



VENDOR VIEWS

LA WIC's Authorized Vendor Newsletter



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THANK YOU!

Thank you for participating in the Louisiana WIC Program (LA WIC). As an Authorized WIC Vendor (Vendor), you are a critical partner in ensuring WIC Participants receive nutritious foods that improve the health of participating families. With your help, WIC Participants benefit from long-lasting positive impacts such as reduced infant mortality, increased access to primary and preventive health care, and improved academic achievement.

LA WIC could not operate without the support and cooperation of Vendors like yourself and your staff. Thank you again for helping ensure that healthy foods are available to the Louisiana families who need them.

SHELF TALKER POLICY UPDATE

In the [July 2021 Vendor Views Newsletter](#) LA WIC announced updates to its Shelf Talker policy and provided [shelf talker labels](#) for Vendors to print out and use on their shelves. After further discussion with Vendors, we are now providing two additional individual shelf talker images – one [square](#) and one [rectangular](#) – to provide increased flexibility in how shelf talkers may be deployed. All approved shelf talker images can be found on the [LA WIC Authorized Vendor Hub](#) under the LA WIC Authorized Vendor Essential Documents and Links section.

LA WIC will postpone assessing Vendor compliance with the new policy until November 1, 2021 (LA WIC had originally announced that assessment would begin on October 1, 2021).

If you should have any questions, please feel free to contact us at (225) 342-0725 or at LAWICVendor@la.gov.



UPCOMING DATES:

Nov. 2 – State Offices Closed

Nov. 11 – State Offices Closed

Please keep in mind that LA WIC Vendor Operations staff continue to work remotely during the pandemic. As such, email remains our most reliable form of communication.

WHEN TO NOTIFY LA WIC

In order to ensure that WIC Participants have access to their WIC Benefits without interruption, it is imperative that LA WIC has access to the most up-to-date and accurate business operations information for all Vendors.

As stated in the LA WIC Vendor Guide (Vendor Guide), Vendors must notify the State agency in writing at least fifteen (15) calendar days prior to or immediately upon knowledge of (whichever occurs first) the following:

- Change in Vendor ownership
- Cessation of Vendor operations
- Change of store location

Please see pages 25 and 26 of the Vendor Guide for additional details.

Vendors must also notify LA WIC in writing of changes to any of the following:

- The store's POS system
- The store's hours of operation
- Contact information (email, phone number, etc.) for store owners or personnel serving as the point of contact for WIC operations
- Temporary or unscheduled store closures or changes to hours of operation (due to power outages, weather events, etc.)



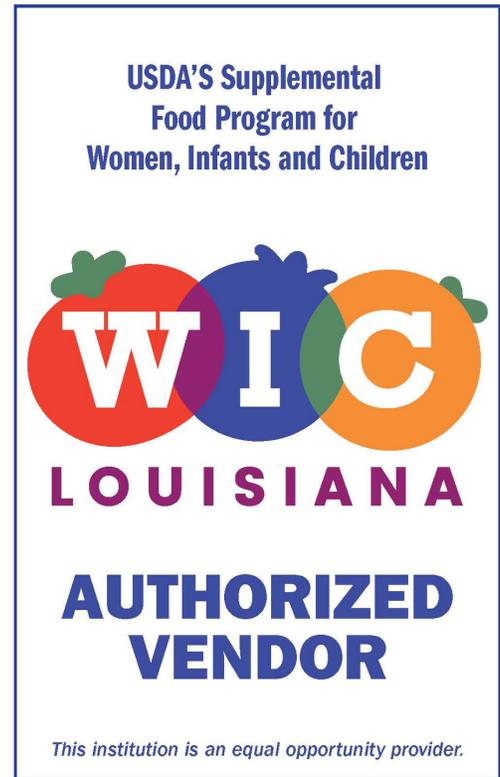
Vendors are required to send notification of any of the changes listed above by email to LAWICVendor@la.gov or by mail to:

LDH/OPH/Bureau of Nutrition Services
Vendor Operations Unit
628 North 4th St., Bin #4
Baton Rouge, LA 70802

NEED A NEW WINDOW CLING?

Please remember that Vendors are required to prominently display the "LA WIC Authorized Vendor" window cling in their store's front window. Vendors can request replacement window clings by emailing LAWICVendor@la.gov. LA WIC will mail new window clings to Vendors who request them, but please note that there may be a slight delay, as LA WIC Vendor Operations staff continue to work remotely during the pandemic.

Please also remember that the window cling provided by LA WIC is the only sign that is allowed to be used to identify the store as WIC Authorized.



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 US

Phone: (225) 342-0725

Fax: (225) 376-4674

Email: LAWICvendor@la.gov

LA WIC Authorized Vendor Hub:

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

(Open the link and press CTRL+D to bookmark the page on your internet browser)

WE WANT YOUR FEEDBACK!

What did you like about this newsletter? What didn't you like? What topics would you like to see covered in future issues? Please [click here](#) to let us know how we're doing by filling out a short survey.

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