

Hello Vendors! Spring snuck up on us and Summer is approaching! Along with it comes awareness of trending technologies that are designed to make WIC shopping easier and more streamlined for our clients and respective stores.

“WIC Shopper” App

USING ALASKA'S WIC'S MOBILE APP IN YOUR STORE

USE THE APP TO:

Scan foods using **Scan Barcode** to verify WIC allowed foods.

Easy access to the most current Alaska **WIC Allowable Food** list. Quickly answer customer questions about allowable foods.

Send Product Names, images, and UPC information to the state using the **I Couldn't Buy This** feature.

HOW TO INSTALL THE APP:

Download **WICShopper** from your app store.

*And be sure to select **Alaska**.



OR scan this QR code:



APL Additions

How to get NEW WIC items reviewed to be on the APL:

If the store receives a new produce that appears to be WIC-approved but does not show up as WIC-eligible, Please email doh.dpa.wic.vendor@alaska.gov and include the following:

- Picture of the product label
- Picture of the full 12-digit UPC and barcode:



- Picture of the Nutrition Facts

You may also use our **WIC Shopper App** to submit products!

When scanning an unapproved item, select “I Couldn't Buy This!” to submit photos of the product label, barcode, and nutrition facts.

RECALL Awareness!

Please remain vigilant by monitoring all food product recalls. We strongly encourage you to sign up for updates through the following reliable sources:

- **Food and Drug Administration (FDA)**
- **USDA Food Safety and Inspection Service (FSIS)**
- [FoodSafety.gov](https://www.foodsafety.gov)
- **Email or text alerts** from FDA or FSIS

Staying informed helps protect the health and safety of WIC participants and your broader customer base.

There are currently no active outbreaks involving WIC-approved products.

However, please be aware of the following recent outbreak:

Outbreak Investigation of Salmonella: Eggs (June 2025)

Do not eat, sell, or serve **recalled chicken eggs distributed by August Egg Company**. The FDA's investigation is ongoing.

Zero Substitutions

Items provided to shoppers **must** match the barcode, Universal Product Codes (UPCs), or Product Lookup Codes (PLUs) entered/scanned at the cash register. Receiving reimbursement for foods not provided to the WIC shopper is considered fraud of a federal assistance program and can be reported. Additional penalties may include termination, disqualification, civil money penalties, and criminal prosecution. *Note that manually keyed entries are flagged in our system to assist in detecting fraudulent activity. Please also refrain from entering card numbers by hand at either your stand-beside or integrated system.

Management: Remember to check your Store's email for State of Alaska—WIC Vendor updates!!!

As outlined in the WIC Vendor Agreement, it's important to regularly check for communications from the State of Alaska WIC Vendor team. It is also the Vendor's responsibility to notify us of any updates or changes in store contact information. Thank you for doing your part to support strong, timely communication. We appreciate it!

Contact Us

VACANT

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(907) 500-2721

WIC Vendor Website:

<https://health.alaska.gov/dpa/Pages/nutri/wic/vendors/default.aspx>

State of Alaska WIC

Phone:

(907) 465-3100 option #2 for WIC

Email:

doh.dpa.wic.vendor@alaska.gov

WIC prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance. (Not all prohibited bases apply to all programs.)