



# WIC LOCAL VENDOR LIAISON (LVL) Roles and Responsibilities



Local WIC agencies shall designate one or more staff as a Local Vendor Liaison (LVL). Local agencies shall also allocate resources to support LVL functions to ensure required ongoing vendor activities are fulfilled.

## LVL Role

LVLs serve as a resource to WIC authorized vendors as assigned by the State WIC Office, by providing quarterly technical assistance; conducting shelf price and food surveys; reporting suspected fraud and abuse; answering questions about the WIC allowed foods; and promoting a positive shopping experience for WIC families.

## LVL Responsibilities

1. Coordinate and conduct annual training of local WIC agency staff on WIC Program Manual (WPM) Section [120-10](#) on *Access to and Security of Confidential Information* and Section [150-10](#) on *Conflict of Interest: Local Agencies and Vendors* using [Code of Conduct](#) training materials located on the LVL Training webpage.
  - a. This annual training must follow required procedures outlined in the WPM Section [190-00](#) on *Staff Training*.
  - b. LVLs are to ensure local WIC agency staff review and sign the Conflict of Interest Statement as outlined in WPM 150-10.
2. Conduct and report quarterly technical assistance (TA) visits of existing WIC authorized vendors to the State tracking system. In order to remain eligible for LVL funding, agencies are expected to meet a 90 percent performance standard each quarter of a Federal Fiscal Year, which begins October 1.
  - a. Notify the State WIC Program when vendors are suspected of fraud or abuse. Examples include, but are not limited to: charging WIC shoppers a higher price than non-WIC shoppers; not meeting the WIC minimum stocking requirements; requiring WIC shoppers to purchase least cost brands; offering home delivery; store within a store; not writing in the purchase price on the Food Instruments (FI); offering incentives for only WIC participants.
  - b. Handle participant and vendor complaints. For example, a WIC authorized vendor doesn't allow a WIC shopper to substitute fluid milk for evaporated milk.
  - c. Provide vendors with information about existing resources and vendor materials, instructions on how to order WIC materials (e.g., shelf talkers, shopping guides, WIC decals, etc.), and upcoming WIC Program changes, such as:
    - Reminding vendors about recent vendor alerts or vendor bulletins.
    - Informing vendors of revisions to the Shopping Guide and WIC authorized foods.
    - Providing vendors with answers on allowable WIC authorized foods, use of the WIC logo, and WIC vendor materials.
  - d. Direct vendors to appropriate State WIC staff for help with their vendor agreement and FI questions.
3. Conduct onsite preauthorization visits (OPV) of vendors applying to become WIC authorized.
4. Participate in training provided by the WIC Program and attend vendor training at least once within the three-year term of the local WIC agency contract.
5. Maintain all records for three years to be provided to State WIC upon request.
6. Provide the State WIC Program with written notice when there is a change of LVL(s). The notice shall include the name, agency, telephone number, and e-mail address of the new LVL.
7. Provide support to the State WIC Program with assignments that require vendor interaction, such as promoting participation in vendor surveys or conducting shelf price surveys.