



Annual Retailer Training



Our Mission: To improve the nutritional health status of financially eligible women, infants, and children in Missouri who are at nutritional risk by providing nutrition education, breastfeeding promotion and support, supplemental foods, and referrals to health care.

Introduction

There will not be an annual Retailer face-to-face training for 2017 because there have not been significant program changes. However, per Federal Regulations, there are certain aspects of the WIC program that the State Agency must cover with Retailers each year. This newsletter will fulfill the Missouri WIC program's obligation for the required annual training.

This newsletter provides information on formula changes, an eWIC update for 2018, and other information to help you be a successful Missouri Authorized WIC Retailer.

“Partial WIC Formula Redemption” Form

When a WIC customer presents a formula check, but does not present the entire quantity issued on the check at the register, they may need to be offered a “Partial WIC Formula Redemption” form.

Cashiers should ask why the customer is not purchasing the full amount of formula at checkout. Your store may be out or a supply may be arriving at the store within a couple of days so the customer may obtain the remaining quantity of formula at a later date. If this is the case, you should be offering the “Partial WIC Formula Redemption” form located in Appendix G of the “WIC Retailer Manual.”

Your cashiers should know where this form is located or have the WIC customer speak to a manager who can complete this form. Your store should complete the top portion of the form and provide it to the WIC customer. The customer must take this form to their Local Agency staff, who will determine if a WIC check will be issued for the remaining balance of formula the customer did not receive.

This form is NEVER to be cashed as a WIC check. If a customer presents the “Partial WIC Formula Redemption” form as payment, tell them that your store cannot accept the form and instruct them to take the form to their Local Agency. Section III, page 7 of the “WIC Retailer Manual” contains instructions for the “Partial WIC Formula Redemption” form. Please be sure to fully complete this form and use the most recent form, dated 08-15.

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Product and Packaging Changes, Wholesalers and Stocking

Manufacturers have made changes to some products and packaging that are noted below:

- On June 1, 2017, WIC check descriptions for Enfamil Infant and Enfamil Gentlease RTU were updated to reflect their package change from a 32 oz. container to 8 oz. 6-packs. Enfamil Prosoabee RTU and Enfamil Reguline RTU 8 oz. 6-packs will no longer be available.
- Mead Johnson is making changes to the label design of their powder products. Enfamil Reguline will also have a new label color.
- There was a name change to Enfagrow Toddler Transitions Powder to Enfagrow Premium Toddler Transitions. Abbott is removing the words “Expert Care” from the labels of Similac Neosure and Similac Alimentum RTU 32 oz. formula.
- In addition to current flavors, chocolate and banana flavors are now available for EleCare Jr.
- Around September 2017, Neocate is removing “E028” from the label of their “Splash” products.



Retailers should now see formula checks with “All Flavors” in parenthesis. This should assist both WIC customers and Retailers as WIC customers can get a variety of flavors and cashiers will only need to verify the size and type.

Keep in mind formula may only be ordered from authorized wholesalers or distributors registered with the U. S. Food and Drug Administration. A listing of current distributors can be found on the WIC program’s website at <http://health.mo.gov/living/families/wic/wicvendor/pdf/distributorswholesalers.pdf>.

Retailers must meet the following stocking requirements:

- **Tier 1 stores (Peer Group I and II)** must keep a minimum of 12 cans of Enfamil Infant Powder and a minimum of a 12 can combination of Enfamil AR, Gentlease, Prosoabee, and Reguline Powder.
- **Tier 2 stores (Peer Group III and IV)** must keep in stock a minimum of 24 cans of Enfamil Infant Powder and a minimum of 18 can combination of Enfamil AR, Gentlease, Prosoabee, and Reguline Powder.

Over The Check Limit

DO NOT EXCEED!

An “over the check limit” occurs when the total purchase amount of the WIC items is more than the amount indicated in the DO NOT EXCEED box preprinted on a “regular” check (non-CVV). When an “over the check limit” occurs, verify the items on the WIC receipt are the correct brand, size, type and variety.

If all items are correct, the Retailer has two options: either reduce the amount of the sale below the amount indicated on the WIC check or send the WIC check to the State Agency on appeal. If you choose the appeal process, you will need to complete the “Approval Request for Non-Paid WIC Checks” form found in the “WIC Retailer Manual” in Appendix F. Instructions are on the form and more information can be found in Section IV of the “WIC Retailer Manual.”

REMEMBER: WIC customers must always be allowed the full amount of WIC foods even if the sale amount exceeds the maximum printed on the WIC check(s).



WIC Check Procedures and Processes

When a customer presents a WIC check for transacting a purchase, cashiers must review the check to make sure it is complete and not altered. **DO NOT ACCEPT ALTERED CHECKS.** Cashiers should not accept checks prior to the FIRST-DATE-TO-USE or after the LAST-DATE-TO-USE.

TIP: Scanning WIC authorized food items in the order listed on the check makes verification of items easier at the time of the transaction and in the cash office upon review of receipts and WIC checks.

When beginning a WIC transaction, the cashier should:

- View the WIC ID Folder to verify that it is signed.
- Ensure the purchase date is on or between the FIRST-DATE-TO-USE and LAST-DATE-TO-USE.

After scanning the authorized food items, cashier should:

- Write the purchase date LEGIBLY with BLUE or BLACK INK.
- LEGIBLY write the amount of the transaction, minus taxes on the check in the PAY EXACTLY box.
- Obtain the WIC customer's signature and verify it matches the WIC ID folder as the FINAL step in the WIC check procedure.
- Retain receipts with WIC checks according to Section III, page 9 of the "WIC Retailer Manual."

When reviewing a WIC receipt and check, cash office staff should verify:

- The date the WIC check was accepted is on or

between the FIRST-DATE-TO-USE and the LAST-DATE-TO-USE and this date matches the date on the receipt.

- The amount of the purchase is listed and matches the receipt.
- Food items purchased are the correct type, size, variety, and quantity.
- The customer has signed the check.

TIP: It is helpful if cashiers write WIC check numbers on the receipts. This is beneficial when trying to review for discrepancies and when WIC monitoring staff have questions about a WIC receipt.

If cash office staff find a discrepancy during the review, it must be corrected prior to deposit. To make corrections, draw a single line through the incorrect information, write the correct information, and initial. This should be completed on both the receipt and the WIC check. **DO NOT** scribble or use a Sharpie or white-out on WIC checks.

If a WIC customer leaves the store and has not signed the WIC check, or has left their WIC ID Folder or other items at the store, the store can call the Local Agency's phone number printed on the WIC check. The Local Agency, as a courtesy, can contact the WIC customer to see if they will return to the store to sign the check. The Local Agency can also contact the WIC customer to determine the best method for retrieving items left at the store.

DO NOT deposit an unsigned WIC check, as this is a fatal error and it will not be paid. It is considered fraud for someone other than the WIC customer to sign the WIC check.

Cash Value Vouchers AKA Fruit/Vegetable Checks

Cash Value Vouchers, more commonly known as CVVs or Fruit and Vegetable Checks, are WIC checks that have a set dollar amount printed on them in \$4, \$8, \$11, and \$16.50 increments. The \$4 WIC check will state FOR FRUITS AND/OR VEGETABLES (FRESH ONLY). The other dollar increments will have FRESH AND/OR FROZEN FRUITS/VEGETABLES printed in the description portion of the check allowing customers to choose either fresh or frozen fruits or vegetables.

If a customer buys more than the amount indicated on the check, they can pay for the difference either with another CVV, SNAP/EBT card, cash, debit card, or credit card. If they use another CVV or a SNAP card, no sales tax is added to the difference. If they use another form of payment, sales tax is calculated on the difference.

If a customer purchases less than the amount indicated on the check, the customer can choose to purchase additional fruits and/or vegetables. The amount of the check should never be automatically written on the check. The customer does not receive any cash back, store credit, or similar reimbursement for not spending the entire amount.

If your system will allow, cashiers can process multiple checks in one transaction. Be sure to write the WIC check numbers on the WIC receipts.

Dates of Use

It is very important that cashiers and cash office staff review WIC checks to verify that the purchase date is on or in between the eligible dates indicated on the WIC check.

Any time a cashier accepts a WIC check prior to the FIRST-DATE-TO-USE or after the LAST-DATE-TO-USE, a fatal error will occur and the WIC check will NOT be paid.

Remember, WIC customers receive benefits on a monthly basis and benefits can be issued for up to a three (3) month period. Customers may inadvertently try to use WIC checks that expired the previous month or are not yet eligible for redemption, so it is important for cashiers to verify that the date of purchase is within the dates of use. If a cashier accidentally writes an incorrect date of use on the WIC check, simply draw a single line through the incorrect date; then write the correct date on the check, and initial. Use blue or black ink only.

Package Changes

Manufacturers often change package sizes, labels, Universal Product Codes (UPCs), names of their products, or other product criteria. The Missouri WIC program attempts to stay as current as possible when changes take place. However, the State Agency is not always notified in time to make Retailers and WIC customers aware of changes before the updated product appears on store shelves. Current changes we are aware of are:

- Gerber and Tippy Toes has changed their packages. Some Tippy Toes items are now available as a two-pack. Gerber has changed their packages to a dark blue background and has placed “non-GMO” on the label. Beech-Nut has changed the name of their baby cereal to add the word “complete” in front of the variety name.
- Best Choice and Village Farms have changed their packaging for non-fat dry milk from a box to a plastic bag. For Best Choice, the words “Makes 8 quarts” have been removed from the package. Check descriptions for this product have been updated to reflect this package change. Checks will now read: 8 QUART/25.6 OZ PKG NON-FAT DRY MILK STORE BRAND.

If you see package changes, please contact the State Agency. Contact information for the State Agency is on the back page of this newsletter.

Important

Use of WIC Acronym

Use of the WIC acronym and logo is prohibited. Retailers are not permitted to use the WIC acronym or logo in any type of sales advertisement, in their store name, or on social media. The WIC acronym is patented by the United States Department of Agriculture (USDA). Use of the WIC acronym or logo is a violation of the WIC Retailer Agreement, paragraphs 3.18 and 3.19. Thank you for your adherence to this policy.

Missouri
WIC
Eat Healthy. Stay Well.

Retailer Compliance



Receipt Desk Audits may be conducted when a high-risk Retailer sells their store, repeatedly sells unapproved food items, or when state staff arrive to monitor a store and no one can present receipts for review. REMEMBER, YOU MUST MAINTAIN THREE YEARS' WORTH OF WIC RECEIPTS. Receipts should be kept together by month, day, and year.

When issues are found during a complaint investigation, monitoring visit, or receipt review, state and/or federal violation(s) are issued.

Retailers should be aware of package changes, updates, and the WIC Approved Food List to prevent the purchase of unauthorized items and avoid WIC customer complaints for disallowing the purchase of an allowable food item.

The Department has systems in place to detect Retailers who knowingly, or unknowingly, commit violations or defraud the Missouri WIC program. As a Missouri WIC Authorized Retailer, it is your responsibility to know and understand the state and federal sanctions that can be imposed.

The Department monitors Retailer compliance in three ways: Covert Monitoring completed by a contracted investigator, Overt Monitoring conducted by state staff, and Receipt Desk Audits.

When Covert Monitoring is completed, personnel from the investigative service go to the store and purchase WIC approved foods or attempt to purchase non-approved food items with a WIC check and submit a report of the transaction to the State Agency. The State Agency notifies Retailers in writing of the monitoring visit and whether or not any issues were found.

Overt Monitoring is completed by State Agency staff who monitor the store to verify the store meets product selection criteria, stocking levels of a full service grocery store, and the minimum WIC stocking requirements. A receipt review and observation of a WIC transaction or interview of cashiers regarding the transaction process is also completed. State staff conduct a review of the storage area of the store to determine if the back room and coolers are clean and if debris or food items are found on the floor.

The classes of violations are outlined in Section V of the "WIC Retailer Manual." Federal violations are "A" and "B" violations followed by a designated number. State violations are "C" and "D" violations also followed by a designated number.

Any Retailer who receives multiple violations of the **same** letter and number designation must submit a Corrective Action Plan (CAP) and potentially has to pay a fine, pay a reimbursement, and attend mandatory training in Jefferson City. Penalties vary, such as the amount of fines and time for corrective action to occur, depending upon the violation and the number of times the violation has been issued to the Retailer. Please review Section V of your "WIC Retailer Manual" for more information.

In addition to the compliance with state and federal sanctions, the Retailer must also comply with the nondiscrimination provisions of Departmental regulations (7 CFR Parts 15, 15a, and 15b). No person shall be subject to discrimination on the basis of race, color, national origin, sex, age, or disability. The form to file a complaint of discrimination is located on the Missouri WIC program's website at <http://health.mo.gov/living/families/wic/nondiscrimination.php>.

The USDA and the Missouri WIC program share information related to program disqualification, termination, trafficking, and fraud. If you are authorized under the Supplemental Nutrition Assistance Program (SNAP) and are disqualified from SNAP, you may in turn be disqualified as a Missouri WIC Authorized Retailer. In accordance with current law, such WIC Program disqualification is not subject to administrative or judicial review.

General Information

Reauthorizations for WIC Authorized Retailers will be conducted during the third (i.e., final) year of the agreement period. Emails will be sent to owners or corporate parents providing the necessary documents for continued participation as a Missouri WIC Authorized Retailer. The next reauthorization process will occur in the spring/summer of 2019.

As a reminder, the State Agency is prohibited from authorizing or making payments to Retailers that provide incentive items or other free merchandise to program participants, except food or merchandise of nominal value, unless the Retailer provides proof that the Retailer obtained the incentive items or merchandise at no cost. If you would like to seek approval to distribute incentive items, please contact the Retailer Unit. Contact information can be found near the end of this newsletter.

When processing WIC checks, please keep in mind there may be instances when a WIC check has a shortened time for the dates of use. You only have 60 days from the FIRST-DATE-TO-USE to deposit WIC checks.

It is to your benefit to be sure all staff who assist WIC customers or process WIC checks are trained appropriately. There are training modules available on the Missouri WIC website at wic.mo.gov.

Complaints

The State Agency is interested in specific problems, concerns, or suggestions Retailers may have regarding WIC transactions, WIC customers, WIC checks, and Local Agencies.

Retailers may write a letter or submit a copy of the "Retailer Concern" form located in the "WIC Retailer Manual" in Appendix E.

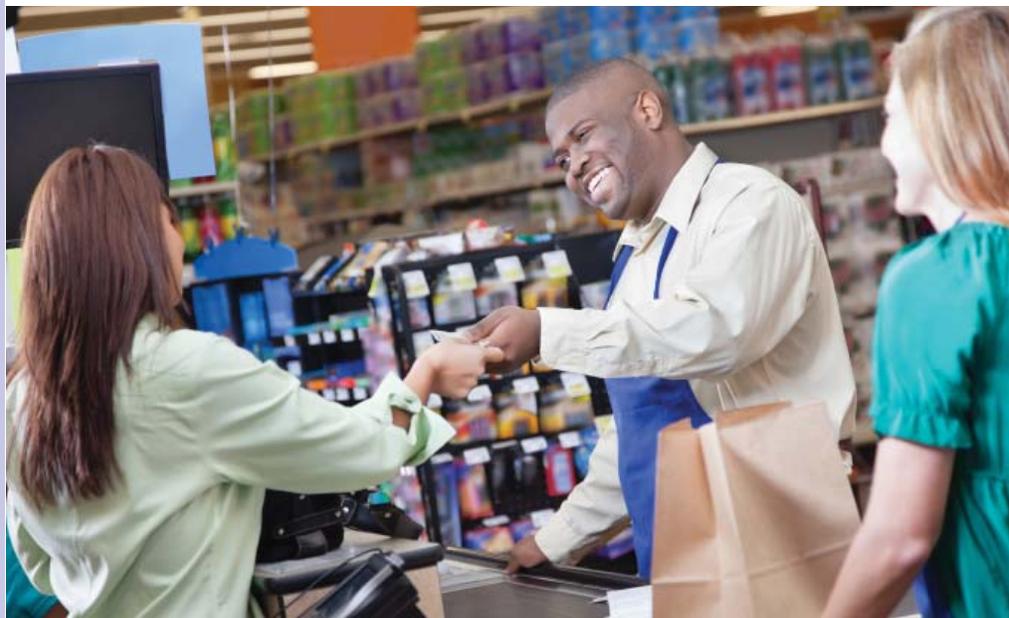
WIC customers may also complete complaints pertaining to WIC Retailers. Local Agencies provide assistance in completing the complaint form and submitting it to the State Agency or WIC customers may write, call, or email the State Agency. The Retailer Unit will then contact the Retailer regarding the nature of the complaint and to obtain further information.

Appeals

The State Agency uses a uniform appeal process to evaluate and respond to all appeal requests from authorized Retailers or applicants. The Retailer or applicant has the right to appeal the following adverse actions: denial of authorization, termination for cause, disqualification, fines, and imposition of a Civil Money Penalty (CMP) in lieu of disqualification.

You must provide the State Agency with a written request for a hearing within fifteen (15) days of the receipt of the notice of adverse action. The written request shall describe the action being appealed. The letter must contain: the name and address of your business, clearly identified actions that are being appealed, the basis for the appeal and the remedy being sought, written information to support the appeal, the date of the letter from the State Agency which notified the Retailer or applicant of the action, the name and title of the State Agency staff who signed the letter, and the signature of the authorized representative of the business. More information regarding appeals is located in the "WIC Retailer Manual," Section II beginning on page 16.

Retailers may also appeal denial of payments that they believe are incorrect. Retailers have 90 days from the FIRST-DATE-TO-USE printed on the WIC check to submit the check for appeal. Retailers should use the "Approval Request for Non-Paid WIC Checks" form located in Appendix F in the "WIC Retailer Manual." These appeal requests must include the original WIC check and receipt. Be sure to keep copies of everything submitted to the State Agency.



Missouri WIC Authorized Food and Minimum Stocking Level

WIC Approved Food Item	Tier 1 Minimum Stocking Level (Peer Group I and II)	Tier 2 Minimum Stocking Level (Peer Group III and IV)
Enfamil Infant Formula Powder	12 cans	24 cans
Enfamil AR, Gentlease, Prosobee, and Reguline	12 can minimum combination for the formula listed	18 can minimum combination for the formula listed
Whole and 2% White Milk (National and Store Brand)	6 gallons	12 gallons
Skim and 1% Milk (National and Store Brand)	12 gallons	24 gallons
Eggs (Store Brand, Large, Grade A and AA)	12 dozen	12 dozen
Cheese (Store Brand 8 oz. Or 16 oz.)	3 varieties, 9 lbs.	3 varieties, 12 lbs.
Yogurt	Where available-no minimum	6 containers
Soy Milk	Where available-no minimum	Recommend 6 half gallons
Dry Milk, Lactose Free Milk, Buttermilk, Evaporated Milk (whole and low fat/fat free), Tofu	Where available-no minimum	Where available-no minimum
Infant Fruits	3 varieties, 72 total containers (twin-packs count as two)	3 varieties, 96 total containers (twin-packs count as two)
Infant Vegetables	3 varieties, 72 total containers (twin-packs count as two)	3 varieties, 96 total containers (twin-packs count as two)
Infant Meats	3 varieties, 24 jars	3 varieties, 48 jars
Infant Cereal	2 varieties, 6 boxes/containers	2 varieties, 6 boxes/containers
Cold Cereal	3 varieties, 24 boxes (one variety must be whole grain)	3 varieties, 24 boxes (one variety must be whole grain)
Hot Cereal	6 boxes/bags	6 boxes/bags

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Ready-To-Serve Juice (64 oz.)	3 varieties, 18 containers	3 varieties, 18 containers
Frozen Juice Concentrate	3 varieties, 12 cans	3 varieties, 18 cans
Tuna, Salmon, Sardines	2 types of fish, 12 cans	2 types of fish, 12 cans
Peanut Butter (Store Brand/Generic of creamy, crunchy, regular or smooth)	6 jars	12 jars
Dried Beans and Peas (Store Brand)	3 varieties, 6 bags	3 varieties, 12 bags
Canned Beans (Bush's Best 16 oz.)	2 varieties, 24 cans	3 varieties, 24 cans
Whole Grain Bread, Tortillas, Brown Rice, Whole Wheat Pasta	2 of the 4 grain types, 18 units	3 of the 4 grain types, 36 units
Fresh Fruits	5 varieties, 5 lbs. per variety	5 varieties, 10 lbs. per variety
Fresh Vegetables	5 varieties, 5 lbs. per variety	5 varieties, 10 lbs. per variety
Frozen Fruits	2 varieties, 18 bags/containers	3 varieties, 36 bags/containers
Frozen Vegetables	3 varieties, 24 bags/containers	5 varieties, 60 bags/containers

Other Items

The State Agency provided a packet containing the revised shelf tags and door decals to representatives who attended the 2016 Annual WIC Retailer Training. Please be sure to use these updated shelf tags and door decals. If you do not have updated shelf tags or door decals, please contact the State Agency for a supply.

Per your WIC Retailer Agreement, you should notify the State Agency within 60 days of a store closure or change in location, contact, or ownership. You can notify the State Agency by mail, ATTN: Gail Ponder, or send an email to Gail.Ponder@health.mo.gov.

During pilot and implementation of eWIC, it is likely that the State Agency will be placing a moratorium on new store authorizations. The State Agency will notify Retailers if a moratorium is necessary.

If your store halves, quarters, or slices and packages produce for resale, you will need to "map" the UPC to an appropriate Price Look Up (PLU) code. To be WIC eligible, the packaged produce must weigh 5 ounces or more, or it is considered an individual serving. Individual servings are not eligible for reimbursement. Ascorbic acid is considered a preservative. If ascorbic acid is added to fresh fruit or vegetables, the fruit or vegetable is ineligible for reimbursement.

The State Agency will be providing a poster and/or door decals to inform WIC customers when stores become eligible to accept eWIC.





Missouri WIC Will Begin Transitioning to **eWIC** in 2018

As we transition to eWIC, please note the following:

- The WIC Approved Food List will be updated in 2018. Updates may also occur to the list when there are package changes.
- eWIC will be pilot tested in nine (9) counties: Audrain, Boone, Callaway, Cole, Cooper, Howard, Miller, Moniteau, and Osage.
- At the store level, Retailers will need to conduct mapping of UPCs to certain food items so eligible food products will scan correctly. For instance, if your store packages produce, you will need to “map” the UPC listed on the package to a Price Look Up (PLU) code. The PLU database is located on the International Federation for Produce Standards website <http://www.ifpsglobal.com/>.
- If your store notices package, UPC, name, or other changes to any WIC eligible products, be sure to notify the State Agency. This is very important if the UPC changes. If you notice a UPC change, please contact the State UPC Coordinator, Susan Guerrant, at (573) 751-6204 or by email at Susan.Guerrant@health.mo.gov.

As we begin to test and implement eWIC across the state, the State Agency, in conjunction with an Implementation Contractor, will be scheduling meetings and trainings in areas prior to test or implementation of eWIC. Information will be posted on the WIC website at <http://health.mo.gov/living/families/wic/ewic/index.php>.

Missouri WIC will be using “Smart Card” technology for eWIC. A Smart Card has a chip on the card which will “house” the WIC customer’s food prescription benefits. It will be very important your cash register system or Point of Sale is certified for eWIC.

WIC Retailer Agreements will need to be amended to include eWIC language and requirements. These agreements may require a short turnaround, so please keep watch on your email in-box and our website as information becomes available.

Assistance

Department of Health and Senior Services
WIC and Nutrition Services
P. O. Box 570
930 Wildwood Drive
Jefferson City, MO 65102-0570
Phone: 573-751-6204
Fax: 573-526-1470
E-mail: MOWICVendorGroup@health.mo.gov

The State Agency is available Monday through Friday, 8:00 a.m. to 5:00 p.m., to provide responses to questions, concerns, complaints, and to provide technical assistance.

Ann Backer can assist with compliance or Quarterly Food Price Survey communication.

Gail Ponder can assist with Retailer agreements and training.

Susan Guerrant is responsible for UPC and PLU information for eWIC.

Peggy Maupin handles WIC check inquiries and appeals.

Bridgett Henderson manages the Retailer Unit.



This newsletter serves as your Mandatory Annual Training for 2017, so the State Agency must have proof you have read this information. **Therefore, there are a few questions which must be answered and submitted within two (2) weeks of receipt of this newsletter.** The manager, assistant manager, customer support manager, or head cashier would be an appropriate individual to complete the questions. You can submit this portion of the page to the fax number above, email it to the email address above or mail it to the address indicated above to the attention of Gail Ponder.

1. What is the minimum ounces for fresh produce that has been halved, quartered, or sliced in order to qualify for WIC?
2. How many days from the FIRST-DATE-TO-USE does a store have to deposit a WIC check?
3. What is the name of the form to be used when a store does not have enough formula to cover the entire quantity indicated on a WIC check?
4. When does the WIC customer sign the WIC check?
5. If the MAXIMUM-PURCHASE-PRICE-MUST-NOT-EXCEED amount indicated on a "regular" WIC check does not cover the amount of the purchase, must the WIC customer put something back? (Circle your answer)
Yes No
6. How many years must a Missouri WIC Authorized Retailer keep WIC receipts?

Signature

Title

Printed Name

Vendor #

Date