



Department of Health

Three Capitol Hill
Providence, RI 02908-5097

TTY: 711
www.health.ri.gov

WIC Vendor Bulletin 2016 –4

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Vendors Offering Incentive Items to WIC Participants

The purpose of this bulletin is to provide clarification prohibiting Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) vendors (whether regular or Above-50-percent) from offering incentive items solely to WIC participants in an effort to encourage participants to redeem their WIC food instruments at those stores.

Section 246.12(h)(3)(iii) of Federal WIC regulations requires vendors to offer WIC Program participants the same courtesies that are offered to non-WIC customers. Offering incentive items solely to WIC participants to increase WIC redemption, or refusing to allow a WIC participant to promotions that are offered to other non-WIC customers, is a serious violation of Program rules and WIC Vendor Participation Agreement. It is grounds for disqualification from the WIC Program and could also affect the renewal of the Agreement in upcoming and following years.

Therefore, a WIC-authorized vendor may not treat WIC customers differently by offering incentive items that are not offered to non-WIC customers. This is a violation of Federal WIC regulations, thereby constituting a vendor violation. Vendors offering incentive items to WIC participants only, will be subject to termination of the WIC Vendor Participation Agreement.

If you have any questions or concerns, please call the Vendor Unit in the WIC State Office at 222-4630, 222-4637, or 222-4633.

Si necesita ayuda en entender esta carta, por favor, llame al 222-4621 donde le ayudarán con la traducción.