

WIC Vendor Certification

Becoming a WIC vendor is good for business.

What is WIC?

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) is a health resource for low-income women and their children. Program participants receive checks for healthy foods, which may be redeemed at authorized stores. These stores then receive payment from the government.

How It Works

- Food packages are created to provide participants with the vitamins, minerals and proteins often missing in their diets.
- The contents of each food package are determined at the WIC office and printed directly on the participant's WIC check.
- Participants also receive \$8, \$10 or \$15 Cash Value Vouchers (CVV) to buy fresh, frozen or canned fruits and vegetables.

WIC Certification Steps

1. Visit www.nj.gov/health/fhs/wic and fill out the "Are you interested in becoming a WIC Authorized Vendor?" section.

OR 2. Fax the following store information to 609-633-2794: name of owner, address, telephone number, email address, number of cash registers and square footage. State in your fax that you are interested in becoming a NJ WIC vendor.

What to Consider

- There is a waiting list for stores to become WIC-certified.
- WIC certification does not transfer with the sale of a store. New owners/operators must reapply.
- To become a WIC vendor, a store typically should be able to stock and serve 100 participants every month.
- WIC vendors must stock specific brands and sizes.
- If there are any problems or issues with the SNAP retailer process, the store may not be able to accept WIC checks.

Questions?

State Agency

For questions about participation, allowable foods and minimum inventory:

New Jersey WIC Services Vendor Unit

P.O.Box 364
Trenton, NJ 08625-0346
Phone: 609-292-9560
or 1-800-743-3300
Fax: 609-633-2794
www.nj.gov/health/fhs/wic

Help Desk

njwicvendor@doh.state.nj.us
Phone: 609-633-0636

