

HOW DO WE SUPPORT OUR VENDORS?

We have developed training aids which include a vendor handbook, a cashier training guide, a WIC Shopping Guide and shelf labels.

WIC Program representatives keep vendors informed by providing them with a quarterly WIC'r Basket Newsletter featuring vendor reminders and updates.

Phone conferences are scheduled on a quarterly basis, year-round, to educate and update staff working in WIC authorized stores.

We are available to visit your store and help with training. Call the WIC Vendor Management Unit at 304-558-1115 or email dhhrwicvu@wv.gov.

The West Virginia WIC Program appreciates the efforts of our authorized retailers. By working together we are able to provide quality services to West Virginia families.

CONTACT US

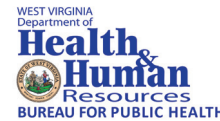
For questions or additional information about how you can become a WIC vendor:

Call: 304-558-1115

Email: dhhrwicvu@wv.gov

Visit: dhhr.wvgov/wic

Vendor Portal: <https://www.wicvendor.wvdhhr.org/>



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(1) mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;

(2) fax: (202) 690-7442; or

(3) email: program.intake@usda.gov.

This institution is an equal opportunity provider.

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BECOMING A WIC VENDOR



WHAT IS WIC?

WIC stands for Women, Infants and Children. The WIC Program is a federal grant program that is funded by Congress each year. The United States Department of Agriculture, Food and Nutrition Service administers these funds to WIC state agencies to pay for WIC food, nutrition education, breastfeeding promotion and support, and administrative costs. The program is administered in West Virginia by the Department of Health and Human Resources, Bureau for Public Health through local WIC agencies.

The mission of the WIC Program is to safeguard the health of low-income, pregnant, postpartum and breastfeeding women, as well as infants and children up to age five, who are at risk for poor nutrition.

The West Virginia WIC Program recognizes that being pregnant, breastfeeding a baby, or being a parent is an important job. WIC helps families by providing:

- Food that is specifically recommended to improve each participant's diet. WIC helps stretch the food budget for working families.
- Nutrition education to help participants learn the importance of good nutrition for good health.
- Guidance to assist participants in receiving regular medical care. Staff members work with participants to ensure that pregnant women receive prenatal care, and that infants and children receive routine checkups.

WHO CAN BE A WIC VENDOR?

West Virginia has approximately 270 authorized WIC retailers statewide. WIC retailers include mass merchandisers, regional chain stores, medium independent stores, small neighborhood grocers, and convenience stores.

It is important to have a variety of WIC authorized stores throughout West Virginia to offer diverse and quality options for all WIC customers. Plus being a WIC Vendor offers your store the opportunity to create a loyal customer base while improving access to healthy foods for everyone.

The West Virginia WIC Vendor Management Unit is here to help retailers administer our program correctly. Retailers are an important part of the West Virginia WIC Program ensuring that participants purchase WIC approved food.

HOW DO YOU BECOME A WIC VENDOR?

Vendors must meet all eligibility criteria to become an authorized WIC vendor. Vendors must be licensed retailers which are authorized and in good standing with the Supplemental Nutrition Assistance Program (SNAP).

How to Apply

1. Apply online at dhhr.wv.gov/WIC/retailersfarmers/Pages/APPLY-NOW.aspx
2. Provide a price survey with fair market costs for WIC food. Your prices will be compared to WIC stores with a similar business model.
3. Meet inspection requirements during an on-site store visit.
4. Attend a mandatory interactive training.

If you do not have internet access, you may request a paper application by calling 304-558-1115.

WHAT FOOD MUST A STORE HAVE IN STOCK?

The West Virginia WIC Program establishes minimum requirements for retailers regarding the variety and quantity of the approved WIC eligible food which a store must stock in order to be authorized to accept WIC benefits. Each category of food has both a variety requirement as well as a quantity requirement.

Minimum stock requirements are established by the West Virginia WIC Program for the following food categories:

Infant Formula	Eggs	Peanut Butter	Cereal
Infant Food	Cheese	Whole Grains	Juice
Infant Cereal	Milk Including Yogurt	Fresh Produce	Beans

Minimum stock requirements are determined by the type of store. For example, mass merchandisers and national grocery chains must carry each food category listed above while independent grocers or convenience stores do not. The West Virginia WIC Program also offers minimum stock exemptions. This expands the option of applicants and authorized vendors to carry only WIC products which are favorable for their current business model in hopes of eliminating any hardship in carrying

products specific to WIC. You may find minimum stock requirements and how to request an exemption on our website – <https://dhhr.wv.gov/WIC> in the Retailers/Farmers section.

Keep in mind these requirements are only the minimum amount and variety required to be stocked in your store for WIC authorization. It is strongly encouraged for WIC Vendors to stock as many varieties of WIC approved food as possible.)

WHAT ARE THE TRAINING REQUIREMENTS?

New Vendors

Training sessions explain the WIC Program goals, policies and procedures. You will learn about WIC EBT, the vendor agreement and program violations. Training is mandatory for WIC authorization. The training will be hosted at a location close to your store. A store owner/manager and personnel responsible for training cashiers to conduct WIC transactions must attend authorization training.

Ongoing Training

Interactive trainings will be held and required for at least one representative of each store location:

1. Annually during the two years in between agreement renewal;
2. During reauthorization to renew an agreement;
3. After a break in the agreement term (resignation, termination, expiration, etc.);
4. In response to non-compliance with the West Virginia WIC vendor agreement (accumulation of sanction points) as revealed during monitoring visits, educational buys and/or compliance investigations; or
5. Upon request from an authorized vendor.

A formal letter will be sent to all vendors to attend a mandatory session. While you may send as many employees to the training as you wish, it is your responsibility to ensure training attendees share the information received with the rest of the staff. Ultimately, the store owner is responsible for administering the program in compliance with the WIC vendor agreement.