Vendor Innovations: WIC Shelves!

Improving WIC Benefit Redemption & Participant Satisfaction

2018 National WIC Association Annual Education & Training Conference
April 24, 2018
Disclosure Statement

No actual or potential declarations in relation to this program
Walk the Walk

• Perceived vs. Actual WIC Shopping experience
The Good, the Bad, the Ugly

• WIC Shopping
  • Confusing
  • Time consuming

• Why is food selection so challenging?
  • Shopping lists ≠ Store order/placement
What Do We Do?

• Understand our “clients”
  • WIC participants AND vendors

• Streamline the WIC shopping process

• Add “value” to the WIC food prescription

• “Sell” WIC foods
“Finding items takes forever”

“Have one spot just for the WIC items”

“Provide a row just for WIC”

“Create it’s own [WIC] aisle”

89%
Making our Case – WIC Shelves!

• Understand vendor perspective
• Promote the immediate benefits
• Address the challenges
The Immediate Benefits

• Increase in staff efficiency/productivity
  • Faster checkout process

• Improved customer service
  • Increased customer loyalty

• Impact on staff satisfaction levels
  • ↓ stress + ↑ available time
The Challenges

Marketing and the grocery store layout
Eggs, Milk, Yogurt

Dairy

Meat and Deli

Seafood

Bakery

Non-Perishable Groceries

Baby Aisle

Nutritionals/Infant Formula

Fruits and Vegetables

Produce

Frozen Foods

Check Out

Entrance
Making Our Case

Make it Profitable

↑ WIC sales
↓ Impact on non-WIC sales

Make it Easy

Implementation
Sustainability
Make it Profitable

Location, location, location!
- Fit the store’s layout

Create the best shelf planogram
- Pick the right WIC item
- Mind the profit margin
- Visual cues = ↑ WIC redemption
- Maximize vertical shelf space
Make it Easy

**Implementation**
- ✓ WIC assistance

**Sustainability**
- ✓ Facilitate restocking
- ✓ ↑ Shelf faces
- ✓ Evaluate
It’s Go Time – WIC Shelves!

• Prioritize
  1. Baby foods + infant formula
  2. Women and Children non-perishables
  3. WIC Nutritionals- Fill in the gaps

• WIC = Shelf-facing

• Vendor = Re-tag + fill the gaps + re-stock
Wondering what “shelf facing” looks like?
The “Baby” Shelf
The “Women & Children” Shelf
The “Women & Children” Shelf
The Register
The “Baby” Aisle
Miami WIC Shelves!
(Video Testimonial)

Dervin Jimenez
Miami-Dade WIC Vendor Manager
Average Monthly WIC Redemptions by Participating WIC Shelves! Vendors

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<th>POST-Implementation</th>
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Good implementation increased redemptions by 25."
Next Steps

• PDCA
• Nurture vendor relationships
• Feedback from customer base
• More than redemption?
  • Caseload
  • Retention rates
Thank you!!!!

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