

How To Use ITCA WIC Approved Shelf Labels



The ITCA WIC Approved Shelf Labels are used to allow WIC shoppers the ability to identify WIC approved food items to make their WIC shopping experience efficient and easy. WIC Approved Shelf Labels must only be used to identify authorized WIC foods on store shelves.

Vendors must only use the shelf labels provided by WIC and must not make their own shelf labels or use shelf labels made by, food manufacturers or distributors to identify WIC approved items.

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 benefits, 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.