



ITCA WIC ANNUAL TRAINING FALL 2025

VENDOR TRAINING NEWSLETTER

WIC Works Because of Stores Like Your's

WIC gives food benefits to families, and you help by providing the healthy foods they count on. Thanks to you, WIC participants can make better choices for their health.

Share this Newsletter with Store Employees and Co-Workers

Share this newsletter with your store employees and co-workers to keep them updated on program rules. Store workers and cashiers play a key role in WIC shoppers getting their WIC foods. When store employees are trained to do WIC transactions, the checkout process is improved for both the WIC shopper and the cashier.



About WIC

The WIC Program is a powerful and effective nutrition program that improves the health of women, infants, and children.

WIC provides:

- Free benefits to buy healthy food
- Nutrition Education
- Breastfeeding Support

The ITCA WIC program serves 15 Tribal Communities as well as the Phoenix and Tucson areas.

This Training:

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Vendor Manual
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How to Checkout with WIC and Other Things You Need to Know
Overcharging WIC
Shopping Complaints
Sanction System

How to Contact Us

WICVendor@itcaonline.com
(602) 258-4822



INTER TRIBAL COUNCIL OF ARIZONA, INC.



What You Need To Do

Make sure your register system downloads the APL on October 1, 2025. WIC shoppers can purchase the new foods only after the APL is downloaded. Contact your POS provider if you are unsure if your register is using an up-to-date APL.

Approved Infant Formula Suppliers

You must order infant formula from an approved source. The list of approved infant formula suppliers is included with this newsletter.

WIC Food Not Selling?

You may be eligible to stock less than the required amount of one or more WIC foods. Contact us to learn more.

WIC Approved Food

The **Food List** is a booklet that shows you all the food that is WIC approved. WIC approved foods have nutrients the body needs to be healthy. Eating WIC foods improves nutrition and leads to healthy birth outcomes.



New Food List starting October 1, 2025

We updated the Food List! We added and removed some WIC approved products. The big changes to the Food List are on the next 2 pages.

YOUR REGISTER KNOWS WHAT FOODS ARE WIC APPROVED

Your register will tell you what foods are WIC approved. Registers use an electronic list of WIC approved products called the Approved Product List (APL). The APL controls which products ring up as WIC approved. We frequently add products to the APL. Your register must download the APL daily to keep an updated list of WIC approved products.

WIC Approved Shelf Labels

People who participate in WIC love it when a store uses the WIC approved shelf labels! It makes shopping easier.



You are not required to use the WIC Approved shelf labels. If you choose to use the WIC Approved shelf labels, you need to use them on all the WIC approved products in the same category of food. For example, if you use WIC Approved shelf labels in the cereal section, you need to use it on all the WIC approved cereals.



Stocking Requirements are Changing

THE AMOUNT OF WIC FOOD YOU STOCK MATTERS

To make sure WIC shoppers can use their benefits at your store, we require you to keep WIC food and formula in stock. Beginning on October 1, 2025, the minimum stocking requirements for WIC food and formula will change.

Some of the changes are listed below. See the updated minimum stock requirements included with this newsletter to see all the changes.

- You no longer have to stock whole milk yogurt, but you need to stock more low-fat yogurt
- You no longer have to stock frozen juice
- The amount of 12.4 oz. Similac Advance you have to stock is reduced to 24 cans

Please review them carefully. We may sanction your store if you carry less than the required amounts.

Tell Us About These Changes

You must tell us about changes at least 30 days before they happen. Here are the changes you need to tell us about:

- Ownership
- Physical address
- POS system software and hardware
- Banking management or third party processor
- Hours of operation
- Mailing address

Change of Ownership or Location

Your contract with us is no longer valid if your store changes owners or moves to a new location. You will need to re-apply to become an ITCA WIC authorized store. If a store changes owners or locations without telling us, we take action to get the money back for WIC transactions that happened after the change.

We Accept ITCA eWIC Window Decal



You must post the We Accept ITCA eWIC window decal at the entrances of your store.

You can request window decals by email or phone:
WICVendor@itcaonline.com
(602) 258-4822

Vendor Manual

The Vendor Manual has the rules you need to follow. You do not need to keep a paper copy of the manual, but you need to know how to access it on our website

www.itcaonline.com/WIC/Vendor. Our website also has the other documents we mention in this newsletter.

Notice of Change Form

Use the Notice of Change form in the Vendor Manual to report changes.

New WIC Approved Foods!!

Not all changes are shown

Bread



Bread Can now be any brand and any size as long as the bread is either 100% whole wheat or 100% whole grain.

Whole Grains

New Whole Grains

Bagels, Barley, Buckwheat, Bulgur, Buns, English Muffins, Oatmeal, Pita Bread, Sorghum, and Wheat Berries

Any brand, any size

Quinoa

These brands in any size, any color, and can be organic:

- Great Value
- Good and Gather
- Kroger
- Nature's Truth
- O Organics
- Simple Truth Organic

Wild Rice

Any brand, in the 14 to 32 oz size, and can be organic



Corn Flour

Brand specific, in any size, can be blue, white, or yellow corn flour

* Contact us for the list of brands

Nuts and Beans

New Sizes of Dried Beans, Peas, and Lentils

24 oz. and 32 oz.

New Sizes of Peanut Butter

Increased range of sizes to 14 to 18 oz. (used to be only 16 to 18 oz.)

Nut and Seed Butter Added

Almond, Cashew, Walnut, and Sunflower Seed Butters

Any brand, in the 9 to 16 oz. size



Cereal

New Cereal

- Cream of Wheat Whole Grain 2.5 minute (WG)
- Bashas', First Street, and WinCo, Instant Oatmeal Original individual packets (WG)
- Bluey Cereal (WG)
- Frosted Mini Wheats cocoa, golden honey, and pumpkin spice
- Chex Blueberry (GF, WG)
- Cheerios Veggie Blends Apple Strawberry and Blueberry Banana (GF, WG)
- Grain Berry Cinnamon Frosted Shredded Wheat (WG)
- Kashi Blueberry Clusters and Cocoa Cluster (Organic, WG)

Cereal Removed

- Food Club Instant Grits Original
- Malt-O-Meal Chocolate and CoCo Wheats
- Store brands of Crispy Rice:
First Street, Food Club, Great Value, Kroger, Market Pantry, Signature Select and WinCo
- Cheerios Multi-Grain with strawberries
- Frosted Mini Wheats little bites chocolate
- Kashi Hearts & O's Warm Cinnamon (WG) (Organic)

Juice

New Juice

Frozen 11.2 to 12 oz.

- Essential Everyday- apple
- Freedom's Choice- apple
- Signature Select- apple, grape, mixed flavors, pineapple
- Kroger- pineapple

Juice Packs

- 6.75oz - 8 pack: Apple and Eve Apple
- 5.5oz - 6 pack: Campbell's Tomato
- 6.75oz - 8 pack: Juice Box (apple only)

64 oz. Juice

- Essential Everyday- mixed flavors
- Freedom's Choice- apple, grape, tomato
- Great Value- honeycrisp apple, organic apple, pineapple, tomato
- Kroger- apple, grape, mixed flavors, pineapple
- Signature Select- mixed flavors, tomato
- Smart Way- apple
- WinCo- apple, grape, mixed flavors

Juice Removed

Frozen 11.2 to 12 oz.

- Seneca- apple
- Springfield- grape
- Dole- mixed flavors, pineapple

Juice Packs

- 6oz - 6 pack: Dole Pineapple Orange Banana

64 oz. Juice

- Seneca- apple
- Springfield- apple, pineapple

New Size of Orange and Grapefruit Juice

Now includes 52 oz. to 64 oz. refrigerated orange juice and grapefruit juice in any brand, except Boathouse Farms, Odwalla, or Naked

Yogurt

New Yogurts

Low-fat and Nonfat Yogurt 24 to 32 oz. Tubs

- Too Good
- Silk Dairy Free

Low-fat and Nonfat Yogurt Single Serving Cups and Packs

- Chobani 20g Protein Chobani Less Sugar
- Chobani Non-fat Greek
- Earth's Best Grow With Us
- Too Good
- Silk Dairy Free

Yogurt Removed

Low-fat and Nonfat Yogurt 24 to 32 oz. Tubs

- Food Club
- Great Value
- Good and Gather
- O Organics
- Open Nature
- Simple Truth Organic
- Greek Gods
- Stoneyfield Organic

Whole Milk Yogurt 24 to 32 oz. Tubs

- Food Club
- Great Value
- Good and Gather
- Lucerne
- O Organics
- Simple Truth Organic
- WinCo
- Brown Cow Cream Top
- Greek Gods
- Zoi

Low-fat and Nonfat Yogurt Single Serving Cups and Packs

- Open Nature
- WinCO
- Go-Gurt Tubes other than Simply Go-Gurt
- Dannon Oikos blended

Whole Milk Yogurt Single Serving Cups and Packs

- Food Club
- WinCo
- Dannon Oikos Traditional
- Noosa
- Yoplait Oui



Do...

- ✓ Treat WIC customers the same as other customers
- ✓ Allow the WIC customer to use as many or as little of their benefits as they'd like
- ✓ Scan the barcode of each item
- ✓ Allow coupons and store loyalty programs

Don't...

- ✗ Override any WIC items
- ✗ Substitute WIC items
- ✗ Trade WIC benefits for non-food items, cash, or credit
- ✗ Provide cash refunds
- ✗ Publicly identify someone as being on WIC

WIC Benefit Balance

You must allow a WIC shopper to get their benefit balance at the register for free. **Do not** require them to start a purchase to get their balance. If you are unsure how to do a WIC balance inquiry, please ask your store manager or the person who manages your register system.

How to Checkout with WIC

1. Scan all items
2. Give the mid-transaction receipt to the customer so they can see which foods are covered by WIC
3. Remove any food or formula that will not be covered by WIC if the customer asks you to
4. Allow the customer to use other forms of payment to pay for any food not covered by WIC
5. Give all printed receipts to the WIC customer

Other Things You Need to Know

Returns, Refunds, and Exchanges

There is no way to return benefits to the WIC card

IF		THEN
Food or formula is not expired, not spoiled, and has not been recalled	✗	Do not exchange or give a refund
Food or formula is expired, spoiled, or has gone bad	✓	Exchange for the same product
Food item is recalled	✓	Exchange for another WIC item of the same type <ul style="list-style-type: none">• An example is exchanging a recalled peanut butter for a different WIC approved peanut butter
Formula is recalled		We will tell you what to do if there is a formula recall

Contact us if you have any questions.

Overcharging WIC

If your store overcharges for WIC products, we may take action to get that money back. We may fine you for the amount you overcharged, or we may adjust the transaction through our payment processor. Before we take action, we will give you a chance to explain the overcharge. If we fine you, you must pay it. We may also end your contract, give you a financial penalty, or both.

Shopping Complaints

Complaints about WIC Customers

If you experience an issue or have a concern about a WIC customer, let us know. You will remain anonymous. People who participate in WIC have agreed to treat store staff with respect and courtesy. You can submit a complaint for any reason but here are some serious concerns we'd like you to report as soon as possible:

- Verbal or physical attacks, threats, and abuse
- Buying, selling, or misusing WIC benefits

Other concerns include:

- Consistently trying to buy the wrong items
- Any mistreatment from WIC customers

Submit complaints and concerns to us.

Email: WICVendor@itcaonline.com

Online: <https://www.itcaonline.com/complaint> select file a Complaint

Phone: 602.258.4822



Complaints about Stores

If we receive a complaint about your store, we will follow up with you to get more information. We will work with you to resolve the complaint. Depending on the complaint, we may monitor your store.

Promotional Items

Promotional items are goods or services offered to people to get them to shop at your store. If you offer promotional items to all customers, you must also offer them to WIC customers. Treat WIC customers the same as other customers.



Sanction System

WIC program rules help prevent fraud. They also make sure people who participate in WIC get the full value of participating. Grocery stores are crucial to the success of the WIC program. We hold you responsible for following the terms of your contract with us. When a store does not follow the rules, we may give you a sanction. Sanctions are penalties.

The sanction schedule shows what violations result in penalties. However, the sanction schedule does not include all the rules. You can find all the rules in your contract and in the ITCA WIC Vendor Manual. The sanction schedule is included in this Newsletter.



In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation), disability, age, or reprisal or retaliation for prior civil rights activity.

Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotope, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: <https://www.usda.gov/sites/default/files/documents/ad-3027.pdf>, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

1. **mail:**
U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or
2. **fax:**
(833) 256-1665 or (202) 690-7442; or
3. **email:**
program.intake@usda.gov

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