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GOVERNOR

Alan Levine
SECRETARY

State of Louisiana
Department of Health and Hospitals
Center for Preventive Health

April 26, 2010

TO: WIC AUTHORIZED VENDORS
FROM: TRICIA GUIDROZ, MA
LA WIC VENDOR MANAGER
RE: SHELF TALKERS

USDA allows State Agencies to determine whether or not it will permit its WIC authorized vendors to use shelf talkers to identify WIC approved foods. To prevent any potential participant confusion, USDA **does not** allow any State Agency to permit its WIC Authorized Vendors to affix stickers, tags, or labels using the service mark to WIC approved foods. Likewise, manufacturers are not permitted to apply the service marks to product labels or packages.

In the past it has been the Louisiana WIC Program's policy to not allow shelf talkers. During the past year, numerous WIC Vendors have asked if they were allowed to utilize shelf talkers. Because of the many requests, the Louisiana WIC Vendor Management wrote a policy to allow the use of shelf talkers. USDA has approved the change in policy.

Based on the abovementioned information, effective immediately, the Louisiana WIC Program is allowing its authorized Vendors to use shelf talkers stating "WIC Approved". These shelf talkers are intended to identify which food items on your shelves are approved for purchase with WIC food instruments and should be placed at the exact spot(s) that contain(s) WIC approved food items. For food items which the Program requires its participants to purchase the least expensive brand, shelf talkers should be located by the least expensive food items on any given day or sale.

Vendors who wish to use shelf talkers must obtain permission from the Louisiana WIC Program's Vendor Manager and/or the Vendor Unit's Program Monitor by submitting a copy or sample of the version prior to use. Copies or samples can be emailed to tricia.guidroz@la.gov and/or garren.mims@la.gov.

Should you have any questions concerning this matter, please feel free to contact us at (504) 361-6725.