

Memorandum

To: All Authorized Utah WIC Vendors

From: JoDell Geilmann-Parke, Utah WIC Vendor Manager

Date: 1 January 2026

RE: New WIC Approved Shelf Labels – Memo FFY2026-02

Dear Vendor,

Utah WIC has created a new WIC Approved shelf label. It fits perfectly in standard price tag channels and is printed on high quality, durable paper.

While we are **NOT** making these labels required for WIC authorization, participants frequently state that they appreciate shopping where WIC foods are easily identifiable. Labels help tremendously!



Enclosed in this mailing is a stack of the new labels designed for use in your store. If you don't have space to place them on all WIC approved foods, we recommend placing them on foods that are especially challenging for participants. Those foods include: bread, tortillas, cereal and yogurt.

To identify current foods that are WIC approved, you can use the barcode scanner in the WICShopper app, refer to the Utah WIC Vendor Guide, or access the authorized foods list on the Utah WIC [website](#). To order additional WIC approved labels, visit the Utah WIC website and fill out the shelf talker [request form](#).

Sincerely,
JoDell Geilmann-Parke
Utah WIC Vendor Manager
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