vendor Guide in your break room so store personnel can review the booklet. You can also access it on the Utah WIC website at <https://wic.utah.gov/vendors/authorized-foods-booklet/> or the WICShopper app.

The WICShopper app is available for both Apple and Android devices. Once the app is downloaded, you will need to select Utah as the corresponding state. The app will reflect any updates or changes made to authorized foods over the next year.

Thank you for all you do for the families of your community!

Sincerely,

JoDell Geilmann-Parke

Utah WIC Vendor Manager

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**Enclosure: Utah Vendor Guide, Food Booklet Changes FY25**