Hawaii WIC News

NEWS FOR WIC STORES

Fall 2021

The Importance of the Mid-Transaction Receipt

The mid-transaction receipt will show the WIC foods that will be redeemed in the transaction. It is VERY IMPORTANT to give this receipt to the WIC participant PRIOR to completeing the transaction.

- Foods that are not on the mid-transaction receipt will NOT be paid for by WIC.
- When the mid-transaction receipt prints out, the transaction is not yet finalized. At this point, the transaction can be voided and no benefits will be removed from the participant's benefit.
  - If the WIC participant approves the transaction (presses "yes" on the PIN pad), the transaction will be completed if this is a WIC only transaction
    - At this point, the foods purchased **WILL** be removed from the participant's benefit.
  - If this is a mixed basket transaction, after pressing "yes", the POS will prompt for a secondary form of payment.
    - When secondary form of payment is entered, the WIC transaction will be completed and the foods purchased **WILL** be removed from the participant's benefit.

Once a transaction is completed, it CANNOT be voided. Benefits removed from a participant's benefit CANNOT be put back on.

If this is a mixed-basked transation, the WIC participant MUST swipe their eWIC card first if they want to use WIC to pay for their items.

PLEASE MAKE SURE THE WIC PARTICIPANT REVIEWS THE MID-TRANSACTION RECEIPT

WIC Shelf Talkers (Channel Strips) and Door Sign

WIC shelf talkers are used to assist WIC participants in identifying WIC foods. It is recommended that vendors place the WIC ALLOWED FOOD shelf talkers on shelves where WIC foods are displayed. Shelf talkers that endorse a specific food or brand are not allowed.

Combined with the WIC Shopper APP, shelf talkers will assist WIC customers in bringing the correct items to the cashier for checkout, thereby reducing checkout times. Vendor produced shelf talkers must be approved by the Hawaii WIC Vendor Unit in advance. Please make time to ensure shelf talkers are placed in front of the correct foods to avoid confusion at check-out.

Re-applicable window clings are also available and are a useful way to identify your store as a Hawaii WIC vendor.

WIC HAWAII

2" x 1.25"

WIC HAWAII ALLOWED FOOD

4" x 1.875"

WIC HAWAII ALLOWED FOOD

2" x 2"

WIC Door Sign

WIC HAWAII

AUTHORIZED WIC VENDOR

This institution is an equal opprotunity provider.

approx. 6" x 8.5"

IT'S HERE!

The ALL NEW Hawaii WIC Approved Food List, Effective November 1, 2021.

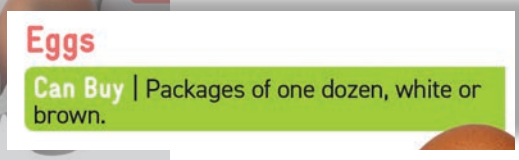
WHAT'S NEW:

Organic Milk:

Horizon Organic and O Organics brand only.

Cheese:

Muenster and Provolone. Sliced Cheese.



Eggs:

Brown Eggs.

Soymilk:

Silk Original Quart.

Yogurt:

Whole Fat,Greek (plain only). Stonyfield, Oikos Plain, Chobani Plain, Great Value Greek Plain, Good & Gather Plain Greek.

Pasta:

Essential Everyday, Signature Select, Good & Gather, Good & Gather Organic, O Organics.

Juice For Children

Can Buy | 64 oz plastic bottles, any flavor. 100% juice, with no sugar added and have at least 80% Daily Value for vitamin C. Brands listed below.

Juice For Women

Can Buy | 100% juice, with no sugar added and have at least 80% Daily Value for vitamin C.

- 48 oz bottles Juicy Juice (any flavor) and Freedom's Choice (apple)
- Calcium fortified with Vitamin D
- 46 oz bottles V8
- 11.5 to 12 oz frozen concentrate:
  - -Apple: Tree Top (green label), Seneca (red label), Best Yet, Signature Select, or Old Orchard
  - -White or Purple Grape: Welch's (yellow pull tab) or Old Orchard
  - -Orange: Any Brand
  - -Pineapple: Dole or Old Orchard
  - -Blends: Old Orchard

Juice for Children (64oz):

Ocean Spray, Freedom's Choice, Sarah's 100% Real Orange Juice.

Juice for Women (48oz):

Freedom's Choice.

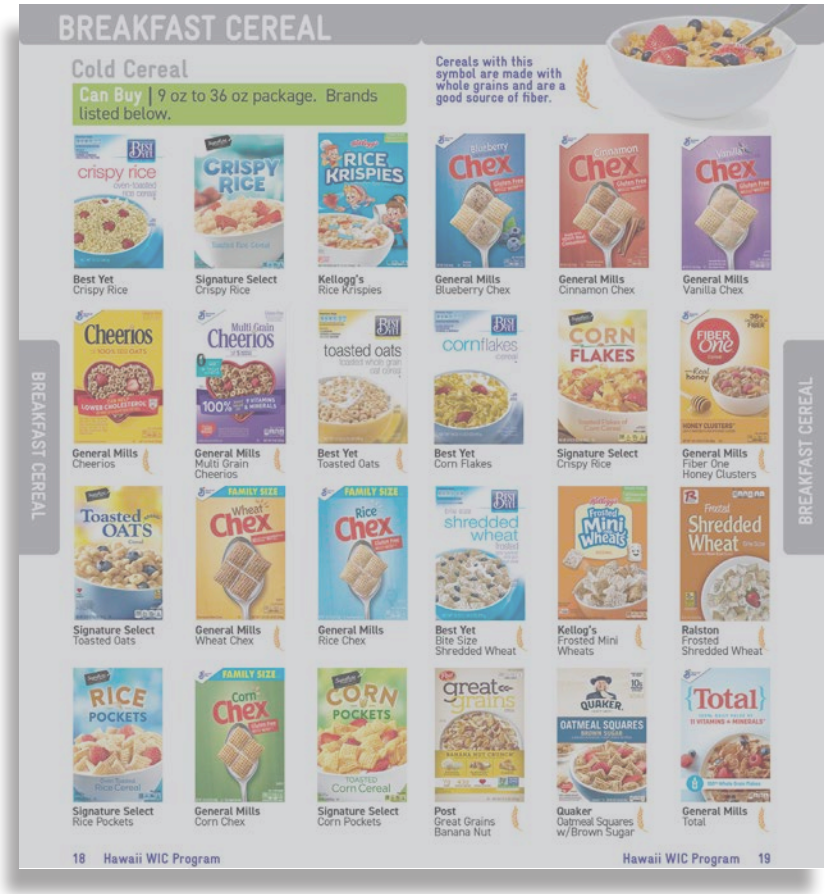
Juice Packs

Can Buy | Must buy the size and number of packs included in your WIC Food Balance.

- Juicy Juice and Apple & Eve pack of 8-4.23 oz boxes and pack of 8-6.75 oz boxes (any flavor)
- Dole pineapple juice 6 pack of 6 oz cans
- Motts apple juice 6 pack of 8 oz bottles

Juice Packs:

Apple & Eve.



Cold Cereal

Can Buy | 9 oz to 36 oz package. Brands listed below.

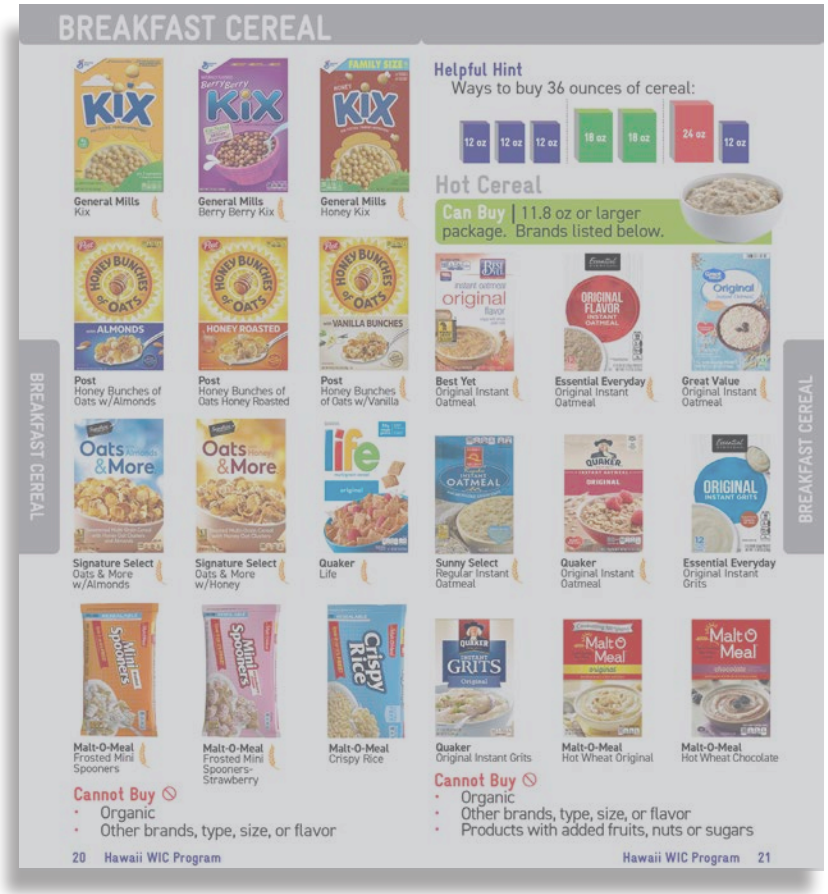
General Mills
Cinnamon Chex

General Mills
Blueberry Chex

General Mills
Vanilla Chex

Post
Honey Bunches of Oats w/Almonds

Kellogg's
Rice Krispies



Great Value
Original Instant Oatmeal

Sunny Select
Regular Instant Oatmeal

Essential Everyday
Original Instant Grits

Quaker
Original Instant Grits

Refried Beans

Canned Beans:

Good & Gather, Good & Gather Organic, Progresso, S&W, Sunny Select.

Infant Foods:

Earth's Best, Tippy Toes, Gerber Naturals, Gerber Organic, Beech-Nut Organic.

16oz Size Infant Cereal now WIC allowed.

Please forward any questions or comments by email or phone to:
DOH.wic.vendor@doh.hawaii.gov
Phone: (808) 586-8392

This institution is an equal opportunity provider.

WIC HAWAII