



2024 Annual WIC Retailer Training Q and A

This Q and A was developed from questions asked during the 2024 Annual WIC Retailer Training.

Q: The customer has registered their card in the WICShopper app. If the customer has used all their benefits for a specific category (e.g., whole grains) and then scans a whole grain WIC-approved item, will the WICShopper app show the item as WIC-approved, even though the customer used all their WIC benefits in that category?

A: The WICShopper app would show a description in orange stating, “No Eligible Benefits.”

Q: Regarding the use of the quantity key, what if customers do not tell us they are using WIC before scanning the items?

A: Missouri is “card last.” Customers do not have to inform cashiers that WIC will be used until all items are scanned, allowing customers to be more discrete about being a WIC participant. Using the quantity key is a federal violation and can lead to the termination of the WIC Retailer Agreement. The quantity key can also lock up or freeze the register, which causes issues in the lane. The quantity key should not be used for scanning WIC-approved items for any store transaction in lanes authorized for WIC. The exception is that the quantity key may be used for fresh produce, as indicated below.

Q: Can the quantity key be used to scan fresh produce?

A: The quantity key may be used to scan fresh produce (e.g., limes, lemons).

Q: Will WIC retailers need to complete the price survey forms?

A: The USDA Food and Nutrition Service issued a waiver to Missouri WIC, so retailers are no longer required to use paper price surveys. Instead, data captured from retailers' WIC transactions will be used. Missouri WIC will review retailers' prices in February and August. If a retailer's prices exceed the average price tolerance, the retailer will receive a letter and a form with a request to reduce its prices.

Q: What is Missouri WIC's plan if a formula recall occurs again?

A: The Missouri WIC program now has an email subscription service, GovDelivery. This service allows individuals to subscribe to WIC topics to receive emails about program updates, newsletters and other important information. Retailer staff can

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subscribe to receive WIC retailer emails with communication regarding the Missouri WIC program and can unsubscribe from emails at any time using the same link. Here is the link to subscribe:

https://public.govdelivery.com/accounts/MODHSS/subscriber/new?topic_id=MODHSS_16.

Q: Are manned checkout lanes required during business hours?

A: Retailers must have manned checkout lanes open during business hours. WIC transactions in self-checkout lanes are prohibited. Retailers must ensure that participants know where to locate the manned checkout lane. Retailers can post a WIC-approved sign at the lanes that accept WIC. For a copy of the WIC-approved sign, please contact us at MOWICVendorgroup@health.mo.gov or 573-751-6204.

Q: Can tax be charged on a coupon?

A: Yes. If a coupon is presented, once the WIC transaction is tendered, tax will be charged on the coupon value, but not on the WIC transaction.

Links and resources:

WIC Approved Product List: <https://health.mo.gov/living/families/wic/wicretailer/foodlist/>

MO WIC Scoop: <https://health.mo.gov/living/families/wic/wicretailer/updates/>

WIC Retailer email updates subscription:

https://public.govdelivery.com/accounts/MODHSS/subscriber/new?topic_id=MODHSS_16

Retailer webpages:

Training: <https://health.mo.gov/living/families/wic/wicretailer/training/>

Manual: <https://health.mo.gov/living/families/wic/pdf/retailer-manual.pdf>