



What is WIC

WIC is the United States Department of Agriculture's Special Supplemental Nutrition Program for Women, Infants, and Children. The program offers families nutrition education, breastfeeding promotion and support, referrals to other health and social programs, and benefits to buy healthy foods and infant formula (that's where you come in). Montana WIC serves just over 9,000 families statewide, which includes over 14,372 infants and children.



WIC Spending Impact April 2023

7,604 families went shopping using eWIC

189 grocery stores accepted WIC benefits

There were 20,001 eWIC transactions

Statewide WIC spending totaled \$551,120.01



WIC Shopper App

The WIC Shopper app allows customers and store staff to quickly scan a barcode and see if it is allowed on WIC or not. It is available for free download, just search the app store for WICShopper and select Montana. In May, over 5,000 families used it to scan over 23,000 items. Not every item allowed on WIC is allowed for every cardholder, be sure to examine the available balance for specific information.

Steps of eWIC transaction

DO'S & DONT'S

eWIC Transactions



- Treat WIC customers with the same considerations as all other customers.
- Provide WIC customers with an "available balance" printout upon request.
- Allow WIC customers to participate in all promotions that are available to all other customers, such as coupons and sale items.
- Scan food items using only the UPC attached to that item.
- Allow WIC customers to purchase as many or as few of their WIC foods as they choose.
- Provide mid-transaction receipt so the WIC customer can know which items are paid by WIC.
- Allow WIC customers to purchase non-WIC items with a different form of payment.
- Provide a legible receipt after each WIC transaction that includes a remaining WIC balance.



- Offer WIC customers incentives such as a free item in exchange for using WIC benefits at your store.
- Ask a WIC customer for identification.
- Provide a cash refund for WIC transactions.
- Scan a UPC that is not attached to the WIC food item.
- Exchange WIC foods unless the items is defective, then exchange that specific item only.

What if an item doesn't ring up as WIC?

There are a few different reasons this can occur. The item may not be WIC approved, or it may not be approved for that cardholder, or it may need to be added to the Approved Product List. Please send WIC any UPC you would like considered using the form on the Montana WIC website or by emailing WICUPC@mt.gov.

Help Identify WIC Program Fraud

Buying, selling, or misusing WIC benefits is a crime, and we need your help to ensure everyone is following the rules. If you suspect fraud – either among your store staff or with a WIC customer – please let us know immediately. If you would prefer to submit that information directly to the USDA, you may do so here: <https://www.usda.gov/oig/hotline.htm>.



WICShopper

Shopping

★★★★☆ 1.1K



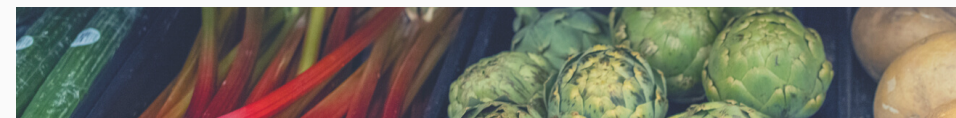
Helpful Information for Retailers

- Montana WIC authorizes retailers to accept WIC with 3-year agreements. There are many criteria for stores, including having a point of sale that can process eWIC transactions, maintaining the minimum stock of required WIC foods, and purchasing infant formula from WIC approved sources. Please contact the WIC program for a full list of authorization criteria and instructions on the application process.
- Grocery stores are critical partners in the WIC Program, and under no circumstances should be subjected to disrespectful behavior from WIC customers. If this happens, please consider filling out the program complaint form on WIC's website, or call us and we can take the information over phone.
- WIC has both federally and state defined violations and sanctions that apply to authorized stores that do not meet WIC requirements. This can include disqualification and claims repayment procedures for fraud, or warnings and required staff trainings for repeated failures to stock WIC foods or discourteous treatment to customers. Please review the *Violations and Sanctions* policy for retailers on the WIC website, or contact the program if you have any questions.
- WIC authorized stores must treat WIC customers like everyone else, including the use of any promotions, sales, or incentives. Sale items must be sold to WIC customers at sale prices, and promotions such as *Fill it Fresh* or *Buy One, Get One* must also be available. Please reach out to the WIC Program with any questions.



Get to know your LARC

Each WIC clinic has a Local Agency Retail Coordinator (LARC) assigned to support the stores in their areas. You may get a visit from your LARC this summer as they are out conducting retailer monitoring. They are your first point of contact for program complaints, questions about authorized foods, or other needs that may come up. Reach out to your local WIC clinic to find out who your LARC is and keep their contact information or contact the state office at (406) 444-5530.



Where Can you Find More Information?

Visit Montana WIC's Retailer website for many retailer resources: www.dphhs.mt.gov/publichealth/WIC/Retailers

Contact your Local WIC Agency or State Office staff:
 Kevin Moore (406) 444-5530 or Glade Roos (406) 444-2841 Thank you for your partnership with the Montana WIC Program.
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