

Oregon WIC Vendor Quarterly Update

October 2025



“WIC accepted in this lane” sign requirements

According to Oregon Administrative Rules, WIC vendors that cannot accept WIC in all checkout lanes must post signs identifying lanes that are able to process eWIC cards. The signs must be easy to see and read to help shoppers know where to go. For example, self-checkout lanes might not accept the eWIC card so all other lanes must display the “WIC accepted in this lane” sign.

Stores that are part of the WIC program are required to follow this rule. Email WIC.VendorServices@odhsoha.oregon.gov to order signs for your store.

Updated WIC vendor and clinic map

We made some improvements to the WIC vendor and clinic map that is available both on the WIC website and WICShopper App.

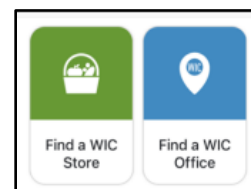
On the **WIC website** the map offers:

- Easy-to-read map legend with branded icons
- Multiple search options
- Directions using Google maps
- See the new website map [here](#)



The **WICShopper App** has two new buttons:

- Find a WIC Store
- Find a WIC Office



Find your store on the map and let us know if anything needs to be corrected.

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Remember to notify WIC of changes to your store address or email

It's important that you receive emails and mailed information from Oregon WIC. Please let us know if your store changes any of the following:

- Store or manager email address
- PO Box for receiving mail
- Key management or other staff

Email WIC.VendorServices@odhsoha.oregon.gov to update your store information.

50 unique item limit for WIC transactions

The new food package allowed us to add lots of new food options for families. Buying too many different WIC foods at once has caused WIC transactions to be declined at checkout. To ensure smooth processing and prevent system errors, WIC transactions are limited to 50 items per purchase.

Here's what this means:

- Each transaction can include up to 50 unique UPCs/PLUs for WIC foods. For example, buying 10 cans of the same formula only counts as one UPC.
- This limit applies only to WIC items. Non-WIC items bought with other payment types do not count toward the 50-item limit.
- Trying to buy more than 50 different WIC items at once will cause the transaction to be declined.
- To avoid this, split large WIC transactions into smaller, separate transactions.