



ITCA WIC Training Newsletter

Your annual WIC training resource



Share this Newsletter with your team

This newsletter is your WIC training for the year. Please pass this newsletter to your staff and co-workers so everyone stays up to date on the latest WIC program rules. The contents of this newsletter include, but are not limited to:

- WIC Checkout Procedures
- WIC Approved Shelf Labels
- Minimum Stock Requirements
- WIC Approved Foods
- Notice of Changes
- Change of Register System
- Vendor Manual
- Program Violations and Sanction Schedule
- Complaints
- Re-Authorization

WIC is a nutrition program

WIC is a public health nutrition program that serves low-income infants, women, and children.

WIC provides:

- Free Healthy Foods
- Nutrition Education
- Breastfeeding Support
- Referrals to Social Services
- And Much More!

Your store accepts ITCA WIC

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



We Accept ITCA eWIC window decal

You **must display** 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 or (602) 258-4822

The Vendor Manual is for you!

The Vendor Manual is your go-to guide for ITCA WIC rules and procedures. You don't need a printed copy, but you do need to know how to find it on our website www.itcaonline.com/WIC/Vendor.

Order infant formula from only an approved source

Order infant formula only from an approved supplier. The list of approved infant formula suppliers is included with this newsletter.

WIC checkout procedures

1. Treat WIC customers the same as other customers
2. Scan the barcode of each individual item
3. Allow the use of coupons
4. Give the benefit utilization receipt to the WIC customer
5. Remove any food or formula if the customer asks you to
6. Allow the WIC customer to pay the balance
7. Give the WIC customer all receipts



Help the shopper figure out what wasn't paid for with their WIC card

- If an item doesn't ring up as WIC, you can use the benefit utilization receipt to find out which item it is.
- This receipt prints right after the WIC card is used.
- Only the items on this receipt are paid for with the WIC card.

Provide WIC benefit balance at the register

- WIC shoppers can check their benefit balance at the register **for free**. They do not need to start a purchase or buy anything.
- Please ask your store manager how to check a WIC benefit balance if you don't know how.



Your register knows what foods are WIC approved

- Your register uses an electronic list of WIC foods called the Approved Product List (APL). This list tells the register which items can be purchased with WIC benefits.
- Items in the WIC benefits and in the APL will be paid for with the WIC card.
- The register needs to download the APL every day so it always has the most up-to-date list of WIC foods.



How to submit product information to us

If an item does not scan as WIC approved but you believe it should, please let us know so we can add it to the APL. Email the following to WICUPC@itcaonline.com:

- Item description
- Item size
- UPC
- Pictures of the front label and the UPC (optional)



Promotional items

Treat WIC customers the same as other customers. Only offer promotional items to WIC customers if you offer them to all customers.

Voluntary use of WIC Approved shelf labels

WIC shoppers really appreciate it when a store uses WIC approved shelf labels.

- Using these labels is optional.
- If you choose to use them, label all WIC approved items in the same category.
- For example, if you use the shelf labels for cereal, you need to label every WIC approved cereal. This avoids promoting certain WIC cereals over others and keeps things fair and consistent for shoppers.
- Request WIC Approved shelf labels by email or phone.
 - WICVendor@itcaonline.com or (602) 258-4822



The amount of food you need to stock

We require you to keep WIC food and formula in stock. The **Minimum Stock Requirements** document has the amount of WIC food and formula you need to stock. It is included with this newsletter.



WIC foods not selling?

You may be eligible to stock less than the required amount. Contact us to learn more.

Changes to approved foods starting October 1, 2026

We're updating the WIC approved foods beginning October 1, 2026. You'll find the list of changes on the **next 2 pages**.

Please note: The printed Food List does not show these updates yet. The digital version of the Food List will be updated first and available at ITCAonline.com. The printed Food List will be updated the next time it is printed.

Changes to approved foods starting October 1, 2026

ADDED

Lowfat & Non-fat Yogurt

24–32 oz.

- Activia (Proactive)
- Oikos Triple Zero Plain
- Silk Dairy Free vanilla flavor soy-based yogurt

Single serving & packs

- Activia (all types)
- Danonino
- Too Good zero sugar & fruit on the bottom
- Silk Dairy Free vanilla flavor soy-based yogurt

Juice

64 oz.

- First Street – apple, apple cider, grape, mixed, tomato
- Food Club – pineapple
- Market Pantry – apple, grape, pineapple
- Signature Select – apple cider

Frozen

- WinCo – apple

Juice Packs

- Dole – pineapple mango



REMOVED

Lowfat & Non-fat Yogurt

24–32 oz.

- Brown Cow Cream Top (no longer WIC eligible)

Single serving & packs

- Earth's Best Grow With Us (discontinued)
- Yoplait Original (no longer WIC eligible)
- Yoplait Light (discontinued)

Juice

64 oz.

- Great Value – honey crisp, organic (no longer WIC eligible)
- Signature Select – pineapple (discontinued)

Frozen

- Langers – apple, pineapple (discontinued)

Juice Packs

- Juice Blox (no longer available in Arizona)



Infant Fruit and Vegetables

No additions

Infant Fruit and Vegetables

- Earth's Best (discontinued)
- Simple Truth Organic (discontinued)
- Wild Harvest Organic (discontinued)

Infant Cereal

- Gerber Infant Grits

Infant Cereal

No removals

Plant Based Milk

- Silk Soy Milk 64 oz (vanilla, unflavored)
- Silk 59 oz Kids Pea and Oatmilk Blend

Plant Based Milk

No removals

Note: The printed Food List will be updated at its next printing. The digital version updates first.

Changes to approved foods starting October 1, 2026

ADDED

Tofu

No additions

Cereal

- Cheerios Hearty Nut Medley
- Chex Strawberry Vanilla
- Great Grains (cranberry almond crunch, raisins, dates & pecans, red verry almond crunch)
- Honey Bunches of Oats Strawberries
- Kashi Apple Cinnamon Loops
- Kellogg's Raisin Bran
- Malt O Meal Raisin Bran
- Mighty Life (strawberry blueberry bliss, very vanilla)
- Mott's (apple cinnamon, very berry)
- Post Bran Flakes
- Post Raisin Bran
- Quaker Oatmeal Squares (cinnamon, honey nut)
- Special K (cinnamon, pecan)



Whole Grains

Quinoa

- Bashas'
- Sun Harvest Organic

Corn Flour

- Aunt Jemima Corn Meal
- El Mexicano Masa Casera
- Maseca Antojitos
- Ramona Farms Corn Meal

Soft Corn Tortillas

- Blue Corn Tortillas

REMOVED

Tofu

- Sunrise (no longer available in Arizona)

Cereal

- Frosted Mini Wheats Golden Honey (discontinued)



Whole Grains

Quinoa

- Nature's Truth (no longer available in Arizona)

Corn Flour

- King Arthur Baking Co Organic Masa Harina Flour (discontinued)

Soft Corn Tortillas

No removals

Note: The printed Food List will be updated at its next printing. The digital version updates first.

Tell us about changes in advance

You must give us at least 30 days' notice before making any of the following changes:

- Ownership
- Cash register hardware or software
- Physical or mailing address
- Banking management
- Third party processor
- Hours of operation



Use the **Notice of Change form** in the Vendor Manual or on the ITCA website.

Change of ownership

WIC vendor contracts do not transfer to a new owner. The new owner must re-apply and sign a new WIC contract.

If you are moving

WIC vendor contracts do not transfer to a new address. You will need to re-apply and sign a new WIC contract for the new store address.

New register system

Let us know before you get a new register system. Not all registers can process ITCA WIC benefits. You will not be able to process ITCA WIC transactions if you switch to a system that is not compatible. We can send you a list of register systems that can process ITCA WIC.

Changes that impact payment

These changes affect our ability to pay you for WIC transactions:

- Banking information
- Register system
- Third party processor

We can pay you for WIC transactions only **after** you report these changes.

Complaints about WIC customers

If you experience an issue or concern with a WIC customer, let us know about it. You will remain anonymous. You can submit a complaint for any reason but we'd like to know about:

- Verbal attacks, threats, and abuse
- Buying, selling, or misusing WIC benefits
- Consistently trying to buy the wrong items



If there is a complaint made about your store

We will contact you for more information and work with you to resolve the issue.

Don't overcharge WIC

If your store overcharges for WIC products, we have to take the money back. We will let you explain the overcharge, but may fine you for the amount overcharged, or we may adjust the transaction through our third party processor. We may also have to end your contract or give you another monetary fine, or both.

Program violations and the sanction system

WIC program rules help prevent fraud and make sure families get the full the value of their WIC benefits. When a store does not follow these rules, we may issue a penalty. The sanction schedule explains the violations and penalties. It is included with this newsletter.

We monitor stores

We monitor stores to make sure they are following the terms of their WIC vendor contract. Our monitoring includes:

- Vendor Site Reviews
- Inventory Audits
- Responding to Customer Complaints
- Compliance Investigations
- Transaction Receipt Review
- WIC Redemption Review



Heads up! Re-authorization in spring 2027!



Reauthorization starts in **spring of 2027**. We will send you the application, training schedule, and more details in the spring. Prepare to:

- Submit an application
- Register for a training session
- Attend a virtual training session
- Sign new Vendor Contract

You still need to meet the WIC selection criteria to be re-authorized. The selection criteria are included with this newsletter.

We are here to help

Grocery stores play a vital role in making the WIC program successful. We're here to answer your questions and work with you to find solutions. Here are some ways we can support and partner with you:

- Create simple, in-store training materials
- Help address questions about WIC rules and procedures
- Provide additional staff training
- Make it easier for customers to identify WIC approved foods
- Improve the overall WIC shopping process
- Share WIC redemption data to help you understand product demand in your store



Contact ITCA WIC at (602) 258-4822 or
WICVendor@itcaonline.com.



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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, 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, audiotape, 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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