

★ TEXAS WIC ★

WIC Vendor Resources

Go to www.dshs.texas.gov/wichd/vo/vo1.shtm to keep up to date on all WIC vendor information. You'll find:

- New online WIC vendor training
- A new step-by-step guide for contract paperwork
- Texas WIC Policies
- Vendor New Flashes
- WIC Financial Reports



Email us for additional vendor related information at:
WICVendorRelations@dshs.texas.gov

WIC helps you make amazing kids!

Call 1-800-942-3678



Join our Healthy Family

Label Guidelines

Pink WIC Approved Item Labels:

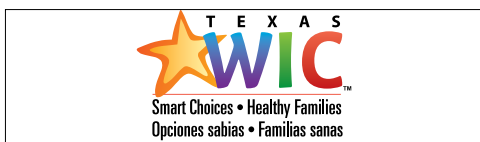
- Required – Use pink labels to indicate declared Least Expensive Brands (LEBs)
- Choose to use the pink label on non-LEB items as long as all items in that category are also labeled.



WIC Approved
Item

Smart Choices, Healthy Families WIC logo or White Label:

- Use the white logo label for any or all non-LEB items. (For example, vendors may choose to label a cereal with a white WIC approved food label but not all cereals are required to have a white label.)
- Use a white label for “any brand” items sold as a WIC approved food to follow WIC vendor best practices. (Example: peanut butter, tuna or salmon)



Please note: You could be disqualified if your store refuses to sell a WIC approved item within the Not to Exceed (NTE) price. See policy WV 1.0 (R) on our website for more information.