TEXAS WIC

VENDORS: Enhancing the Shopping Experience
What I hope to cover

• SELF IMPOSED
• Business Case
• Training
• New Initiative
The Shopping Experience

• Perspective Vendor vs. Participant
The issue

- Participant experience in the grocery store influences:
  - The participants decision to stay on the program (retention).
  - Participant referrals (outreach/acquisition)
  - Participant and Public Perception (P3) of the WIC program (reputation)
How does Texas compound the problem?

• Least Expensive Brand (LEB)
• Pink or white sticker
• All or nothing labeling
How do I make vendors care about participant experience?

• Business Case
Business Case

• 2 big box vendors
Vendor Profiles

- Capture a significant portion of WIC market
- Vendor 1: 50% more stores
- Income almost identical
- Vendor 2: more income per store
So…why does a vendor care?

- Million dollars left on the table every month.
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LARGE RETAILER TRAINING PROJECT

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TEXAS WIC VENDOR TRAINING

What should I do if items do not scan?

- Beginning Balance
- Shopping Guide
- Size/Brand

On-Site Vendor Evaluation Form
WIC Vendor Training - Class Folder
WIC Labeling Game
FY19 Approved Foods Shopping Guide

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Shopping Experience

- Dragon Fruit
- Bagged Oranges
- Packaged Strawberries

WIC Training Card
Beginning Balance
(Obtained at Register)

WIC Shopping Guide
LEB list for current store
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Knowledge Check and Feedback Surveys

Knowledge Check and Results (example)
Training Successes

Vendors better understand how to assist WIC participants
Better labeling/ Fewer violations from large WIC Vendors
Vendor staff show improvement in understanding WIC compliance through activities.

Future Plans and Initiatives

Expand to more large retailers
Develop Local Agency training
Shopping experiences in stores for LA staff
Continue to conduct shopping experiences in store with all state agency staff
Marketing Initiatives

• How do I increase “potential” participant exposure to motivating and effective marketing?
• Rule of 7
Let WIC buy the milk
so you can buy the other things she needs.

1-800-942-3678
or visit www.texaswic.org

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Thank you

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