

## **Arizona WIC Program Declared Milk**

**Question:**     **Why do we have to sell the store's declared store/house brand?**

Answer:        The amount of money provided to WIC has been decreased. Buying the store or house brand will save money and allow WIC to continue to serve as many eligible clients as possible.

**Question:**     **How does the WIC Customer know what the store/house brand for milk is?**

Answer:        All WIC Vendors are required to use the Arizona WIC Program's Approved Signage for all authorized store/house brand of milk.

**Question:**     **What should I do if our store runs out of our declared store or house brand of milk (whole, reduced fat (2%), low fat (1%), or skim/fat free) that is specified on the WIC customer's food instrument?**

Answer:        You will sell the WIC customer any brand of milk that is available at the time of purchase for the same price as your declared store or house brand. The milk (whole, reduced fat (2%), low fat (1%), or skim/fat free) purchased must be as specified on their food instrument.

Example:       Your store has run out of your store or house brand of milk. Your store has another brand of milk available that cost more. You would sell the WIC customer the brand of milk that is available as specified on their food instrument. *You must charge the same price as your declared store or house brand of milk.*

**Question:**     **What is a store brand?**

Answer:        A store brand is a product that is manufactured and packaged from a particular store or retail chain.

**Question:**     **What is a house brand?**

Answer:        A house brand is a proprietary brand of merchandise sold by one retailer, such as: IGA, Springfield, Shurfine, Western Family, Hy-Top, Market Pantry, etc. It can also be a name brand item a store has declared to be their "house brand" for WIC purposes if the store does not have its own house brand.