

I. Retailer Management

1.1.010 Local Agency and Authorized WIC Retailer Roles

Authority 2019 7 CFR 246.3(e)(5), 246.12(r)(3)

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POLICY: The local agency (LA) shall designate at least one (1) WIC employee to collaborate with the state agency (SA) retailer unit to ensure authorized WIC retailers have a local contact person for questions regarding food benefit redemptions.

The LA authorized WIC retailer contact shall use the eWIC Retailer Manual to provide assistance to authorized WIC retailers.

PROCEDURES:

- A. In the annual local agency plan (LAP), the LA shall provide the SA with the name of an employee who will serve as the authorized WIC retailer contact person. The LA must notify the SA when this individual changes.
- B. The LA authorized WIC retailer contact person will:
 1. Resolve problems related to food benefit redemptions.
 2. Address an authorized WIC retailer's concerns or complaints about a WIC participant.
 3. Serve as an information resource to assist the SA with disseminating important information to authorized WIC retailers in a timely fashion.
- C. Upon receipt of a WIC participant complaint against an authorized WIC retailer, the LA may choose to address the complaint or submit the complaint to the SA.
 1. The LA contact person may contact the authorized WIC retailer to resolve a participant complaint. The LA will submit a completed [WIC Participant Redemption Complaint \(WIC-40\)](#) form when the complaint is resolved.
 2. If the LA feels that the complaint is outside of their scope, they may notify the SA retailer unit to resolve the issue with the retailer by submitting a [WIC Participant Redemption Complaint \(WIC-40\)](#) form.
- D. The LA authorized WIC retailer contact person will be informed of the annual retailer training and will be encouraged to attend the training. The LA will be provided the training materials from the annual retailer training for their files.
- E. The LA authorized WIC retailer contact person shall use the eWIC Retailer Manual to provide assistance to authorized WIC retailers to:
 1. Assist retailers in maintaining effective working relationships with WIC participants.
 2. Provide feedback to retailers from participants and assist retailers with problem resolution regarding participants.