



## WIC Vendor eBulletin April 2025

Welcome to the Washington State Department of Health WIC Vendor e-Bulletin. Please share this with all staff involved in WIC. **READ, INITIAL, and place in WIC Training binder.**

You can find a copy of this document and back issues of e-Bulletins on our DOH WIC website:

<http://www.doh.wa.gov/YouandYourFamily/WIC/WICVendors>.

Contact us at [WICRetailManagement@doh.wa.gov](mailto:WICRetailManagement@doh.wa.gov) or 1-800-841-1410 Ext. 2 if you have questions or need assistance.

Click here for a printer friendly e-Bulletin. It's located near the bottom of the web page. You can also subscribe to receive quarterly eBulletin newsletters. [Information for WIC Vendors | Washington State Department of Health](#)

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### WIC Online Ordering Pilot Program Launched!

Families enrolled in the Washington WIC program can now experience the convenience of ordering WIC-eligible foods through Walmart.com and the Walmart app.

With this new initiative, participants can access delivery, shipping, and pickup options designed to break down barriers and make healthy food choices more accessible than ever.

This exciting pilot project runs through October 31, 2025, and aims to pave the way for expanding online ordering to additional retailers across the state following a thorough evaluation.

**ONLINE  
ORDERING  
NOW AVAILABLE!**

To learn more about the Online Ordering Pilots in WA or other states, visit WICshop+ for more information and resources. <https://www.wicshopplus.org/>

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## **Change of Ownership/Store Requirements**

If you are a WIC vendor and planning to sell your store or make big changes—like switching management, moving locations, adding a new store, or closing a location, please give the WIC program at least 30 days' written notice, required by your WIC Vendor Contract (Section 2.1.5). Without proper notice, there may be an interruption of WIC services. You may declare those changes in writing to [WICRetailManagement@doh.wa.gov](mailto:WICRetailManagement@doh.wa.gov).

If adding a new store location or selling a store to a new owner and WIC authorization is desired, a WIC application must be submitted. State WIC staff need ample time to complete a review process before authorization can be granted.

[More info on how to apply to be a new WIC vendor can be found here.](#)

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## **Placement of WIC Window Clings**

To help WIC participants easily identify locations offering WIC eligible foods, we encourage stores to place the WIC window cling on the inside of the glass on or near the front door. While its use is optional, this visible placement demonstrates support for WIC families and simplifies the shopping experience for participants.

### **Window Cling Installation**

1. Clean the glass thoroughly.
2. Peel the backing off the cling and wet the glass and the front of the cling using a damp cloth or sponge.
3. Apply the cling to the glass.
4. Use a card or squeegee to flatten the cling and remove air bubbles.
5. Wipe off any excess water.
6. If the Cling has trouble sticking you can use clear tape around the edges.



To order window clings or other WIC supplies, simply complete the [Vendor Supply Order Form](#)

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## Welcome Newly WIC Authorized Grocery Stores



We are pleased to welcome the following stores as new WIC approved vendors!

- **Main Market Co-op** in Spokane, Spokane County
- **Horizon Market** in Mabton, Yakima County
- **Basin City Market** in Mesa, Franklin County
- **Holcomb's Market** in Goldendale, Klickitat County
- **WinCo Foods #174** in Centralia, Lewis County

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## 2025 New Food Rule Resources

Due to the many food changes in 2025, the below resources can help guide you through these changes as they occur. Please work with staff to have WIC labels reflect the updated foods and your POS provider to ensure the Approved Product List is updated on an on-going basis.

New Shopping Guides will be printed and delivered in October 2025 to reflect all updated foods.

- **WIC Food Rule Training:** [WIC Food Rule Training - YouTube](#)
  - Download the **updated Washington WIC Shopping Guide** (PDF): [WIC Washington Shopping Guide](#)
  - The **2025 WA WIC Shopping Guide Insert** can be found here: [WIC Program Forms and Materials | Washington State Department of Health](#) (961-1314 [WIC Shopping Guide Insert](#)). This can be paired with the 2023 printed Shopping Guide as needed.
  - Tips for **buying WIC Breakfast Cereal**: [Tips for Buying WIC Breakfast Cereal](#)
  - Tips for **using your Whole Grain Benefit**: [Tips for Using Your Whole Grain Benefit](#)
  - Get the **WICShopper App**: [Get the WICShopper App | Washington State Department of Health](#)
  - **Food Rule Frequently Asked Questions**: [Food Rule Frequently Asked Questions](#)
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## Updated Approved Product List and Shopping Guide



Starting toward the end of June, we are

- Phasing out the **46 oz shelf-stable juices and the 11.5-12 oz frozen juices** and replacing them with 64 oz shelf-stable juices. On the Minimum Inventory Requirements (MIR), we're combining the "Juice for Women" and "Juice for Children" and renaming as "Juice." WIC participants can choose to buy any of these juices.

- Increasing the amount of infant formula and canned fish benefits that some WIC participants receive monthly.

### Juice

Some participants may buy 46 oz shelf-stable juice/11.5-12 oz frozen juice as a benefit until October 2025. **After October 2025**, we will only have 64 oz shelf-stable juice on our Approved Product List (APL).

### Infant Formula and Canned Fish

Some participants' benefits may include increased amounts of fish and infant formula issued. This increase could lead WIC families to buy more quantities, resulting in a need to adjust inventory orders for formula or fish to meet the [minimum inventory requirements](#) at your store location.

### Next Steps

Starting June 30, 2025, please work with your POS provider to ensure your system has uploaded the Approved Products List (APL).

Please work with staff to have WIC labels reflect the updated foods during June. The updated [WA WIC Shopping Guide](#) and [Approved Product List \(APL\)](#) will be available only online starting June 30, 2025.

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## Gerber Graphics Update



We wanted to let you know about the recent label updates to Gerber Infant Foods.

- The updates don't affect the ingredients or package sizes.
- The updates don't affect UPC codes or pricing.
- Stores may sell products with both the old and new labels until consumers purchase the old stock.

Products with Updated Labels	Product Size
Gerber 1st Foods and 2nd Foods Infant Fruits and Vegetables	2 – 2 oz tubs
Gerber 1st Foods and 2nd Foods Natural Infant Fruits and Vegetables	4 oz jar
Gerber 1st Foods and 2nd Foods Organic Infant Fruits and Vegetables	4 oz jar
Gerber 1st Foods Variety Packs Infant Fruits and Vegetables	6 – 2 oz tubs
Gerber 2nd Foods Variety Packs Infant Fruits and Vegetables	32 – 4 oz tubs 16 – 4 oz tubs
Gerber Organic 2nd Foods Variety Packs Infant Fruits and Vegetables	20 – 4 oz jars
Gerber Infant Meats	2.5 oz jar
Gerber 2nd Foods Variety Packs Infant Meats	12 – 2.5 oz jars
Gerber Infant Cereals	8 oz & 16 oz
Gerber Organic Infant Cereals	8 oz

## WICShopper App: "Do I Have the Benefits to Buy This?"

Anyone can use the Scan Barcode feature on the WICShopper App. A green screen will appear if you scan the barcode of a food that is WIC approved and red will appear if the food is not approved by WIC. However, if a participant has their card number registered on the app, they can get even more information.

If a WIC participant scans the barcode of a food with their card registered in the app, 3 options may appear. Green will indicate that the food is not only WIC approved, but that they have sufficient benefits to purchase it. Red indicates the food is not WIC approved.

The screen will turn orange (pictured in the middle) if the food scanned is a WIC approved item, however that specific participant does not have the proper amount or type of benefits to purchase that item. This may be useful in answering questions at the register. Participants may have a WIC approved item in hand but they may not have sufficient benefits to purchase it.

1. Select "Scan Barcode"
2. Scan food products
3. When scanned, foods will fall into one of 3 categories



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## Vendor Interactive Training Schedule 2025

All WIC authorized stores must attend an interactive training within the current contract period, which ends on September 30, 2026. We have created a schedule of upcoming **online and in-person interactive trainings**





this year to help you accomplish this goal. Additional trainings will eventually be scheduled for 2026, but we encourage stores to not wait to fulfill this requirement.

**504 out of 802 Washington stores still need to attend a WIC Vendor Interactive training for this contract period.** We are hoping most stores can complete this requirement in 2025. We encourage you to sign up for one of our online or in-person trainings.

Sign up for an **English Online or In-Person** training by registering at: <https://doh.wa.gov/you-and-your-family/wic/wic-vendors/training>.

#### 2025 English Online Interactive Vendor Training Schedule:

Date	Time
April 16, 2025	9:00 - 10:30 a.m.
May 14, 2025	2:00 - 3:30 p.m.
June 18, 2025	9:00 - 10:30 a.m.
July 16, 2025	2:00 - 3:30 p.m.
August 20, 2025	9:00 - 10:30 a.m.
September 3, 2025	2:00 - 3:30 p.m.
October 15, 2025	9:00 - 10:30 a.m.
November 5, 2025	2:00 - 3:30 p.m.
December 17, 2025	9:00 - 10:30 a.m.

#### 2025 English In-Person Interactive Vendor Training Schedule:

Date / Times	Location
April 30, 2025 (10am-12pm or 1pm-3pm)	Benton Franklin Health District - Kennewick, WA
May 28, 2025 (10am-12pm or 1pm-3pm)	Columbia Valley Comm Health - Wenatchee, WA
June 25, 2025 (10am-12pm or 1pm-3pm)	Toppenish YVFW Clinic - Toppenish, WA
July 30, 2025 (10am-12pm or 1pm-3pm)	SeaMar CHC Olympia - Olympia, WA
September 17, 2025 (10am-12pm or 1pm-3pm)	Spokane NE Comm Center - Spokane, WA
October 29, 2025 (10am-12pm or 1pm-3pm)	Pregnancy Aid WIC Marysville - Marysville, WA
November 19, 2025 (10am-12pm or 1pm-3pm)	Northshore PH @ Totem Lake- Kirkland, WA

Sign up for a **Spanish In-Person** training by registering at: <https://doh.wa.gov/es/you-and-your-family-wic-wic-vendors/informacion-de-capacitacion-para-proveedores-de-wic>.

#### 2025 Spanish In-Person Interactive Vendor Training Schedule:

Date / Times	Location
None at this time	N/A

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## Vendor Supplies



2024 Vendor Training Guides are now available, along with WIC shelf tags, WIC Shopping Guides, WIC Accepted Here window clings, and other supplies are available at no cost to WIC stores.

To request WIC Vendor supplies simply complete the [Vendor Supply Order Form](#) on the [WIC Vendor Training Information page](#) or by scanning the QR code. Provide complete and accurate contact information to receive requested supplies promptly.

Another option is to request supplies directly from MyPrint at [WIC Vendors](#) or by scanning the QR code. Currently, WIC Accepted Here window clings, WIC shelf tags, and Shopping Guides in 33 languages are available here. Also, the new 2024 Vendor Training Guide is now available!

Stores may also send an email to [WICRetailManagement@doh.wa.gov](mailto:WICRetailManagement@doh.wa.gov).  
Click to edit this placeholder text.



*We are here for you!*

Washington State WIC is grateful to you for your dedication to providing nutritious foods for program participants and continuing to support the WIC program.

#### CONTACT US

Washington State Department of Health  
Office of Nutrition Services, WIC Vendor Management  
(800) 841-1410 Ext. 2

[WICRetailManagement@doh.wa.gov](mailto:WICRetailManagement@doh.wa.gov)  
<https://www.doh.wa.gov/YouandYourFamily/WIC/WICVendors>

**WIC Foods:** [WaWICFoods@doh.wa.gov](mailto:WaWICFoods@doh.wa.gov)

**Complaints:** [www.doh.wa.gov/youandyourfamily/WIC/makeacomplaint](https://www.doh.wa.gov/youandyourfamily/WIC/makeacomplaint)

For all POS related issues contact your POS Provider



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