Inter Tribal Council of Arizona, Inc. WIC Program

How to Use ITCA WIC Approved Shelf Labels

The ITCA WIC Approved shelf labels allow WIC shoppers the ability to identify WIC approved food products. WIC Approved shelf labels make the WIC shopping experience efficient and easy. The use of WIC Approved shelf labels is voluntary.

If a Vendor chooses to use the WIC approved shelf labels they must follow these rules:

1. Use WIC Approved shelf labels for authorized WIC products ONLY.
2. Place the WIC Approved shelf label on the shelf, under the WIC authorized product. Do NOT place the WIC Approved shelf label on the product.
3. Use WIC Approved shelf labels provided by the ITCA WIC program ONLY. Do NOT use WIC Approved shelf labels made by food manufacturers or distributors.
4. Use the WIC Approved shelf labels for all WIC authorized food products within the same food category.
   Example: If you place a WIC Approved shelf label on one WIC authorized product within the shelf stable juice section, you must then use the WIC Approved shelf labels to identify all other WIC approved shelf stable juices. This avoids accidental promotion of one WIC authorized food product over another.

If authorized to accept WIC benefits from the Arizona WIC program or the Navajo Nation WIC program, WIC Approved shelf labels from those programs may be used in combination with or instead of the ITCA WIC program WIC Approved shelf labels.