

## Division of Community Nutrition

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| <i>Subject:</i> <b>WIC Approved Shelf Labels</b> |  | <i>Policy:</i> <b>VEN 06.0</b>            |
| <i>Reference:</i> <b>Appendix 9</b>              | <i>Effective:</i> <b>August 12, 2013</b> | <i>Supersedes:</i> <b>October 1, 2012</b> |

### **I. Policy:**

It is the policy of the Division of Community Nutrition that the posting of WIC shelf labels is a mandatory requirement for certain WIC foods, including: frozen and liquid juices, hot and cold cereals, whole and reduced fat milk (quart and gallon containers), peanut butter. For other items, not specified above, it is the authorized store's choice if they want to use "WIC" shelf labels, since this decision requires on-going effort by stores to ensure these labels are properly maintained.

### **II. Procedure(s):**

- A. Local agencies shall train participants that it is their responsibility to use the most current [Approved Food List](#) and formula handout when shopping using their WIC benefits. Participants can not totally rely on the accurate placement of WIC shelf labels being used at stores.
  - 1) Local agency personnel or participants shall report reoccurring participant complaints of incorrectly posted shelf labels at authorized retail stores by using the established complaint procedure.