



TEXAS WIC PROGRAM
Department of State Health Services
Food Issuance and Redemption Services Unit - MC 4554
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Austin, TX 78714-9347
(512) 341-4425 1-800-252-9629 (Texas Only)

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Over the past several years a unique feature of the WIC Program's partnership with retail grocers has been the use of Vendor Liaisons to assist grocers in understanding WIC policies and procedures as they are applied within your stores.

What is a Vendor Liaison?

Vendor liaisons are employees of the WIC local agency that specialize in working with local WIC grocers. Their duties include providing direct assistance to grocers in:

- Reviewing and offering guidance to grocers to ensure that WIC items are correctly displayed and have no expired food items
- Providing assistance to grocers to understanding and correctly labeling the store's declared least expensive brands (LEBs)
- Serving as a point of contact in the local area that a grocer can contact if it has questions or problems with a WIC client

Vendor Liaisons perform their duties by visiting your store periodically to observe your store's implementation of WIC policies, such as the LEB labeling, and answer questions your store staff may have. They will always identify themselves as the Vendor Liaison from the local WIC agency. They truly are there to help you with questions, issues, or concerns about WIC.

What a Vendor Liaison is NOT:

A Vendor Liaison is NOT a monitor who can terminate your store for policy/procedure violations. A Vendor Liaison visiting your store cannot terminate your store from the WIC Program. The role the Vendor Liaison plays related to monitoring and sanctions is to assist you in ensuring your store is complying with WIC requirements, which, in turn, will ensure your store is complying with WIC policies and procedures when a monitor from HHSC's Office of Inspector General does visit your store.

We encourage you to take advantage of the Vendor Liaisons who may visit your store. They are truly visiting your store to help you understand and meet the State's WIC policies and procedures, and to preclude misunderstandings or misinterpretations. They are a tool your store can use to enhance compliance with WIC policies and procedures and minimize exposure to potential WIC Program sanctions.

If you have any questions about the role of Vendor Liaison visits to your store, please contact the WIC State Office at 1-800-252-9629, ext. 2298.

