

Vermont WIC  
Annual Grocer Training  
Effective October 2022

# MODULE 1

## Vermont WIC and Grocers: Overview



# 1. Overview



## 1. Overview

# What is WIC?

- A public health nutrition program for **W**omen, **I**nfants and **C**hildren.
- A program of the US Department of Agriculture
- Operated by the Vermont Department of Health through State Office in Burlington and 12 Local Health Offices



## 1. Overview

# Who can be a VT WIC participant?

- **Must belong to a specific category:**
  - **Pregnant, breastfeeding, and postpartum women**
  - **Infants**
  - **Children up to the age of 5**
- Vermont resident
- Meet income guidelines

## 1. Overview

# What does WIC provide?

- Nutrition & health counseling and education



## 1. Overview

# What does WIC provide?

- Nutrition & health counseling and education
- Breastfeeding support



## 1. Overview

# What does WIC provide?

- Nutrition & health counseling and education
- Breastfeeding support
- Referrals to health care and other programs



## 1. Overview

# What does WIC provide?

- Nutrition & health counseling and education
- Breastfeeding support
- Referrals to health care and other programs
- Healthy foods





## 2. What is the role of VT WIC grocers?



## 2. What is the role of VT WIC grocers?

### **VT WIC grocers must:**

1. Stock WIC-Approved foods and **ensure the Minimum Inventory is always available.**  
Families will shop all month.
2. Keep UPC data current.  
Download it daily.
3. Train staff to properly conduct transactions.  
Keep a training log.
4. Provide excellent customer service.
5. Report any problems to WIC.

## 2. What is the role of VT WIC grocers?

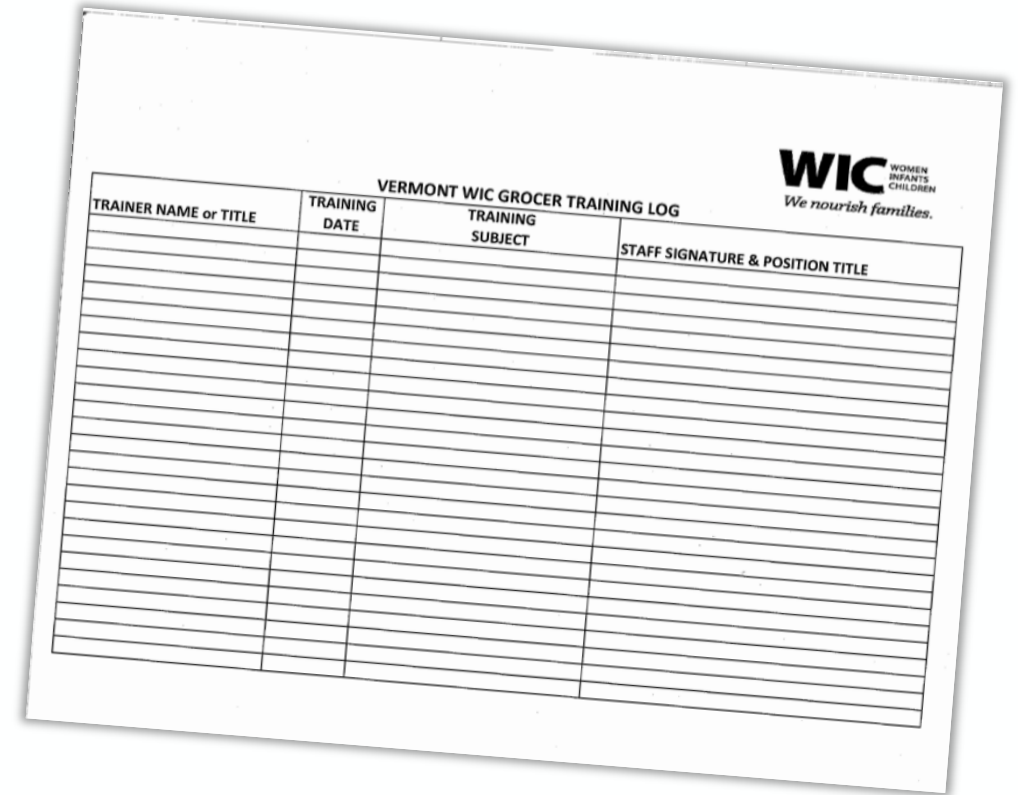
# Document training sessions

- All WIC Grocers must have trainings documented on the Vermont WIC Training Log
- Documentation must include:
  - Trainer name or title
  - Date of training
  - Subject of training  
(i.e. Annual Training, New Cashier Training, etc.)
  - Trainee signature and position/title

## 2. What is the role of VT WIC grocers?

# WIC review

- WIC staff will review grocer training logs during announced or unannounced site visits.
- Please keep them readily available upon request.



The image shows a 'VERMONT WIC GROCER TRAINING LOG' form. The form is tilted and features the WIC logo in the top right corner with the tagline 'We nourish families.' The table has four columns: 'TRAINER NAME or TITLE', 'TRAINING DATE', 'TRAINING SUBJECT', and 'STAFF SIGNATURE & POSITION TITLE'. The table contains approximately 20 rows for data entry.

TRAINER NAME or TITLE	TRAINING DATE	TRAINING SUBJECT	STAFF SIGNATURE & POSITION TITLE

# 3. Resources for grocers



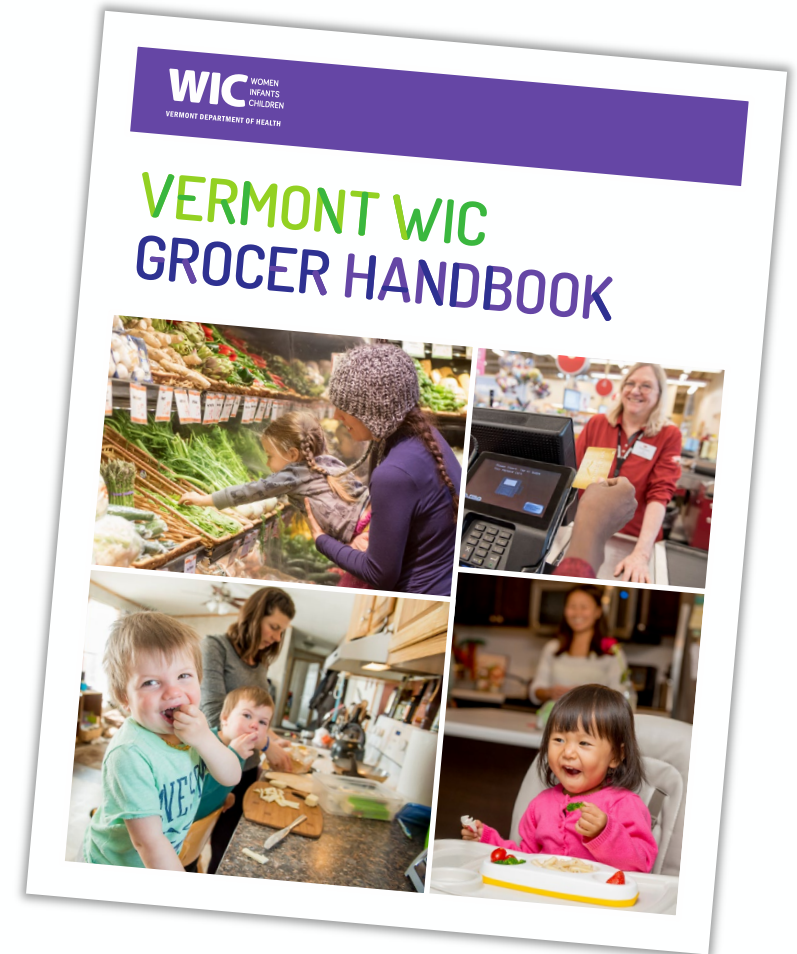
### 3. Resources for grocers

# Grocer Handbook

- For store managers, store owners, corporate office
- Summary / What's in the handbook



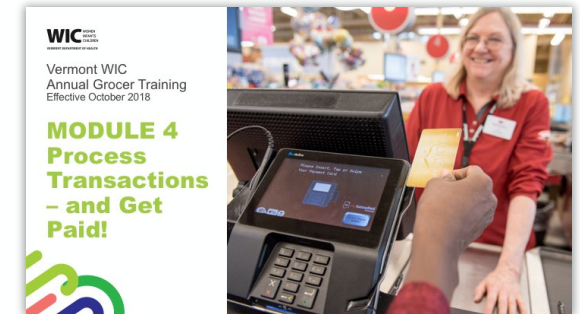
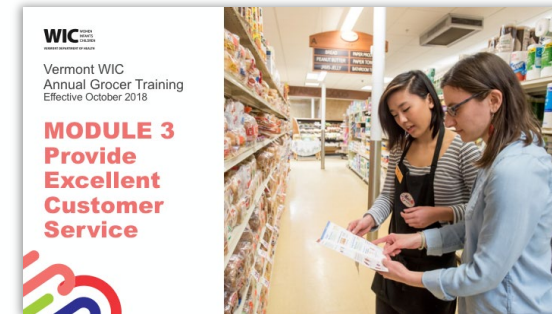
[Download the PDF](#)



### 3. Resources for grocers

# Training Modules

1. Vermont WIC and Grocers: Overview
2. Know the WIC Foods
3. Provide Excellent Customer Service
4. Process Transaction... and Get Paid
5. Monitoring and Compliance
6. What's New with VT WIC



### 3. Resources for grocers

## Live Training Card

- Requested from WIC Grocer Manager
- Specific Benefits
- Use for new cashier training with a Vermont WIC Foods Guide





### 3. Resources for grocers

## Window Decal and Lane Sign

- For VT WIC-Approved grocers
- Shows WIC customers where their card is accepted
- Use sign at Customer Service and to specify specific checkout lanes



### 3. Resources for grocers

## VT WIC Foods Guide

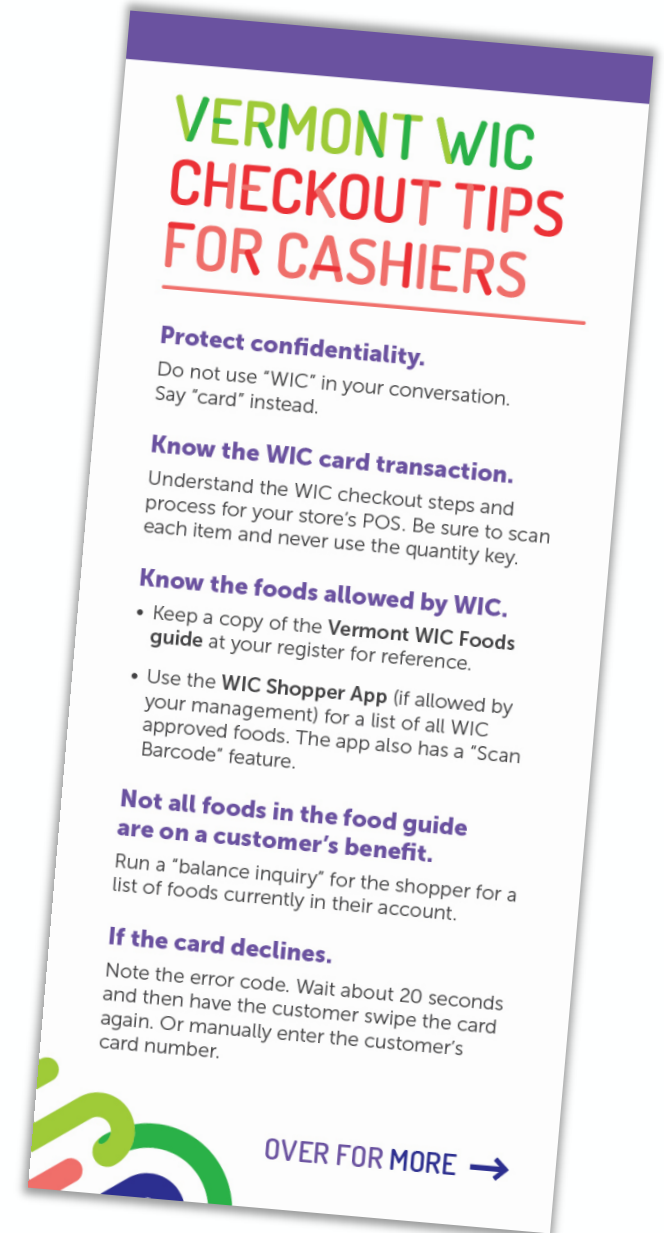
- For each checkout lane and customer service point
- Details all the Vermont WIC-Approved food products
- Includes sizes, packaging, brands, varieties, and any restrictions for each WIC food category
- Updated Biennial (effective October 1)



### 3. Resources for grocers

# Cashier Tip Card

- Accompanies the WIC Foods Guide
- Includes general WIC transaction tips and common checkout issues.



### 3. Resources for grocers

# WICShopper App



- Free smartphone app
- Scan barcodes or key in UPC
- Check current balance
- Vermont WIC Foods guide
- Recipes



### 3. Resources for grocers

## Shelf Tags

- For grocers without integrated WIC-Approved shelf tags
- Use to identify approved foods for WIC customers
- Also promotes healthy choices for non-WIC customers
- Move with products after store re-set



### 3. Resources for grocers

# Information online

- Grocer Handbook
  - Program Overview
  - Grocer Requirements
  - Grocer & Cashier Training
  - EBT Technical Requirements
  - Minimum Inventory Standards
- Resources for Grocers
  - Approved Products List & UPC Database
  - Vermont WIC Food Guide
  - Cashier Tip Card
  - Training Modules
  - Shopping Videos for WIC Families



QUICK LINKS | ALERTS | GET HELP NOW | HOW HEALTHY ARE WE? | SEARCH

[The Vermont WIC program is currently accepting applications for the 2022-2023 fiscal year. The effort between the State of Vermont and U.S. Department of Agriculture \(USDA\) Wildlife Services to stop the spread of the rabies, starts on August 1. Learn more: \[#Rabies #Vermont #VT\]\(https://t.co/TCCAIV77h1\) <https://t.co/ksqpXB07fs> \[Read More\]\(#\)](#)

HOME / CHILDREN, YOUTH & FAMILIES / WIC /

## INFORMATION FOR GROCERS



### COVID-19 Update for Grocers

WIC has temporarily expanded our Approved Product List (APL) to add options for some items that have been hard to find due to COVID-19. Please see the list of [expanded foods](#) for specific items that have been added and share with cashiers as a training tool.

It is very important that you update the Vermont APL into your system daily to ensure participants can purchase all WIC-approved foods. Families may choose bread substitutions specifically from the [expanded food list](#) if they cannot find a 16 oz package of WIC allowable bread. Regardless of the size, each package will only be deducted as 16 ounces from their Whole Grain benefit amount through June 30, 2020.

### GROCERS ARE IMPORTANT PARTNERS OF THE VERMONT WIC PROGRAM

We rely on you to:

- Provide access to safe and nutritious foods for WIC families
- Offer competitive prices to help WIC reach the greatest number of eligible participants
- Understand and support WIC's mission

Visit [healthvermont.gov/wicgrocers](https://healthvermont.gov/wicgrocers)

# 4. Stay in touch with WIC



## 4. Stay in touch with WIC

# WIC is here to help

- Email notices about change to POS or ECR system  
*(Share your contact information with the WIC Grocer Manager)*
- Updates on WIC EBT, Approved Product List, UPC database
- Quarterly Grocer Advisory meetings





## 4. Stay in touch with WIC

# Important contact information

- **WIC Grocer Manager: Andrea Miller**
  - 802-338-0298
  - [Andrea.Miller@Vermont.gov](mailto:Andrea.Miller@Vermont.gov)
- **WIC Participant Customer Service:**  
1-855-769-8890 (printed on the back of each WIC EBT card)
- **Retailer EBT Customer Service Stand-Beside:**  
1-855-769-8857
- Vermont WIC: 800-649-4357 or [wic@vermont.gov](mailto:wic@vermont.gov)
- [healthvermont.gov/wicgrocers](https://healthvermont.gov/wicgrocers)