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**#16-011**

**TO:** WIC Regional Directors  
WIC Local Agency Directors

**FROM:** Amanda Hovis, Director  
Nutrition Education/Clinic Services Unit  
Nutrition Services Section

**DATE:** February 5, 2016

**SUBJECT:** WIC Staff Shopping Experiences

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### Purpose

To inform WIC Local Agency and WIC State Office staff of opportunities to attend WIC shopping experiences with local WIC vendors in their areas. Shopping experiences are training opportunities for WIC staff throughout Texas to experience shopping as a WIC participant and build relationships with vendors in their communities. WIC Staff, including vendor liaisons are encouraged to participate.

### Process

To schedule a shopping experience, please follow the process below.

- Send an email to [WICVendorInfo@dshs.texas.gov](mailto:WICVendorInfo@dshs.texas.gov) with the following information:
  - Your name and contact number;
  - The names of all staff that would like to participate in the shopping experience;
  - A list of several dates and times each staff person is available;
  - The city that you would like the shopping experience scheduled in; and,
  - The name and location of particular grocers for the shopping experience.
- Vendor Outreach Branch staff will review your request and contact stores in your area to set up a date and time. Keep in mind, store resources are limited, so staff may be scheduled at a variety of times to ensure that stores can accommodate the number of attendees requested.
- Once the shopping experience is scheduled, Vendor Outreach Branch staff will respond to your initial request with any related details.
- Attendees will meet a Vendor Outreach Branch representative at the store on the day of the shopping experience, who will coordinate all activities with the grocer's point of contact. Vendor Outreach Branch staff will provide a training card and shopping guide, and will coordinate placing a checkout lane in training mode at that time.
- Once the shopping experience is completed, participating staff will complete a

questionnaire regarding their overall experience. The Vendor Outreach Branch will use this feedback to improve the shopping experience for participants and strengthen our relationship with our grocer partners.

Please note that, out of courtesy to our vendor partners, shopping experiences may not be scheduled during peak shopping times, such as the holiday season.

Should you have questions or comments, please contact 1-800-252-9629 or [WICVendorInfo@dshs.texas.gov](mailto:WICVendorInfo@dshs.texas.gov).