



Authorized WIC Incentive Items for Peer Group A

This document is created to provide clarification about what incentive items are acceptable for above-50-percent vendors (Peer Group Category A) to offer to WIC shoppers, according to the WIC Bulletin Regulations, Section 70800(a) and (c), and 7 CFR §246.12(g)(3)(iv)(B).

ALLOWED

One or any combination of the following, as long as the combined total value is less than two dollars:

- Prepackaged WIC authorized fresh fruits and vegetables.
- 14-oz to 16-oz cans of any brand or variety of mature beans, mature peas, or lentils.
- Any variety of prepackaged uncooked, plain, dried, mature beans, peas, or lentils.
- Commercially made, prepackaged, 100 percent corn tortillas.
- Commercially made, prepackaged, 100 percent whole wheat bread. Package must state "100% Whole Wheat" on the front label.
- 5-oz or 6-oz cans of chunk light, water-packed tuna.
- WIC authorized supplemental foods offered as part of a taste testing sample to a participant family.

It is okay to offer minor customer courtesies, such as bagging supplemental foods for the WIC shopper and assisting the WIC shopper with loading the supplemental foods into a vehicle.

NOT ALLOWED

- Services that result in a conflict of interest or the appearance of such conflict for the above-50-percent vendor, such as assistance with applying for WIC benefits.
- Lottery tickets provided to customers at no charge or below face value.
- Cash gifts in any amount for any reason.
- Anything made available in a public area as a complimentary gift which may be consumed or taken without charge.
- An allowable incentive item provided more than once per customer per shopping visit, regardless of the number of customers or food instruments involved, unless the incentive items had been obtained by the vendor at no cost or the total value of multiple incentive items provided during one shopping visit have a value of less than \$2.00.
- Food, merchandise or services of greater than nominal value provided to the WIC shopper.
- Food, merchandise sold to customers below cost, or services purchased by customers below fair market value.
- Any kind of incentive item which incurs a liability for the WIC Program.
- Any kind of incentive item which violates any Federal, State, or local law or regulation.

If you have questions about WIC approved incentive items, please call your Vendor Consultant or contact the Vendor Management Branch by phone at (855) WIC-STOR or (855) 942-7867, or by email at WICVENDORINFO@cdph.ca.gov.



Authorized WIC Incentive Items for Peer Group A

Written Approval Required Before Offering Any Incentive Items to WIC Shoppers

Per the WIC Vendor Agreement, Article I: Vendor Responsibilities, section 1(s), an above-50-percent vendor who wishes to provide allowable incentive items must obtain written approval from the CDPH/WIC Division prior to offering any incentive items to customers.

Instructions for obtaining written approval to offer incentive items:

1. Vendor requests for approval of allowable incentive items must be submitted to the CDPH/WIC Division at WICVENDORINFO@cdph.ca.gov.
2. Requests must have an email subject line stating, "Incentives Approval."
3. Requests must include the following information:
 - a. Vendor ownership name
 - b. The contract ID number
 - c. A description of the incentive offer
 - d. A description of the allowed incentive item to be offered
 - e. The purchase invoice showing the cost of the allowable incentive item

If you have questions about WIC approved incentive items, please call your Vendor Consultant or contact the Vendor Management Branch by phone at (855) WIC-STOR or (855) 942-7867, or by email at WICVENDORINFO@cdph.ca.gov.