



SPECIAL ARIZONA WIC ALERT

Volume 23, Issue 3

April 2013

FOOD ITEM DECLARATION

The Arizona WIC Program is a federally funded program that provides nutritious supplemental food items to WIC participants. Funding for the Program is reviewed annually by Federal Legislators. Cuts to the federal budget often cause the Program to seek ways to utilize funds that best support the Program and prevent reductions in services.

This year is no exception; the Arizona WIC Program has reviewed all aspects of the Program and have determined the best way to utilize funds to serve as many eligible participants as possible is to **adapt the food list to store or house brands* for refrigerated cow's milk, cheese, and eggs.**

Beginning, **July 1, 2013**, all authorized Vendors will *only be allowed to sell their declared* store or house brands* for refrigerated milk, cheese, eggs.

Enclosed is the Arizona WIC Program's Food Item Declaration form. Please complete this form to declare your store or house brand for refrigerated milk, eggs, and cheese.

In an effort to ensure a smooth implementation for all parties (local WIC agencies, participants and Vendors), we have identified that there is a clear need for effective and consistent practices. WIC participants will be trained and/or instructed to look for signage (i.e., shelf tags, signs, etc.) in the stores when purchasing the declared items. Due to the variety of products in the marketplace, signage will become mandatory in all authorized WIC Vendor locations to help everyone.

For your convenience, also enclosed is an order form to assist you in obtaining an appropriate amount of shelf tags, to be used to identify your declared brand of refrigerated milk, eggs, and cheese which must be in place by July 1, 2013. Shelf tags will be available on the Arizona WIC website (www.azwic.gov/vendors) by mid-June 2013.

Please complete both forms and return the original documents to the address listed below by **May 22, 2013**.

Arizona Department of Health Services
Arizona WIC Program
Attention: Vendor Management Team
150 North 18th Avenue, Suite 310
Phoenix, Arizona 85007

*Store Brands are defined as: A product that is manufactured and packaged for a particular store or retail chain.

House Brands are defined as: A proprietary brand of merchandise sold by one retailer (i.e. IGA, Springfield, Shurfine, Western Family, Hy-Top, Market Pantry, etc.)

If you have any questions, please contact any member of the Vendor Management Team at 1-866-737-3935.



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Bureau of Nutrition and Physical Activity
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Phoenix, Arizona 85007

Phone: 1-866-737-3935

Website: www.azwic.gov/vendors