

MISSOURI WIC RETAILER GUIDANCE
NEW: MOWIC 2020-1 COVID-19 EMERGENCY RESPONSE

EFFECTIVE: MONDAY, MARCH 23, 2020 - Maximum quantity on checks: The WIC state agency will decrease the maximum quantity allowed on checks for the food items below to allow WIC customers to purchase smaller quantities of food items.

WIC customers must be allowed to redeem all checks in one shopping trip if the total quantity is available.

- a. Formula
- b. Tuna
- c. Salmon
- d. Sardines
- e. Lactose free milk
- f. Soy milk
- g. 4 oz container of infant fruit and vegetables
- h. 2 pack of 4 oz container of infant fruit and vegetables
- i. Infant meats

EFFECTIVE: FRIDAY, MARCH 20, 2020

Formula: If WIC customers cannot locate formula at a retailer in their area, they may inquire about the possibility of ordering formula from an authorized pharmacy for later pick-up. The formula must be redeemed for the month that it is issued.

Milk: Substitutions of half gallons or quarts to equal the number of gallons are allowed if gallons of milk are not available. Milk varieties must remain the same as prescribed on the check. Variety substitutions cannot be made at this time.

Eggs: Substitution of medium dozen eggs for large eggs. The UPCs for the approved medium eggs are below.

UPC	Product Name
070038372844	Best Choice Dozen Medium Eggs
023933008066	Dierbergs Dozen Medium Eggs Grade A
011110608109	Dillons Dozen Medium Eggs
091945100207	Dutch Farms Dozen Medium Eggs Grade A
041303026533	Essential Everyday Dozen Medium Eggs Grade A
078742127224	Great Value Dozen Medium Eggs
075450095500	Hy-Vee Dozen Medium Eggs
011110609021	Kroger Dozen Medium Eggs
041318550122	Schnucks Dozen Medium Eggs Grade A

Bread: Options for substitutions is being reviewed. This may include other brands of whole wheat bread in 16-20 ounce packages. White bread is not allowed. A listing of the whole wheat bread substitutions will be provided as soon as possible.

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Peanut butter: Substitutions of Jif, Peter Pan, and Skippy in 16-18 oz containers of creamy, crunchy, regular, or smooth peanut butter are allowed if stores do not have store brand peanut butter available. The UPCs for the approved peanut butter substitutions are below.

UPC	Product Name
051500255162	Jif Creamy Peanut Butter 16 oz
037000004073	Jif Creamy Peanut Butter 18 oz
051500241288	Jif Creamy Peanut Butter 18 oz
037000004103	Jif Crunchy Peanut Butter 18 oz
051500255377	Jif Extra Crunchy Peanut Butter 16 oz
051500241356	Jif Extra Crunchy Peanut Butter 18 oz
045300005492	Peter Pan Creamy Peanut Butter 16.3 oz
045300005409	Peter Pan Crunchy Peanut Butter 16.3 oz
048001006430	Skippy Creamy Peanut Butter Jar 16.3 oz
037600110754	Skippy Peanut Butter Creamy 16.3 oz
037600110723	Skippy Super Chunk Peanut Butter 16.3 oz
048001006416	Skippy Super Chunk Peanut Butter 16.3 oz

Not To Exceed (NTE): The NTEs are being adjusted to allow for the higher cost of the approved substituted brands and the substitution of milk sizes. We have contacted our banking contractor regarding the payment of WIC checks that exceed the maximum purchase price. Retailers will not be required to send WIC checks to the WIC state office on appeal for payment approval.

eWIC: Local agencies (LAs) located in Pilot 2 counties **will not** be transitioning to eWIC cards on March 30, 2020. Those LAs will be included in the rollout areas as shown on the new eWIC rollout map posted on our website at <https://health.mo.gov/living/families/wic/pdf/ewic-rollout-map.pdf>. The dates of the rollout areas have not been changed at this time. Retailers who have successfully completed a Level 3 certification will receive notice of authorization to accept eWIC cards. The WIC state office will continue to work with Point of Sale (POS) providers and retailers on scheduling Level 3 certifications as stores are able to allow the POS providers into their stores for upgrades and installations.

The eWIC retailer training sessions scheduled for March 30, 2020 through April 21, 2020 have been cancelled and letters are being sent to retailers. The presentation will be posted on the WIC website by Wednesday, March 25, 2020. Retailers that have not attended a training session, will need to review the online training presentation and complete a quiz that will be included with the written notice they receive. Retailers are allowed to mail, email, or fax the quiz to the WIC state agency office. The quiz must be submitted to the WIC state agency office by **April 30, 2020**.

If you have any questions or concerns, please contact the Missouri WIC program at 573-751-6204. Dan Shaul, State Director, with the Missouri Grocers Association can be contacted at 314-378-4363 (cell phone). If busy, you can text Dan and he will respond as quickly as possible. The phone number for the Missouri Grocers Association Office is 1-800-260-4642. The office hours are Monday thru Friday, 8:00 am-4:30 pm.