

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, cheese, eggs
- Peanut butter
- Dried and canned beans
- Juice- frozen and bottled
- Cereal
- Whole Grain Bread
- Tortillas
- Brown Rice
- Canned Fish – Tuna, Sardines and Salmon
- Infant Food/Cereal
- Soy Milk, Tofu and Yogurt - *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.
- Fresh, frozen and canned produce.

Please refer to the Massachusetts WIC Approved Food Guide for specific brands and sizes approved.

In addition:

- The shelf label should never be used to put on an actual food item.
- Vendors may **not** use shelf labels made by the vendor unless approved by MA WIC. Please see the MA WIC Shelf Label Printing Specifications for details.
- Vendors may **not** use shelf labels made by food manufacturers or distributors to identify WIC approved items.
- Vendors are responsible for correctly placing the shelf label for each of the WIC approved item. The shelf labels cannot be on one or two items; the labels must be placed on all WIC approved items in the same category.
- Vendors should check the store shelves periodically to ensure proper placement of the shelf labels.

As part of routine vendor monitoring visits, WIC staff will be checking for the appropriate use of the WIC approved shelf labels. Stores not meeting this requirement will be sanctioned and receive a warning letter from the State WIC office. Continued violations of this policy may result in termination from the WIC Program as outlined in the Fiscal Year 2017 Vendor Agreement.

MASSACHUSETTS WIC PROGRAM SHELF LABEL PRINTING SPECIFICATIONS

An image of the label and printing specifications are available below.

Label #1 – Label Sheets

Description - Label adheres directly to the shelf.

Specifications:

8.5x11 (30 labels per sheet)

Final Label size: 1 x 2 5/8

60# High Gloss crack and peel white

Prints 2/0 (2pms with bleeds)

Kiss cut to create removable labels

Label #2 - Perforated tag sheets

Description - Label has an adhesive strip on the front and will adhere to current labels.

Specifications:

8.5x11 (36 labels per sheet)

Final Label size: 1.875 x 2

100# Gloss text white prints 2/0 plus overall

gloss aqueous coating (with bleeds)

Apply 4 strips of tape to each 8.5x11 page

perforate around all labels and across tape to allow for easy removal

Label #3 – Single Labels (no adhesive)

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

Specifications:

3 x 2.25 in

Prints 2/0 (2 pms with bleeds)

100# Flo Gloss text cut to size

Imbedded Labels

For stores that would like to imbed the WIC shelf label into the item shelf tag, the minimum size allowed for the WIC logo is .5" x .5". A written request and copy of materials proposed must be provided to: Mary Blocksidge at mary.blocksidge@state.ma.us of the Massachusetts WIC Program Vendor Unit for approval.



Please contact the Massachusetts WIC Program Vendor Unit at 1-800-552-9425 if you have any questions or need additional information.