

MASSACHUSETTS WIC PROGRAM SHELF LABEL POLICY

Massachusetts WIC requires all authorized retailers to display WIC shelf labels created by the State WIC Agency to identify WIC approved foods. The WIC shelf labels should be displayed on the vendor's shelf in close proximity to the WIC food item. Vendors may not use any other labels to identify WIC items. Our goal is to help WIC customers have a successful shopping experience.

Shelf labels must be placed on the following WIC approved items:

- Dairy products
- Milk and Eggs (Store brand only)
- Cheese (16 ounce packages only)
- Evaporated/Dry milk, Long-Life milk
- Peanut butter
- Dried and canned beans
- Juice - bottled and frozen
- Cereal
- Whole Grain Bread (16 ounce packages only)
- Tortillas (Corn and Wheat)
- Oatmeal
- Brown Rice
- Canned Fish – Tuna, Sardines and Salmon
- Infant Food/Cereal
- Yogurt
- Soy Milk, Tofu, and Lactose Free milk- If carried in your store

The following items are exempt from the shelf label requirement:

- Infant formula – If formula is not located on the shelf, a sign must be placed indicating where to locate the formula.
- Fruits & Vegetables - Fresh, frozen, and canned.

Please refer to the [WIC Approved Food Guide](#) for specific brands and sizes approved.

In addition:

- The shelf labels must be placed under **all** WIC approved products in the food category. Stores are not allowed to promote one product over another in a food category.
 - For example, only placing shelf labels on the store brand whole wheat bread and not labeling the other approved whole wheat/whole grain breads is not allowed
- Retailers must have a system in place to keep shelf labels up to date when WIC items are moved or a shelf label has been removed.

Shelf labels available from the Massachusetts WIC Program

Massachusetts WIC has 2 types of shelf labels available. Please see below for specifications.

Label #1 – Label Sheets

Description - Label adheres directly to the shelf

Specifications: 8.5x11 (45 labels per sheet) - Label size: 1.58 x 1.20 inches

Label #2 – Single Labels (no adhesive)

Description - Label has no adhesive, can be used for items such as bread or baby food

Specifications: Label size: 3 x 2.25 inches

Imbedded Labels

For retailers that would like to imbed the WIC shelf label into the item shelf tag, a written request and copy of the proposed labels must be provided to the state WIC office Vendor Unit for approval.

Please contact the WIC Vendor Unit at 1-800-552-9425 or email masswicretailers@state.ma.us if you have any questions or need additional information.