

Retail Grocers and the New Jersey WIC Program

New Jersey WIC vendors must be authorized by the state agency.

Retail Grocers

The Retail Grocer serves an important role in the WIC Program. Once authorized, the Retail Grocer is defined as a WIC vendor. A WIC vendor is a sole proprietor, partnership or corporation operating one or more stores authorized by the state agency to provide approved supplemental foods to participants. Each store operated by a business entity constitutes a separate vendor, must be authorized separately from other stores operated by the business entity and have a permanent fixed location.

How to Become a WIC Authorized Vendor

Selection of vendors occurs every three years per USDA regulations. The state agency authorizes an appropriate number of WIC retail stores for each municipality to ensure adequate participant access.

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

When additional vendors are needed an application packet will be mailed. After review, if requirements are met the state agency will conduct an on-site visit to assess the retail location. If the requirements are not met the applicant will receive a denial letter. The letter will notify the applicant of the right to request a fair hearing.

The state agency is required to provide training, monitoring and technical assistance to all authorized vendors throughout the contract period. The vendor's authorization remains in effect until the next reauthorization assessment unless terminated earlier due to noncompliance. The next authorization period is October 1, 2015–September 30, 2018.

The New Jersey WIC Food Package

The New Jersey WIC state agency develops a list of authorized WIC foods. The food list is reviewed annually. Only foods on the New Jersey WIC Program's List of Authorized Foods can be purchased with WIC checks. *(See food list.)*

WIC vendors are required to maintain minimum stock requirements of WIC approved foods to meet the needs of the WIC participant. The WIC approved food list is subject to change at any time. Vendors will be notified, in advance, of any changes to the food list and/or policy changes.

