



Since the first clinic opened in 1974, WIC has improved the health and well-being of millions of pregnant women, new moms, infants, and children. Join us in celebrating this remarkable legacy and continuing to advocate for a bright and promising future of WIC. For 50 years, WIC has been at the center of positive public health outcomes, championing access to healthy food, breastfeeding support, health screenings, and referrals... And we couldn't have done that without you, our vendors!

YOUR VENDOR TEAM



AUSTIN ATKINS



DAVID JOHNSON



DEBBIE FREE

Contact us via email at WICVendorTraining@adph.state.al.us or call us at 334-206-5673.

Let's Talk About Bread

Alabama WIC would like to take this moment to remind you that the bread waivers allowing for 20 oz. bread redemptions has expired.

All vendors should ensure that they are making 16 oz. options available so that WIC participants can find the appropriate size for their benefits.



16 oz ✓



20 oz ✗

Did you know we have an app?

We have worked hard to make the Alabama WIC app a resource not only for participants, but for our vendors too. We encourage our vendors to download the app and encourage their staff to do the same. It can be a useful tool to quickly check if a product is WIC approved with the integrated barcode scanner, access the WIC approved foods brochure, and to stay connected with social media posts about WIC news!



MATERIALS WE PROVIDE

Here at Alabama WIC, we want to make sure that you have everything you need to succeed, from materials to educate customers and staff to signage that lets people know you offer WIC and which items are WIC approved. Here are some of the materials we provide and suggested uses for them:

- **Approved Foods Brochure** - This brochure is designed to be a quick reference for staff and customers on which foods are WIC approved.
- **WIC Shelf Labels** - Use these to let customers know which foods are WIC approved. We provide 150 - 200 shelf labels upon joining the WIC program and more are available as needed.
- **eWIC Essentials Sheet** - A quick reference guide for cashiers on eWIC and how to troubleshoot transactions.
- **Window Clings** - Use these to let customers know that you accept WIC.

PRODUCT MAPPING (LINKING)

The Alabama WIC Program requires retailers to map (link) produce to an Alabama WIC-approved Price Look-Up (PLU) code. All fresh fruits and vegetables are WIC-approved. However, only correctly mapped produce will be recognized and approved during WIC transactions. This means that any fresh fruit or vegetable without an International Federation of Produce Standards (IFPS)-approved PLU code will not be recognized and approved. Participants continue to experience barriers redeeming cash value benefits (CVBs)

due to incorrect mapping of fresh fruits and/or vegetables. Mixed bags of different produce items are frequently affected (e.g., bag of apples and oranges). Bulk bags of the same produce item have also been affected (e.g., bag of apples). This results in WIC participants not being able to redeem CVBs and lost sales to your store. Please ensure all produce is correctly mapped to the exact or most closely related PLU code. Alabama WIC is in favor of utilizing the generic 4469 PLU to ensure WIC participants are able to purchase fresh produce that is incorrectly mapped.

Store Responsibility:

- Map/link all fresh fruits and vegetables to an IFPS-approved PLU code.
- Contact your Electronic Cash Register (ECR) Provider for specific instructions as every ECR is different.
- Ensure store personnel are trained to address issues that may occur.

Additional mapping information can be found by visiting the IFPS website at:

<https://www.ifpsglobal.com/>

Or the Alabama eWIC for Vendors page at:

<http://alabamapublichealth.gov/wic/vendors.html>