

Authorized Product List Updates

Breakfast Cereal, Whole Grains, Eggs and Yogurt

Effective March 26, 2020

- The ITCA WIC Program is adding products to the Authorized Product List (APL) for breakfast cereal, eggs, yogurt and whole grains.
- The COVID-19 pandemic has put a strain on the grocery industry causing limited availability of WIC products on the shelf. To reduce the impact of limited availability, ITCA WIC is temporarily expanding allowable products in the categories of cereal, whole grains, eggs, and yogurt.
- Added products in food categories of cereal, whole grains, eggs, and yogurt are effective March 25, 2020, and will remain effective throughout the COVID-19 pandemic.

Breakfast Cereal

- Allowable breakfast cereal now includes any package size, up to 36 oz.
- The allowable brands remain the same.

Whole Grains

- 100% whole wheat bread, brown rice, soft corn tortillas, 100% whole wheat tortillas, and 100% whole wheat pasta, in any brand, any package size up to 24 oz. are now WIC allowable whole grains.

Eggs

- Eggs are now allowable in any size and variety, including specialty eggs like organic, cage free, free range, grass fed, brown, extra large, and jumbo.
- Eggs in any brand, in the twelve count or eighteen count cartons are eligible for purchase with WIC

Yogurt

- Allowable yogurt now includes the 30 oz. container size.
- The allowable brands remain the same.



Inter Tribal Council of Arizona, Inc. WIC & SEBTC Vendor Alert



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What Do I Need To Do?

- Vendors are required to download the ITCA WIC Authorized Product List (APL) on a daily basis to ensure the Point of Sale (POS) system is using the latest APL. The latest APL will contain the newly added products, UPC's are added as new products are discovered.
- Submit product information for products that are WIC allowable and missing from the APL. You will know a product is missing from the APL because it will not be able to be tendered to the WIC payment type.

Product information can be emailed to WICUPC@itcaonline.com

- Include product UPC
- Product Name
- Package Size
- Image showing the UPC if possible

How Do I Know If My POS is Using the Updated APL?

- Work with your POS provider to ensure an APL download is occurring at least every 24 hours.
- Newly eligible products will start being added to the APL on March 24, 2020, with additions occurring daily as products are found and reported. New foods will be eligible for purchase with WIC benefits as soon as March 25, 2020, frequent occurrences of new products not being allowed at the register indicates that the POS may be using an outdated APL.

Thank You!

The ITCA WIC Program would like to thank all Vendors for your continued hard work during this national crisis. We understand the impact that the COVID-19 pandemic has put on our communities, especially for retailers who are doing their best to ensure that food and supplies are available.

If you have any questions regarding this WIC Alert or need technical assistance, please contact Mallory Phelps, ITCA WIC Vendor Manager at (602) 307-1511.