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WAYS WE ARE
IMPROVING
WIC

At LA WIC, we are committed to continuous quality improvement. Each fiscal year, we introduce new Key Performance Indicators (KPIs) aimed at enhancing our program. This includes developing innovative training methods for Vendors, improving participant education by clinic staff, and providing in-store support for everyone involved.

Exciting projects on the horizon include our Vendor Onboarding and Recruitment Plans. The Vendor Onboarding initiative will offer robust support for new Vendors during their first 90 days, while also assisting them pre-authorization. As part of this, we will provide one-page infographics outlining the authorization process and required documentation.

Launching in January 2025, our Vendor Recruitment Plan aims to expand our network by showcasing the benefits of WIC partnerships, enhancing access to vital nutrition resources for participants throughout Louisiana. Together, we can strengthen our community support and ensure that everyone has access to the nutrition they need.

Thank you for your continued partnership!



SPOTLIGHT

"Do the right thing even when you think no one is looking. It's called integrity" - unknown



Alexia Turner

Welcome, Alexia (Lexi) Turner. Lexi is the new Vendor Program Monitor. In her new role, Lexi is responsible for monitoring and responding to the Vendor Ops telephone line and the LAWICVendor@la.gov inbox, reviewing UPC submission requests, conducting the annual Infant Formula Supplier List review, and a host of other duties. Lexi previously served as a WIC nutrition educator for the Hinds County Health Department in Jackson, MS.



NEW

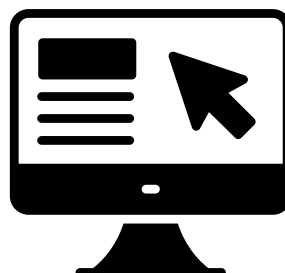
LA WIC Vendor Portal

We are excited to announce a significant enhancement to your experience with LA WIC: the upcoming launch of our new Vendor Portal! In collaboration with Tyler Technologies, we've developed a user-friendly platform that will streamline the process for submitting Initial Authorization and Reauthorization Applications.

This new portal will allow you to complete your application online at your convenience, with the ability to save and revisit your progress as needed. Additionally, you'll be able to update your corporate contact information directly through the portal, making it easier to keep your details current.

To ensure a smooth rollout, we are conducting User Acceptance Testing (UAT) during the last two weeks of October. A select group of Vendors will help us test the system, providing invaluable feedback to guarantee that the portal is effective and easy to navigate.

We anticipate that the Vendor Portal will go live in December 2024, allowing all Vendors to submit their Initial Authorization Applications online. Stay tuned for more updates!



[VISIT OUR VENDOR HUB FOR LA WIC UPDATES](#)

Updates to the WIC FOOD PACKAGE

WIC State Agencies have a 24-month implementation timeline for all provisions in the revisions to the WIC Food Package; however, the increased cash value benefit (CVB) for women and children participants had to be implemented within 60 days.

Many states, including Louisiana, were already implementing higher CVB rates due to a provision in appropriations law. WIC State Agencies must implement other required provisions of this rule no later than April 20, 2026.

For more information, please visit <https://www.fns.usda.gov/wic/fr-041824>.

FINAL CHANGES TO THE WIC FOOD PACKAGE: MONTHLY ALLOWANCES

Summary of Requirements Before Changes

Summary of Final Changes

Dollar value of Cash Value Benefit (CVB): • Children \$8 • Pregnant, postpartum, breastfeeding \$10	Dollar Value of CVB is increased: • Children \$26 • Pregnant, postpartum \$47 • Breastfeeding \$52
State agencies are only required to authorize fresh fruits and fresh vegetables, other forms optional (frozen, canned, or dried).	State agencies are required to authorize at least one other form of fruits and vegetables (frozen, canned, or dried) in addition to fresh.
Cannot purchase fresh herbs with CVB.	Can purchase fresh herbs with CVB.

Summary of Requirements Before Changes

Summary of Final Changes

JUICE

Amount of juice issued: • Children: 128 oz. • Pregnant and breastfeeding: 144 oz. • Postpartum: 96 oz.	Amount of juice is reduced: • Children: 64 oz. • Pregnant and breastfeeding: 64 oz. • Postpartum: 64 oz.
No option for substituting CVB in place of juice.	Substitution of juice for a \$3 CVB is allowed.

Summary of Requirements Before Changes

Summary of Final Changes

MILK AND MILK SUBSTITUTES

Amount of milk issued: • Children 1 through 4 years: 16 qts. • Pregnant/partially breastfeeding: 16 qts. • Fully breastfeeding: 24 qts. • Postpartum: 16 qts.	Amount of milk is reduced: • Children 12 - 23 months: 12 qts. • Children 2 - 4 years: 14 qts. • Pregnant/partially breastfeeding: 22 to 16 qts. • Fully breastfeeding: 16 qts.
Lactose-free milk in food package is optional.	Lactose-free milk in food package is required.
Flavored milk is allowed in the food package.	Only unflavored milk is allowed in the food package.
1 qt. (32 oz.) of yogurt may be substituted for 1 qt. milk	2 qts (64 oz.) of yogurt may be substituted for 2 qts of milk.
Only cow's milk yogurt is allowed to be substituted for milk.	Soy-based yogurts and soy-based cheeses as substitution for milk is allowed. Plant-based yogurts and plant-based cheeses meeting specific nutritional requirements are also allowed substitutions.



Updates to the WIC FOOD PACKAGE

Summary of Requirements Before Changes

Summary of Final Changes

MILK AND MILK SUBSTITUTES

<p>Amount of milk issued:</p> <ul style="list-style-type: none"> Children 1 through 4 years: 16 qts. Pregnant/partially breastfeeding: 16 qts. Fully breastfeeding: 24 qts. Postpartum: 16 qts. 	<p>Amount of milk is reduced:</p> <ul style="list-style-type: none"> Children 12 - 23 months: 12 qts. Children 2 - 4 years: 14 qts. Pregnant/partially breastfeeding: 22 to 16 qts. Fully breastfeeding: 16 qts.
Lactose-free milk in food package is optional.	Lactose-free milk in food package is required.
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1 qt. (32 oz.) of yogurt may be substituted for 1 qt. milk	2 qts (64 oz.) of yogurt may be substituted for 2 qts of milk.
Only cow's milk yogurt is allowed to be substituted for milk.	Soy-based yogurts and soy-based cheeses as substitution for milk is allowed. Plant-based yogurts and plant-based cheeses meeting specific nutritional requirements are also allowed substitutions.



Summary of Requirements Before Changes

Summary of Final Changes

CANNED FISH

Children (1 through 4 years) do not receive canned fish.	6 oz. of canned fish added to all child food packages. Children can get canned salmon, sardines, Atlantic mackerel, Chub mackerel, and light tuna.
Pregnant, postpartum, and partially breastfeeding participants do not receive canned fish; fully breastfeeding participants receive 30 ounces canned salmon, sardines, Atlantic mackerel, Chub mackerel, Jack Mackerel, and light tuna.	Add 10 ounces of canned fish to food packages for pregnant and postpartum participants and 15 ounces for partially breastfeeding participants; and revise amounts for fully breastfeeding participants from 30 to 20 ounces. Remove Jack Mackerel.

Summary of Requirements Before Changes

Summary of Final Changes

LEGUMES AND EGGS

Dry legumes allowed; canned legumes optional.	Both dried and canned legumes are required.
No substitutions are allowed for eggs.	Legumes and peanut butter as substitutes for eggs are allowed. Depending on the state, tofu may be allowed as a substitute. Nut and seed butters as a substitute for eggs may be allowed depending on the state.
	Nut and seed butters are an optional substitute for peanut butter, depending on the state.

Things to Remember

LA WIC Transaction Procedures

Scan all Items - There is no need for cashiers to attempt to identify WIC Approved Food Items during checkout. Cashiers should simply scan all items presented at the register, as they would for any transaction. The POS system will automatically identify any WIC Approved Food Items that are scanned.

Reauthorization Survey Submission

Reauthorization in Trade Area 2 for Vendors in Regions 6,7, & 8 is complete! Thank you to all of our Vendors who submitted their applications, and thank you for continuing to service our WIC participants.

Minimum Stock Requirements (MSR) Update Effective 10/01/2023

As of October 1, 2023, LA WIC began using the Minimum Stock Requirements effective December 7, 2022 when assessing Vendors for compliance with LA WIC Vendor Rules and Regulations. Vendors must meet MSR at all times to be in compliance with LA WIC Vendors Rules and Regulations. The Minimum Stock Requirements (WIC-23) form is required to be present in stores and can be found on the LA WIC Authorized Vendor Hub.

EBT is going from Offline to Online

LA WIC expects to transition from Offline to Online EBT Processing in early 2026. At this time, we do not have a set go live date and will continue to provide updates as they become available. Vendors are reminded that LA WIC will not be responsible for any possible online transaction fees that may be incurred as a result of the transition from Offline to Online EBT. If you have any questions about this upcoming transition, please contact us at LAWICVendor@la.gov.



Upcoming Dates

December 24 - Office Closed

December 25 - Office Closed

December 31 - Office Closed

January 1 - Office Closed

January 20 - Office Closed

Join Our Mailing List

This newsletter will automatically be sent to the official corporate email address your store has on file with LA WIC, but you can [click here](#) to register additional email addresses to receive this newsletter directly.

Contact Information



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LA WIC Authorized Vendor Hub:

<http://ldh.la.gov/wicvendor>