

WIC Vendor Recruitment and On-Boarding Timeline

Outreach

- Conduct outreach to small- and medium-format corner stores in target communities (e.g. high-need, customer demand). Must be a SNAP retailer.
- Review WIC with a focus on number of WIC families and issuance rates in their community.
- Collect WIC Vendor Outreach forms to schedule follow-up meetings with interested store owners.

Meeting 1

- Review WIC Minimum Stocking Requirements (MSR).
- Review next steps for applying to become a WIC vendor.
- Set-up next meeting if interested OR begin Meeting 2 steps.

Meeting 2

- Complete WIC vendor checklist to create an online portal.
- Create online portal to submit a new vendor application. Record username and password.
- Complete owner information sections and store sections except "Store Prices". Save application.
- Take an inventory of current WIC products to determine additional items to satisfy the MSR.
- Schedule time to shop for additional WIC items.

Meeting 3

- Provide training on WIC food package while purchasing items to satisfy the MSR. Ideally this training should happen at Cash and Carry.
- Shelf and price all WIC-approved items.
- Complete "Store Prices" section on new vendor application.
- Submit new vendor application.

Meeting 4

- Once store completes WIC vendor training and passes the preliminary audit (administered by the state), install additional WIC labels, recipes, shopping tools, etc.