

ITCA WIC Approved Shelf Labels



The ITCA WIC Approved Shelf Labels are used to identify authorized WIC foods on store shelves.

It is **MANDATORY** for vendors to use WIC Approved shelf labels for the Store/house (declared) brands for milk, eggs, and cheese.

Note: Vendors who fail to use the WIC approved shelf labels for the store/house (declared) brand for milk, eggs and cheese will be sanctioned per the sanction schedule (refer to sanction schedule).

Vendors may only use shelf labels that are approved by ITCA to identify WIC approved items

The ITCA WIC Approved Shelf Labels are used to help clients identify WIC approved food items to make their shopping at the grocery store easier.

The ITCA WIC Shelf Label may be put on the shelf under a WIC approved food item. The shelf label should never be used to put on an actual food item.

If you are a vendor who is also authorized to accept the Arizona WIC Program checks, you may use their WIC Approved labels as your primary shelf label to label authorized food items in your store.

In addition: Vendors must place a label for each WIC approved food item in the same category. You cannot use the WIC Approved shelf labels on only one or two items; you must place the labels on all WIC approved items in the same category.

For example: In the category for WIC Approved juices: If you place a WIC Approved shelf label on Langers 64 ounce shelf stable apple juice, you must then use the WIC Approved shelf labels to identify all other WIC approved juices.