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TO: Authorized WIC Vendors

FROM: Chris Grover, Vendor Relations Manager
Wisconsin WIC Program

RE: Vendor Update- New Logo and *MyWIC* App

New WIC Logo on Vendor Materials

The Wisconsin WIC Program adopted the new national WIC logo and has updated the door decals, register stickers and shelf talkers. The new logo creates a unified brand for the entire country. Your WIC customers are looking for this logo to identify your store as an authorized vendor and to identify WIC approved foods. Please remove any items with the "old" WIC logo and only use the "new" WIC materials. Using your own signs or shelf talkers from food companies interferes with our branding and is confusing for WIC customers. (See samples on the back page.)

We have had several requests to make the shelf talkers smaller to fit in areas where space is limited. Shelf talkers identify the allowed foods to help WIC customers quickly and correctly select the right foods. Shelf talkers are especially helpful in the following areas: juices, cereal, infant fruit and vegetables, yogurt, cheese, whole wheat bread, tortillas and brown rice. Door decals and cash register stickers identify your store as an authorized WIC vendor. Place a decal on each door and a sticker at each check-out lane.

Wisconsin *MyWIC* App - FREE App Works for Vendors too!

Many WIC shoppers are downloading Wisconsin's *MyWIC* app to assist them in selecting the correct foods. The app displays their available benefit balance and benefit expiration date. When they scan the item's UPC it determines if it's an approved product, if there are available benefits, and how many they can purchase.

Vendors are able to use the WIC Food Search and Scan UPC features of the app in Vendor Mode. The app is available for all Apple and Android devices. Simply go into Google Play Store or App Store and search, "Wisconsin *MyWIC* App". Download to your device. Type the word "VENDOR" in the eWIC card number field.

To scan the UPC, center the barcode in the rectangle. It's not necessary to click any buttons.

Use the app to:

- Determine if a food that was denied in a purchase is WIC approved. If it isn't in the Approved Products List (APL) and you believe it should be, notify your manager to submit the UPC information to the State WIC Office.
- Assist WIC shoppers in selecting approved foods.
- Verify placement of shelf talkers.
- Scan UPCs of foods in your store to determine if they are in the WIC APL.

(Over)

Mapping

For stores using an integrated cash register system, we recommend mapping any new fresh produce items rather than submitting the UPC. Mapping is the process of linking a produce UPC with a similar PLU found in the APL. Mapping allows the new produce item to be available for sale immediately and prevents frustration and lost sales caused when an item is rejected for WIC purchase. Contact your cash register system's representative if assistance is needed.

Some common PLUs to use for mapping:

| Product | PLU Options | Product | PLU Options |
|-------------------|-------------|--------------|------------------|
| Apples | 4193 - 4217 | Pineapple | 4433 |
| Berries, any type | 4252, 4253 | Potatoes | 4728 - 4733 |
| Blackberries | 4239 | Raspberries | 4054, 4044, 4245 |
| Blueberries | 4240 | Strawberries | 4028, 4323 |
| Carrots | 4564, 4565 | Tomatoes | 4806 - 4808 |
| Oranges | 4389 - 4393 | | |

Using PLUs

Vendors should exercise caution when using PLU codes for items that aren't WIC-eligible fresh produce like candy, meats and garden stock like seed potatoes and onion sets. The WIC Program only uses the PLUs for fresh produce specified by the International Federation for Produce Standards (IFPS) in its APL. PLU codes 3170 - 3270 and 4460 - 4469 are designated "For use with all commodities, retailer assigned" and are good alternatives for non-WIC items because they aren't included in the WIC APL. PLUs for herbs, nuts and dried fruit are also not included in the APL.

Stay Connected

Wisconsin Retailer Updates are periodic updates with important WIC information. Urgent messages about the eWIC system are also posted here. If you haven't signed up for the email notifications for new update postings, please sign up at <https://www.wicvendorwi.org> (second item in the left column). A follow-up email is sent requiring you to confirm your registration.

Logo Samples

New logo (not shown in actual colors)



Old logo (replace with new shelf talkers, door decals and register stickers)

