

Division of Community Nutrition

<i>Subject:</i> WIC Shopping Options		<i>Policy:</i> VEN 05.0
<i>Reference:</i> N / A	<i>Effective:</i> August 12, 2013	<i>Supersedes:</i> August 1, 2008

I. Policy:

Local agency personnel shall fairly and consistently present shopping alternatives to participants, parents / legal guardians, caretakers and proxies.

II. Procedure:

A. Local agency personnel shall provide to participants, parents / legal guardians, caretakers and proxies a current listing of authorized retail stores based upon the participants, parents / legal guardians, caretaker and proxies preference at certification or subsequent certification. Conversely, for participants that have access to the internet, local agency personnel can offer as an alternative to receiving a paper listing the web address for using the Authorized Store Locator application to identify authorized stores.

- 1) This preference can be based upon:
 - a. Store location;
 - b. Zip code;
 - c. Product availability;
 - d. Type of store (i.e., Commissary)

- 2) The listing shall be provided to participants, parents / legal guardians, caretakers and proxies without any personal preference and / or bias towards any authorized store location.

B. Local agency personnel shall not encourage or discourage participants, parents / legal guardians, caretakers and proxies to shop at one authorized retail store over another.

C. Local agency personnel shall not encourage or discourage participants, parents / legal guardians, caretakers and proxies to shop at stores that have a eWIC integrated point of sales system versus stand beside devices being used for processing eWIC transactions.

D. Local agency personnel may inform participants, parents / legal guardians, caretakers and proxies of limitations a retail store may have in carrying a full selection of optional contract and / or WIC approved special formulas.

E. Local agency personnel that abuse his / her role in objectively advising participants, parents / legal guardians, caretakers and proxies about his / her shopping choices may be subject to administrative disciplinary action from a State WIC Office investigation.