

# Utah WIC Program

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Interactive Training for WIC Vendors  
Utah WIC Program 2025



This training will cover:

- the purpose of the program
- the retailer's role
- currently authorized foods
- general transaction procedures and expectations
- authorized vendor requirements

# WIC Training

- ❖ All store employees who handle WIC transactions must be trained before serving customers and yearly after the initial training.
- ❖ Training includes
  - WIC vendor video
  - WIC checkout instructions
  - Training presentation
- ❖ Training materials can be found online at [wic.utah.gov](http://wic.utah.gov)



# WIC Shopper App

- ❖ WIC participants can:
  - Scan products or enter UPCs to see if they're WIC approved
  - View benefits
  - ..and much more!
- ❖ It is HIGHLY recommended for store front-end personnel to download the app.



WIC SHOPPER APP:  
<https://ebtshopper.com/download>

# Vendor Peer Grouping



- ❖ Vendor peer grouping is based on various criteria such as:
    - Store type
    - Size
    - Sales volume
    - Location
  - ❖ WIC vendors are placed into one of five peer groups.
  - ❖ Peer grouping is used to determine maximum allowable prices and minimum stocking requirements.
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# Minimum Inventory Requirements



- ❖ Each retailer must stock a variety of WIC foods
- ❖ Quantities and sizes of each item is specified in the vendor agreement.
- ❖ Refer to the vendor agreement to determine the minimum required inventory levels for your peer group.

- ❖ The WIC account holds all the nutritious food participants can purchase.



- ❖ WIC purchases are only successful when there is a match between the WIC authorized foods and the benefits in the participant's account.

# WIC Card

# WIC Transactions

*We hope your experiences with WIC customers are positive.*



- ❖ If you run into any difficulties during a WIC transaction, ask for assistance from your front end manager.
- ❖ On occasion, a WIC participant might violate WIC program requirements or act inappropriately.
- ❖ The WIC business reply card can be used to report any violations as soon as possible.
  - You will need the last 4 numbers of the WIC card (you can find that on the transaction receipt).

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# Balance Inquiries

How do you check a WIC balance  
for customers in YOUR store?

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- ❖ A balance inquiry prints a receipt for the customer that shows them their current benefit balance
- ❖ **ALL cashiers must be trained on how to provide a balance inquiry**
- ❖ This may require initiation from the cashier that is different than a WIC purchase transaction.

# Transaction Procedures

ALL stores will provide at least 3 receipts for each WIC transaction.



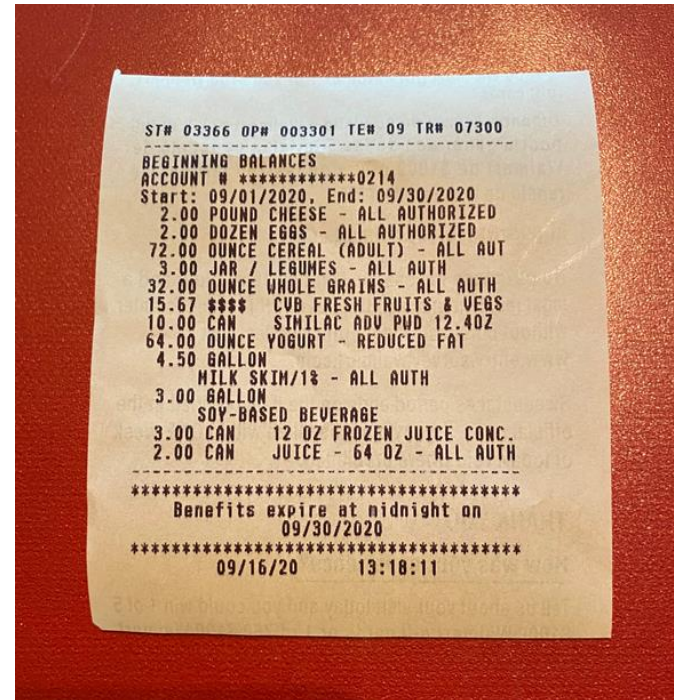
Cashiers should hand each receipt to the customer as they are printed out.

1. Beginning Balance or Balance Inquiry
  2. Utilization or Proposed Redemption Receipt
  3. Ending Balance Receipt
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# Beginning Balance Receipt

- ❖ Once the WIC card is swiped and the PIN is entered, the register will automatically print out a beginning balance receipt.
- ❖ The cashier should hand this receipt to the customer.

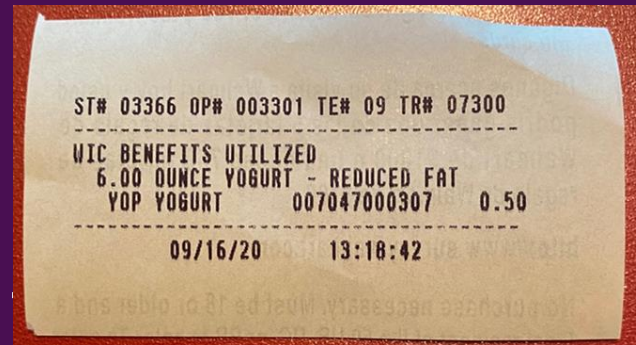
- ❖ The beginning balance receipt shows the customer the benefits available on the card.



# Utilization Receipt

- ❖ Once the groceries have been rung up, the register will print a halfway point, or utilization receipt.
- ❖ The cashier should hand this receipt to the customer.

- ❖ The customer should review this receipt carefully to verify all WIC items are listed on the transaction.
- ❖ The customer will select YES to authorize the purchase or NO if they need to make adjustments.



# Ending Balance Receipt

- ❖ Once the WIC transaction has been finalized, participants should be given an ending balance receipt.
- ❖ The cashier should hand this receipt to the customer.
- ❖ This receipt shows the updated card benefits.



# Non-WIC Receipt

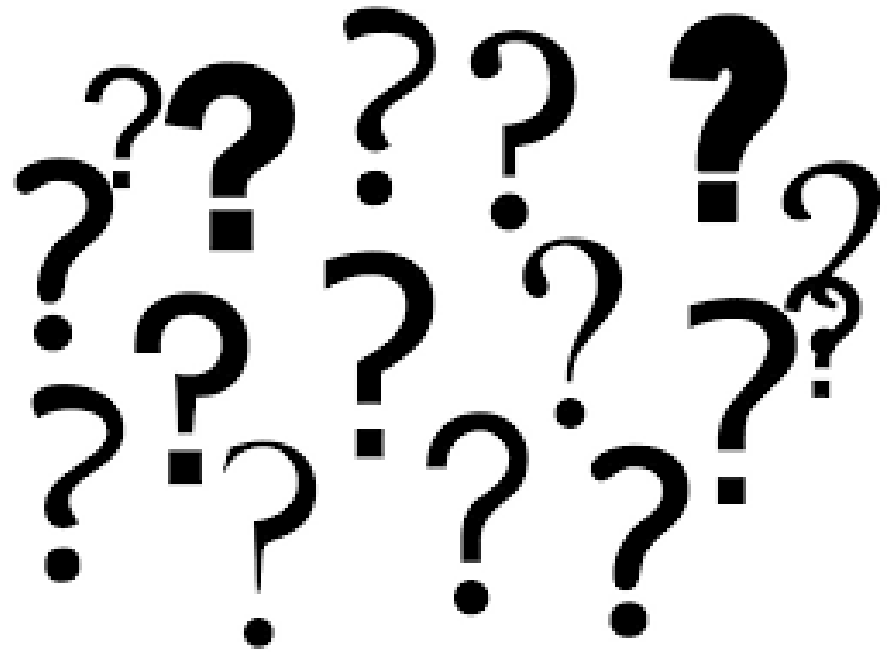
- ❖ Some stores also give customers a 4<sup>th</sup> receipt that reflects both WIC and non-WIC purchases.
- ❖ Cashiers should also give this receipt to participants.



What specific  
issues does  
your store  
have with WIC  
transactions?

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Any questions?



- ❖ Many retailers use shelf labels to indicate to a customer which foods are allowed by WIC.
- ❖ Store employees should be trained on how to read store shelf labels to identify WIC products.



# WIC Tags and Shelf Labels



- ❖ WIC is a nutrition-based program. Specific foods authorized to meet high nutrition standards. ONLY authorized foods can be purchased with WIC benefits.
- ❖ WIC foods are low in sugar and salt.
- ❖ WIC foods are high in iron, protein, calcium and Vitamins A, C and D.

# WIC Authorizes Specific Foods

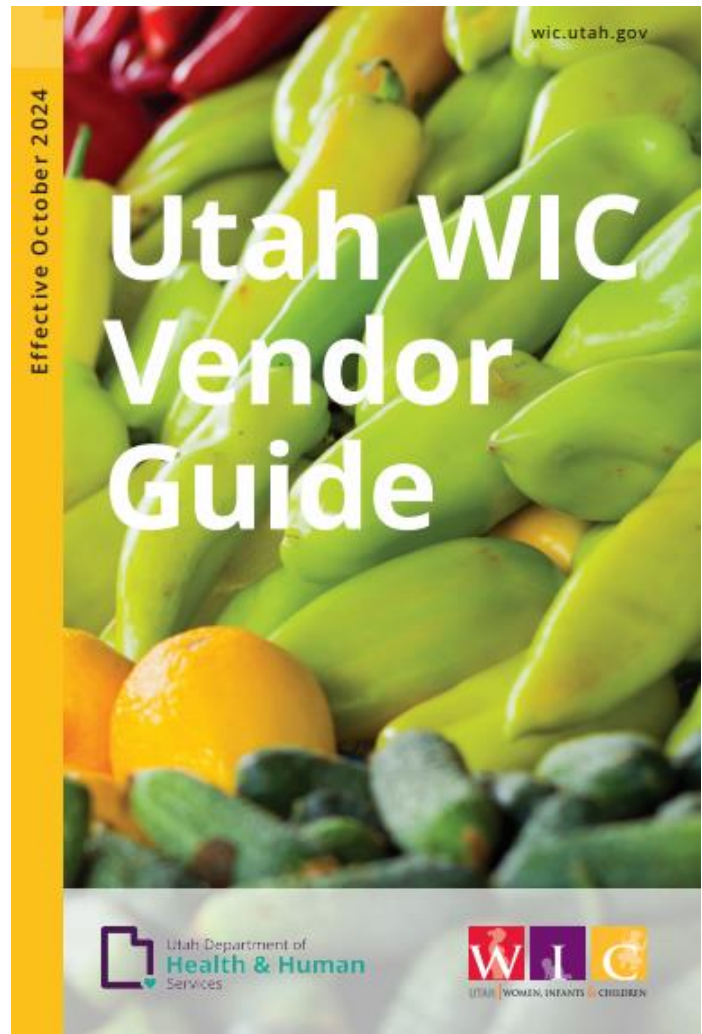
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# Authorized Foods

The Utah WIC Vendor Guide provides a detailed list of authorized foods.

A copy should be available at each register.

It is also available on the Utah WIC website.



# Authorized Foods



- ❖ WIC authorized foods are updated annually.
- ❖ The vendor will be told about any major changes made to the authorized food list before the annual update.
- ❖ Changes to the foods list can be seen almost immediately on the WICShopper App.

# Cheese

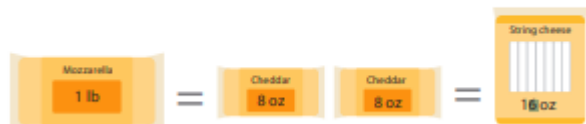
✓ **Allowed:** \*Store brand or private label; 8 ounces (oz) to 16 ounces (oz)

- Regular, reduced-fat, whole, or part-skim
- Block, shredded, sliced, cubed, stick, or string cheese
- Cheddar (mild, medium, sharp, or extra sharp)
- Colby/Colby Jack
- Mozzarella
- Monterey Jack
- Muenster
- Pasteurized processed American
- Provolone
- Swiss



✗ **Not allowed:** Deli, cheese food/spread/product, name brand, 1 oz individual string cheese, 2 lb blocks, or any other variety of cheese not listed (pepper jack)

Cheese is issued in units of pounds (lb). 8 oz will take 0.5 lb off your card. 12 oz will take 0.75 lb off your card.



# Tofu

✓ **Allowed:** \*Brands listed below; 14 oz to 16 oz all authorized tofu must meet the federal WIC guidelines by being calcium set

- Block tofu
- Organic allowed
- Tofu only if assigned and printed on WIC receipt or benefit list



**Azymaya**  
• Extra firm, firm, silken



**Franklin Farms**  
• Extra firm, firm, medium firm, pressed firm, silken, soft



**House Foods**  
• Extra firm, firm, medium firm



**Nasoya**  
• Extra firm, super firm



**O Organics**  
• Extra firm, firm, silken



**Simple Truth Organic**  
• Extra firm, firm, silken



**Wildwood Organic**  
• Extra firm, firm, silken



**Woodstock**  
• Extra firm, firm

✗ **Not allowed:** Any form other than block (cubed), seasoned, added fat, sugars, oils, or sodium

# Eggs

✓ **Allowed:** \*Store brand or private label; 1 dozen


- Medium, large, or extra large
- White or brown
- Regular or cage free



✗ **Not allowed:** Omega-3, pasture raised, or organic



# Cereal

Whole grain 

✔ **Allowed:** Brands listed below; 12 oz to 36 oz boxes and bags for cold cereal, 9.8 oz to 36 oz for hot cereal

✘ **Not allowed:** Cold cereal box sizes smaller than 12 oz or cereal with artificial sweetener

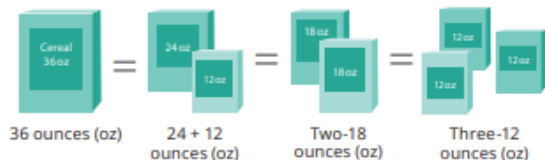
All authorized cereals meet the federal WIC guidelines for iron and sugar content.

## Cold cereal




**Essential Everyday:** Bite Size Frosted Shredded Wheat Strawberry Cream | Bran Flakes  | Corn Flakes | Crispy Hexagons | Crispy Rice | Crunchy Corn Squares | Crunchy Oat Cereal  | Crunchy Rice Squares | Toasted Oats 

**Cereals are issued in units of ounces. Buy any combination that does not go over 36 oz. Cereal can be purchased in separate transactions.**




## Hot cereal (original flavor only unless specified)




**Cream of Wheat:** Cream of Rice (Instant or Regular) | Cream of Wheat 1 Minute | Cream of Wheat 2 1/2 Minutes (Original or Whole Grain  ) | Cream of Wheat Instant |



**Food Club:** Creamy Wheat Farina | Instant Oatmeal (packets only) 

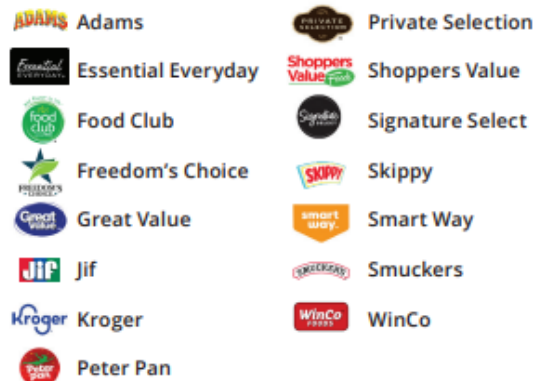


**Great Value:** Instant Oatmeal (packets only) 

# Peanut butter and beans

## Peanut butter

- ✔ **Allowed:** \*Brands listed below; 15 oz to 18 oz creamy, crunchy, extra crunchy, or natural



- ✘ **Not allowed:** Added honey, jelly, marshmallows, chocolate, or other similar ingredients, reduced-fat, peanut butter spreads, or reduced-fat peanut butter spreads



## Beans and lentils

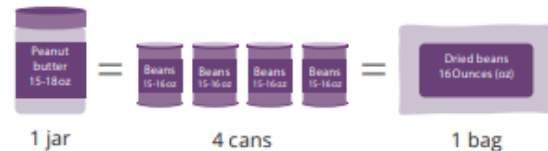
- ✔ **Allowed:** \*Store brand or private label;

- ▶ 1 lb (16 oz) dry package
- ▶ 15 oz to 16 oz cans, regular or low sodium

- Black
- Black-eyed peas
- Butter beans
- Cannellini (white kidney)
- Cranberry
- Fat-free refried beans
- Garbanzo (chickpeas)
- Mayocoba
- Great Northern
- Kidney
- Lentils
- Lima
- Navy
- Pink
- Pinto
- Red
- Split peas
- White

- ✘ **Not allowed:** Added vegetables or fruits, added sugar, fats or oils, flavored, bean soup mix, mixed beans, chili, baked beans, beans with meat, canned green peas, snap beans, green beans, wax beans, or any other variety of refried beans

Peanut butter and beans are issued in units of jar/bag.



## Canned fish

Canned fish is an extra benefit for women who are exclusively breastfeeding.

### Chunk light tuna

✓ **Allowed:** \*Store brand or private label; 5 oz to 30 oz cans


- Water or oil packed
- Regular or lower sodium
- May include bones or skin
- May include flavorings (lemon, herbs, broth)

✗ **Not allowed:** Solid white or chunk white albacore tuna, gourmet, or 2.5 oz pouches

## Pink salmon or jack mackerel

✓ **Allowed:** \*Brands listed below; 5 oz to 30 oz cans, 5 oz pouches

- Water or oil packed
- Regular or lower sodium
- May include bones or skin
- May include flavorings (lemon, herbs, broth)

 Bumble Bee

 Great Value

 Chicken of the Sea

 Kroger

 Essential Everyday

 Signature Select

 Food Club

 StarKist

✗ **Not allowed:** Red, blueback, Atlantic, or sockeye salmon; gourmet; or 2.5 oz pouches salmon

Fish is issued in units of ounces (oz). Choose combinations that add up to 30 oz.



Six-5 oz cans

Five-6 oz cans

Two-14.75 oz cans

## Infant cereal

✔ **Allowed:** Brands listed below; dry 8 oz container



Gerber: Oatmeal, rice, multigrain



Beech-Nut: Oatmeal, corn

✘ **Not allowed:** With added formula, fruit, yogurt, probiotics or DHA/ARA; organic

## Infant meats

Infant meats are an extra benefit for exclusively-breastfed infants.

✔ **Allowed:** Brands listed below; "single meat" variety with added broth or gravy, 2.5 oz jar, 10 oz to 77.5 oz multi-packs



Beech-Nut



Earth's Best Organic



Gerber

✘ **Not allowed:** Meat sticks, dinners, or any added ingredients except for added broth or gravy

## Infant fruits and vegetables

✔ **Allowed:** Brands listed below; single vegetable, single fruit, mixed vegetables, mixed fruits, vegetables mixed with fruits, 4 oz jar, 2 oz 2-pack, 4 oz 2-pack, or multi-packs up to 128 oz



Beech-Nut: Naturals | Nothing Artificial Added | Organic |



Earth's Best Organic



Gerber: Natural for Baby | Organic for Baby |



Happy Baby Organic



O Organics



Once Upon a Farm



Parent's Choice



Simple Truth Organic



Tippy Toes: Regular | Organic

✘ **Not allowed:** Pouches, medleys, dinners, delights, custards, cobblers, desserts, or any added ingredients (spices, oats, etc.)



Current Utah WIC contract formulas. These items must be in stock at all times.



## Infant Formula

✔ **Allowed:** Size and description as printed on eWIC receipt

WIC does provide non-contract formulas for some WIC participants. Non-contract formulas are not a required stocking requirement for stores; however, carrying non-contract formulas benefits both the stores and WIC participants. The specific brand, size, type and physical state (powder, concentrated or Ready To Feed [RTF]) of formula allowed for WIC participants will be shown on the participant's food benefit list.

## Brown rice



✓ **Allowed:** \*Store brand or private label

- 14 oz (instant)
- 16 oz (regular)

✗ **Not allowed:** Ready-to-serve, added flavors or seasonings

## Whole wheat pasta



✓ **Allowed:** \*Brands listed below; 100% whole wheat pasta, 16 oz

- Whole wheat flour or whole durum wheat flour must be the only flour ingredients listed
- Any shape



Barilla



Kroger



Essential  
Everyday



Ronzoni  
Healthy Harvest



Food Club



Signature  
Select



Great Value



WinCo

✗ **Not allowed:** Pasta made with white flour, or a mix of different types of flour, or with added sugars, fats, oils, or salt (sodium)

## Whole grain bread



✓ **Allowed:** \*Brands listed below; 100% whole wheat bread and whole grain bread, 16 oz or 24 oz

16 ounce loaves of bread:



Bimbo: 100% Whole Wheat



Franz: 100% Whole Wheat Sandwich



Great Grains: Whole Wheat



Kroger: 100% Whole Wheat



Sara Lee: 100% Whole Wheat



WinCo: 100% Whole Wheat



Wonder: 100% Whole Wheat



## Tortillas



✓ **Allowed:** \*Brands listed below; whole wheat or corn tortillas, 16 oz

De Harina:  
Whole Wheat



Don Pancho:  
White Corn



Essential Everyday:  
Whole Wheat



Great Value:  
Whole Wheat



Guerrero:  
Whole Wheat | White Corn |



Kroger:  
Whole Wheat



La Banderita:  
Yellow Corn | White  
Corn | Whole Wheat  
(Fajita and Soft Taco) |



# Fruits and vegetables

✓ **Allowed:** Dollar amount as listed on WIC receipt

- Fresh ginger and garlic
- Fresh herbs
- Fresh salsa without added sugar or oil
- Organic
- Whole, pre-cut, or packaged fresh or frozen vegetables and fruits

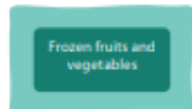


✗ **Not allowed:** Canned, decorative, dressings, dried, packages/party trays with additions (dips, meat, noodles, nuts), roasted, salad bars, salsa with sugar or oil, shelf stable salsa, or spices (vanilla bean)

Fruits and vegetables are issued with Cash Value Benefit (CVB).



Fresh fruits and vegetables



Frozen fruits and vegetables



It is the responsibility of each WIC retailer to ensure all fresh produce is properly mapped to an authorized produce code. Failure to do so is in violation of the Utah WIC Vendor Agreement.

# Yogurt

✓ **Allowed:** \*Brands listed below; 32 oz containers or smaller containers in combinations that equal 32 oz

- Any flavor
- Fat content as printed on WIC receipt or benefit list
- Added fruit is allowed

✗ **Not allowed:** Yogurts sold with accompanying mix-in ingredients such as granola, candy pieces, honey, nuts, and similar ingredients, drinkable yogurts, or whips

## Whole-fat



**Brown Cow**  
• Regular



**Chobani**  
• Greek  
• Greek Creations



**Dannon**  
• Regular



**Essential Everyday**  
• Greek  
• Regular



**Food Club**  
• Greek



**Great Value**  
• Greek



**Kroger**  
• Blended  
• Greek  
• Regular



**Lucerne**  
• Regular



**Mountain High**  
• Original



**Oikos**  
• Greek

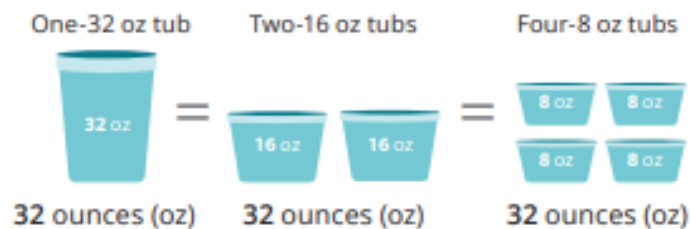


**WinCo**  
• Greek  
• Regular



**Yoplait**  
• Oui French Style

Yogurt is issued in units of ounces (oz). To make sure you get your full benefit, consider buying a 32 oz container or packages that add up to 32 oz.



# Milk

✔ **Allowed:** \*Store brand or private label; gallon, half gallon, or quart

- Size, description, and fat content as printed on WIC receipt or benefit list
- Buttermilk (half gallon or quart)
- Canned evaporated milk (12 oz)
- Lactose-free only if assigned and printed on WIC receipt or benefit list
- Pasteurized
- Powdered dry milk (9.6 oz to 64 oz)
- Shelf stable (UHT)
- Quart milk is allowed in any brand

✘ **Not allowed:** Flavored, Skim Royale/Delight, unpasteurized, or raw

Milk is issued in units of gallons. A half gallon will take 0.5 gallon off your account. A quart will take 0.25 gallon off your account.



# Soy milk

✔ **Allowed:** Brands listed below; half gallon or quart

- Original flavor
- Refrigerated or shelf stable (UHT)
- Soy milk only if assigned and printed on WIC receipt or benefit list



8th Continent Soymilk



Bettergoods



Great Value



Pacific Foods



Silk



# Juice

✔ **Allowed:** \*Brands listed below;

- 64 oz refrigerated orange juice (no other flavors)
- Regular or low sodium for tomato/vegetable juice
- Unsweetened, 100% juice, single flavor, or blends

✘ **Not allowed:** Refrigerated juices (except orange juice), cocktails, nectars, ciders, or 59 oz container

## Juice 64 oz (children)

**Finding the right 64 oz juice.** Federal guidelines require juice to be 100% juice. Manufacturers are required to put the percent (%) of juice on the label. This can generally be found above the Nutrition Facts label or on the front of the container.

✔ **Allowed** (100% juice) ✘ **Not allowed:** (25% juice)



If a juice says 100% vitamin C that doesn't mean it is 100% juice.



What specific  
issues does  
your store  
have with WIC  
foods?

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Any questions?



# Incentive Items

- ❖ Store sales prices on authorized WIC foods should apply to WIC purchases.



- ❖ WIC participants should be allowed, but not required, to participate in store loyalty programs.
- ❖ Stores cannot provide incentive items to WIC customers only.
- ❖ Buy one, get one promotions should be offered to WIC participants without counting the free item against their WIC benefits.



# WIC Acronym and Logo



- ❖ The WIC acronym and logo may be used by the vendor when authorized by the state department – including shelf labels.
- ❖ Stores may not use the acronym or logo in store signs or ads.



# Claims Process

- ❖ As an authorized Utah WIC vendor, your store is required to submit claims for payment on a WIC purchase within 48 hours of the transaction.



- ❖ Stores should monitor reconciliation files to verify claims are paid.
- ❖ Any claims submitted more than 60 days after the date of transaction will not be paid.
- ❖ Any disputes on payments received should be addressed with the state WIC office.

# Compliance: Secret Shoppers



- ❖ The state department is required to conduct compliance purchases.
  - ❖ Secret shoppers posing as WIC participants will check to see if stores allow WIC violations to occur.
  - ❖ Stores may be chosen at random or based on high risk criteria including excessive point of sale (cash-register) system errors.
  - ❖ A pattern of violations may result in program disqualification.
  - ❖ The store can be held accountable for all actions of its owners, managers, and employees who commit WIC violations.
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# Civil Rights Complaints

- ❖ Civil rights complaints will be investigated and may result in violation points, sanctions and/or disqualification from the Utah WIC program.
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Read This!!



- ❖ In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation), disability, age, or reprisal or retaliation for prior civil rights activity.
- ❖ To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: <https://www.usda.gov/sites/default/files/documents/ad-3027.pdf>,

# Required SNAP Eligibility



Supplemental  
Nutrition  
Assistance  
Program

- ❖ WIC will disqualify a vendor who has been disqualified from SNAP (Supplemental Nutrition Assistance Program).
  - ❖ The state WIC office is notified of stores that have been disqualified. The state WIC office will share this information with the local vendor coordinator.
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# Fraudulent WIC Activities



- ❖ Trafficking WIC benefits for cash, non-WIC items, or store credit will result in program disqualification.
- ❖ To remain an authorized vendor with the Utah WIC program, do not engage in trafficking WIC benefits.

# Vendor Violations and Sanctions

- ❖ State department violation points can be assigned for each documented violation.
  - ❖ Violation points are cumulative and can lead to sanctions and/or money penalties.
  - ❖ Violation points will be removed two (2) years after the violation.
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How can your  
store better  
train all  
employees on  
WIC  
transactions?

Any questions?





Thank you for  
all you do to  
help the  
families in your  
community!

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We appreciate your  
continued partnership!



# Utah WIC Program Resources [wic.utah.gov](http://wic.utah.gov)

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- ❖ WIC Program  
P.O. Box 141013  
SLC, Utah 84114-1013
- ❖ 1-877-WIC-KIDS