

WIC RETAIL VENDOR ANNUAL FOOD SALES SURVEY

In accordance with §253.06(3) and 7 CFR 246.12(g)(4), the Wisconsin WIC Program is required to evaluate annual food sales and the amount of revenue that is expected to come from WIC and other sources. All food sales information requested below is based on the sale of Food Stamp eligible items to any customers. See the Food Sales Fact Sheet on page two for more information on eligible items.

Complete this form and provide copies of the Wisconsin Sales and Use Tax forms when applicable. Failure to complete the form and provide the documentation will result in denial of the vendor application.

1. WIC Sales

Do you expect WIC sales to be more than 50% of your total annual sales revenue? Yes No

2. Total Food Sales

A. If the store has been in business **for less than one year** at the time of application, estimate the anticipated annual food sales. Attach available Wisconsin Sales and Use Tax forms (Form ST-12).

Estimated food sales: \$ _____

B. If the store has been in business **for one year or more**, list the actual food sales below. You **MUST** provide copies of your Wisconsin Sales and Use Tax forms (Form ST-12) from the previous 12 months.

Actual food sales: \$ _____

C. Provide last month's total food sales.

Actual food sales: \$ _____

3. Wisconsin Sales and Use Tax Form (ST-12)

A. Line 3 of the ST-12 form includes non-taxable foods. Are any other items in this total? Yes No

B. If yes, list below the items that you included in the total.

4. Percent of Food Sales

Indicate the percent of your annual food sales revenue that you expect in each of these categories.

Food Stamps: _____ % WIC: _____ % Cash, credit, debit: _____ %

AFFIDAVIT OF APPLICANT: I hereby certify that the above information is accurate.

Store Name	Store Street Address and City
Name of Person Completing This Form (Print or type)	Title of Person Completing This Form
SIGNATURE – Person Completing This Form	Date Signed
NOTE: The owner, store manager or other individual who is authorized to sign on behalf of the vendor must complete and sign below if that person did not sign above.	
Name of Authorized Person (Print or type)	Title of Authorized Person
SIGNATURE – Authorized Person	Date Signed

Food Sales Fact Sheet

Vendors may include in the food sales amount reported to the State agency any item that may be purchased with Food Stamp benefits.

The following food sales **are included**.

- Foods for the household to eat, such as:
 - breads and cereals;
 - fruits and vegetables;
 - meats, fish, and poultry; and
 - dairy products.
- Coffee, tea, cocoa, carbonated and non-carbonated drinks, ice, candy, condiments and spices, when sold along with the items above.
- Snacks foods (e.g., potato chips and cupcakes).
- Cold ready-to-eat foods intended for off-premises consumption only.
- Specialty foods (such as diabetic and dietetic foods), enriched or fortified foods, infant formulas, and certain health food items. Examples include weight loss products (e.g., Slim Fast), Depilate, Ensure, wheat germ, and brewer's yeast. If the item ordinarily is used as a food, rather than as a medicine or therapeutic agent, it may be included in food sales.
- Vegetable oils, shortening, and food coloring.
- Cooking wine, wine vinegar, flavorings, extracts.

The following food sales **are not included**.

- Any non-food items, such as:
 - pet foods;
 - soaps, paper products; and
 - household supplies.
- Beer, wine, liquor, and all other alcoholic beverages.
- Cigarettes, cigars, and all other tobacco products.
- Vitamins and medicines.
- Foods that will be eaten in the store.
- Hot foods and hot food products (e.g., soups, roasted chicken, coffee, steamed seafood).