

Maryland WIC

Better Nutrition Brighter Future

Lane Signage for eWIC

USDA does not allow "WIC Only" lanes. This means that you cannot have lanes where only WIC transactions are accepted. If all lanes in a store are capable of processing eWIC transactions (such as in stores with integrated POS systems) lane signage is not required. Stores with state provided stand beside POS system equipment may not be equipped to offer WIC services in all lanes. Once eWIC is implemented, stores that do not accept eWIC in every lane are required to indicate which lanes accept eWIC. WIC participants will be instructed to look for the "eWIC Accepted Here" signs in the register lanes. Signs will be provided to stores during the rollout of eWIC in your area. The number of signs provided will be based on the number of lanes with stand-beside eWIC POS terminals.

We are requiring that stores adhere to the following guidance:

- Vendors are required to post **Program provided** signs
 - The signs read "Maryland eWIC Accepted Here" (see below)
 - The signs are available in 3 sizes: 4x4, 8x8, 10x10
- The signs must be posted in a conspicuous place within the lane where it is visible to the participants such as on the back of the register, on the end of the belt, or hung from the ceiling above the register or lane.



If you have questions or need further guidance, please contact the State vendor unit at 1-800-242-4942.