

2026 Oregon WIC Statewide Meeting Shopping Experience

Wednesday, August 26, 2026 - 12:45 p.m. – 2:15 p.m.

Included in this envelope

- A printout of the WIC Benefits List
- A flyer with instructions on how to download the WICShopper App to your phone or tablet
- A copy of the Oregon WIC Food List
- An eWIC card, loaded with your monthly benefits **(PIN: 2026)**

Instructions

- Download the WICShopper App to a mobile device
 - Add the eWIC card assigned to your team to the WICShopper App
 - Browse five different areas of the grocery section at Target to learn about the WICShopper App features.
 - Complete a purchase of non-perishable items from your benefits list with your eWIC card. These will be donated to the Oregon Food Bank after the meeting. Please do not buy milk, eggs, cheese, or fresh or frozen produce.
 - Return to the conference hall with your purchases for donation **by 2:00PM.**
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Welcome! You are now certified as a fully breastfeeding WIC participant!

Scan the code below for directions to the Hayden Island Target to meet up with state WIC staff and go shopping!



 **Maps**



USING THE WICShopper APP AT THE STORE

Complete the following activities in the grocery section, using the WICShopper App. Free Wi-Fi is available at the Target store.

Each activity has a list of steps, a description of what you are seeing, and probing questions to consider. **NOTE: These activities can be completed in any order.**

Activity 1: Why do some fruits and vegetables say they are not a WIC item?

Area: Produce Aisle

1. Find the produce section.
2. Open the Produce Calculator.
3. Tap the red "Scan" button to start scanning barcodes on fresh produce. Barcodes can be on pre-packaged items or stickers on individual produce.
4. Make a salad! Find the fresh fruits and vegetables you would like in a salad and scan their barcodes and stickers.
5. Not WIC-approved?
 - Tap the green "Trying to scan produce?" button.
6. How many items in your salad scanned as WIC-approved?

What else did you notice about the Produce Calculator or the scanning feature?

Activity 2: Is the WIC-approved food in my benefit package?

Area: Dairy Case

1. Find the refrigerated milk section.
2. Use the barcode scanner to scan a gallon of 1% cow milk.
3. Now scan a gallon of whole cow milk.
 - What happened?
 - Did it say whole cow milk is not WIC-approved, or something else?
4. Go to the main app page and tap the “My Benefits” icon, or look at your printed WIC Benefits List, to check what milk type is included with your benefit package.

What else did you notice about the My Benefits section or the scanning feature?

Activity 3: How can the app's calculators help with shopping?

Area: Cereal Section

1. Find the cereal area.
2. Open the Cereal Calculator.
3. Scan a box of Quaker® brand original instant oatmeal packets and press the yellow "Add to Calculator" button.
4. Scan an 18-ounce tub of old-fashioned or quick oats and add it to the Cereal Calculator.
5. Go back to the main area of the Cereal Calculator.
 - Did the app add the tub of oats to the Cereal Calculator?
6. Open the Whole Grain Calculator.
 - What do you see?
7. Keep adding tubs of oats or instant oatmeal packets to your calculator to see what happens.

What else did you notice about the scanning feature or the calculators?

Activity 4: What do I do if a food looks like it should be WIC-approved, but is showing up as not approved?

Area: Frozen Foods Aisle

1. Find the frozen fruit blends in the freezer section.
2. Start scanning some of the Good & Gather brand frozen fruit blends.
3. Did you find one that says it isn't WIC-approved?
 - Did you find more than one?
4. Look at the ingredients.
 - Does it look like the item should be WIC-approved?
5. What is allowed according to the Food List?
6. Scan it again and use the yellow "I couldn't buy this" button.
7. Submit a product help ticket (optional).

What else did you notice about the scanning feature or the "I Couldn't Buy This" area?

Activity 5: Why does the scanner sometimes tell me different things when I scan different codes on the same label?

Area: Peanut and Nut Butter Section

1. Find the Skippy® brand creamy peanut butter in the 16.3-ounce size.
2. Scan the barcode on the jar.
 - Does it say it is WIC-approved?
3. Now try scanning the QR code on the jar next to the barcode.
 - What does it say now?
4. See if scanning from side to side or top to bottom gives you different results.

How many times did you have to try to get it to say the peanut butter was WIC-approved?

SHOPPING FOR WIC ITEMS AT THE STORE

You will be using your benefits to purchase hot or cold cereal, fish in cans or pouches, and \$5 of canned fruits and vegetables.

Please choose shelf-stable, not perishable items. Oregon WIC will be donating all items purchased for this activity to the Oregon Food Bank.

1. Open your WICShopper App and check your “My Benefits” tab, or look at the printed WIC Benefits List.
2. Collect:
 - hot or cold cereal
 - fish in cans or pouches
 - \$5 of canned fruits and vegetables.
3. Use as much of the cereal and fish benefits as you can.
4. Use the calculators in the app to keep track of your remaining cereal benefit and the \$5 fruit and vegetable spending limit.
5. Once you have collected your items, head up to the cash register!

PURCHASING WIC ITEMS WITH YOUR eWIC CARD

You will be using your eWIC card to purchase the items you selected.
The PIN is: 2026.

1. Place items on the belt and have the cashier ring up your items.
2. Let the cashier know you would like to see the first receipt that prints.
3. Swipe your eWIC card and enter the PIN.
4. The register will print a receipt showing your beginning benefit balance and a list of proposed WIC redemptions.
5. Before approving the WIC purchase, use this receipt to check if your items are WIC-approved, and which food category they will be deducted from.
6. Does everything look good?
 - Go ahead and complete your transaction.
7. Not what you were expecting?
 - Ask the cashier to remove items and then complete your transaction.
8. Bag up your groceries and head back to the Shopping Experience table at the conference!