

# MO WIC SCOOP



## 2024 Annual WIC Retailer Training

The Missouri WIC program has started annual in-person training. The annual training will be available in various regions of the state. Retailers can register [here](#) for the 2024 Annual WIC Retailer Training. The trainings will end in July 2024. Register before the sessions fill up!

## Approved Product List (APL) Updates

The Missouri WIC program continuously works to maintain the WIC Approved Product List (APL) and has added numerous products. Please review the [updated](#) listing. Some products listed in the current WIC Approved Food List brochure are also no longer available or WIC-approved. The state agency would like to note a few products that are no longer available or WIC-approved. These items have been discontinued and the UPCs will be removed from the APL.

8th Continent Vanilla Soy Milk, Half Gallon.

Gerber Whole Wheat Cereal.

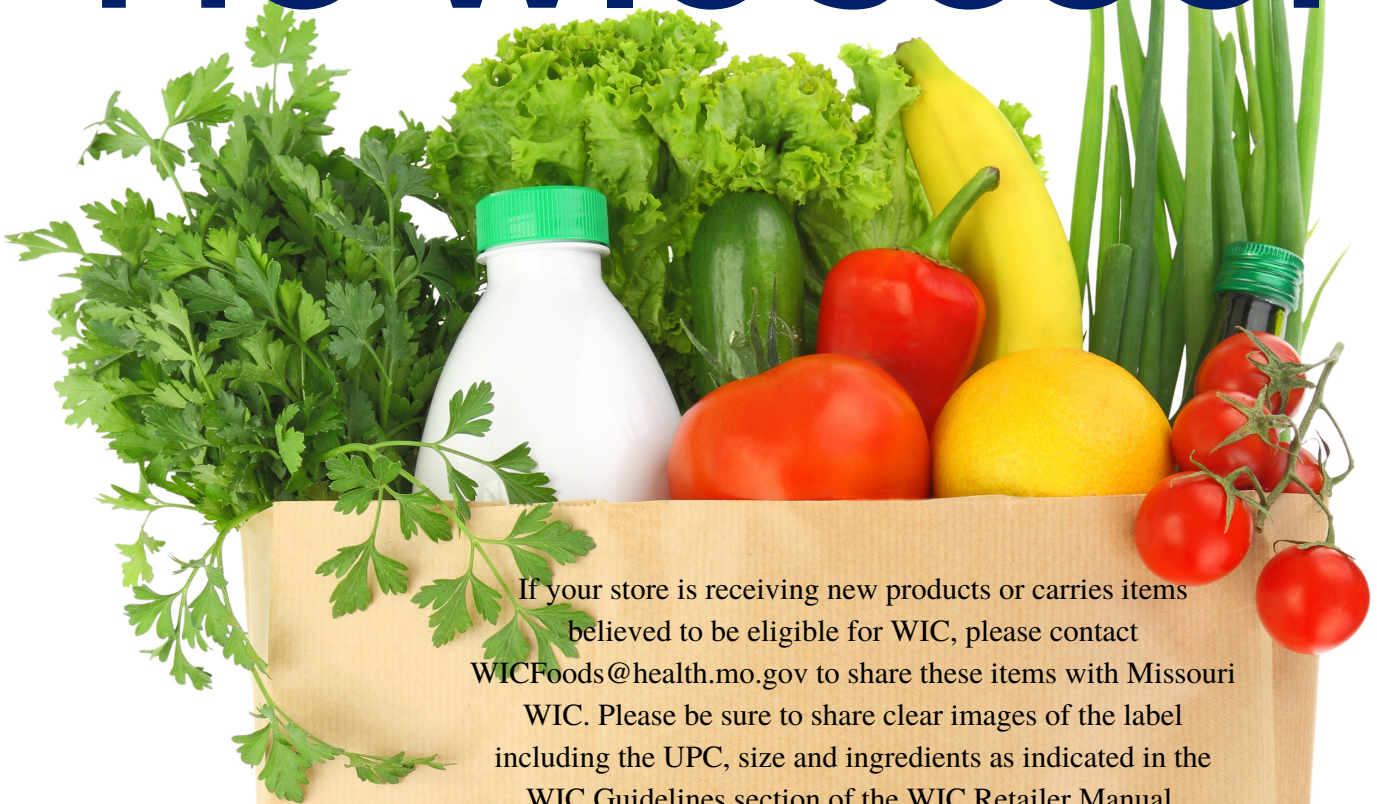
Gerber Organic Oatmeal Millet Quinoa Cereal.

Kellogg's All Bran Complete Wheat Flakes.

The new size of Best Choice Frosted Shredded Wheat Strawberry Cream exceeds the amount of sugar allowed for WIC cereals and some Quaker cereals have reduced ounces that no longer make the items eligible.



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If your store is receiving new products or carries items believed to be eligible for WIC, please contact [WICFoods@health.mo.gov](mailto:WICFoods@health.mo.gov) to share these items with Missouri WIC. Please be sure to share clear images of the label including the UPC, size and ingredients as indicated in the WIC Guidelines section of the WIC Retailer Manual.

## GovDelivery Subscription for Manufacturers

Manufacturers can subscribe to GovDelivery to receive product submission notifications. Sign up [here](#) to receive emails.

## Competitive Price Selection Forms

Thank you, authorized Missouri WIC retailers, for completing and returning your Competitive Price Selection Forms. We appreciate your cooperation and serving your community!



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## WIC Mapping Training

Authorized Missouri WIC retailers can now take WIC Mapping Training online! The training provides retailers with information on how to map fresh produce. The training can be found on the retailer [webpage](#).

## WICShopper App

The WICShopper app is a great resource for retailers to download to scan food items to see if they are WIC-approved and to know where to place WIC Approved Shelf Tags. The WICShopper App Flyer can be found on our [webpage](#) and shows how to download the app and scan the QR code.

## Infant Formula

As a reminder, authorized Missouri WIC retailers must only purchase infant formula from vendors on Missouri's approved infant formula wholesalers, distributors, retailers and infant formula manufacturers list. A copy of the list is on the Missouri WIC [website](#).

During routine monitoring visits state agency staff may ask for invoices, receipts and other proofs of purchase of infant formula that the retailer must provide to be in compliance with the WIC Retailer Agreement. Failure to provide documents could be a violation of your agreement.



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## GovDelivery

Authorized Missouri WIC retailers can now receive WIC updates pertaining to retailer information through the GovDelivery email subscription service. Sign up [here](#) to receive emails.

## Mapping

Retailers, a new season has come upon us. Please make sure to map fresh produce to the correct 4- or 5-digit Price Look-Up (PLU) code. A list of our PLU codes can be found on our [website](#).

## Technical Assistance

Missouri WIC would like to invite interested retailers to contact us for cashier training! We will work with retailers on scheduling a time to provide hands-on training at our office, regional locations or in stores. You can register on our [website](#).

## Need Supplies?

If you are in need of supplies, please go to our [webpage](#) to order. Click on Retailer Resource Order Form and we will mail you what you need.



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## Suggestions

We would like to hear retailers' suggestions on how your Missouri WIC retailer team can improve. Please send suggestions to [MOWICVendorGroup@health.mo.gov](mailto:MOWICVendorGroup@health.mo.gov).

## Reminders

- Missouri WIC requires **60 days'** notice for ownership changes, store closings and category changes.
- Missouri WIC requires retailers to notify us about point of sale upgrades or changes to the system.
- Changes to banking information will require a new direct deposit form and a letter from the bank or voided check.

## Contact Us

Please direct questions or concerns to:  
[MOWICVendorGroup@health.mo.gov](mailto:MOWICVendorGroup@health.mo.gov)  
or 573-751-6204.



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