

MO WIC SCOOP



Missouri Moving to Online Technology

The Missouri WIC program will soon finalize the electronic benefit transfer (EBT) offline to online contract with CDP, Inc. A kickoff planning meeting is tentatively scheduled with CDP in late August to begin outlining the project milestones and timeline. The project timeline will include testing and conversion. WIC will host virtual meetings with retailers and point of sale (POS) vendors to solicit feedback regarding the timeline. The WIC team has tentatively set a date of March 1, 2025 as the "redemption day" to move to EBT online processing. This is a goal date and is subject to change.

50th Anniversary for WIC

Thank you retailers for 50 years of providing WIC-approved foods to WIC participants and supporting your community!

2024 Annual WIC Retailer Training

The Missouri WIC program's annual in-person training will end July 29. If you have not attended 2024 Annual WIC Retailer Training, we will be hosting four make up sessions on August 15 and August 19 in Jefferson City, MO. Please contact Angie Easley at angela.easley@health.mo.gov or 573-751-6196 to register a representative.



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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 have been added to the APL:

Kroger Pineapple Juice 64 oz (UPC 0-11110-13460-8)

Hy-Vee Corn Tortillas 16 oz (UPC 0-75450-55624-7)

Beech-Nut Organics Variety Pack 16 (4 oz) Jars Fruits and Vegetables
(UPC 0-52200-20052-0)

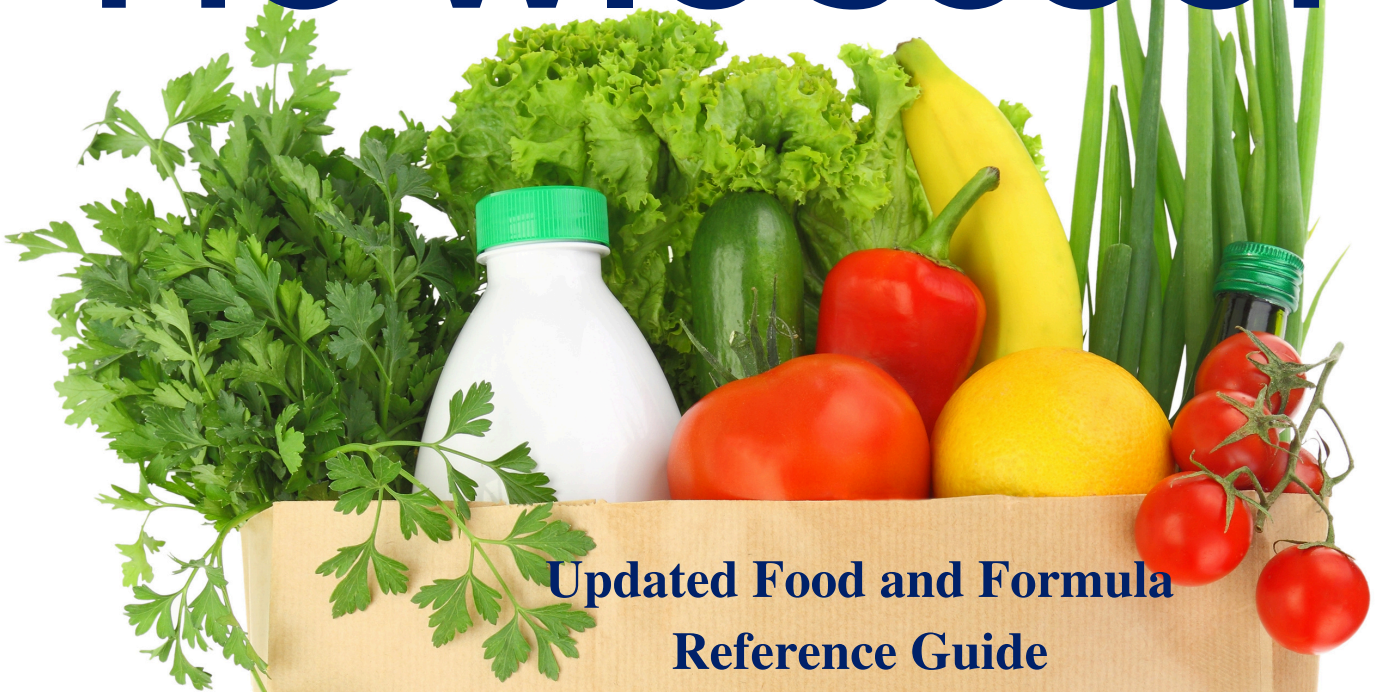
Not added:

16 oz Hy-Vee Wheat Tortillas (UPC 0-75450-55616-2) is not an approved product. The product has a second flour and “enriched unbleached flour” which does not meet federal requirements.

If your store is receiving new products or carries items believed to be eligible for WIC, please contact 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.



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Updated Food and Formula Reference Guide

The Missouri WIC program has updated the WIC Retailer Food and Formula Reference Guide (FFRG) that contains National Drug Code (NDC) information for authorized pharmacies. Please remember to scan the UPC on the individual container and not the box.

Training Cards and Training Mode

Retailers have a training mode function on their POS system. Putting your POS in training mode will allow you to train cashiers on how to complete balance inquiries and WIC transactions and check if fresh produce is WIC-mapped. If you need help putting your system in training mode, please contact your POS provider or IT department. If you need assistance with your training card, please contact the Missouri WIC program.



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WIC Locations Map

The WIC locations map is a great resource. It shows the location of all the authorized Missouri WIC retailers and WIC local agencies in Missouri.

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.

GovDelivery Subscription

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.

Manufacturers can subscribe to GovDelivery to receive product submission notifications. Sign up here to receive emails.



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Mapping

Please make sure to map fresh produce to the correct 4- or 5-digit Price Look-Up (PLU) code. If you have questions regarding WIC mapping, please contact us or your POS provider. The Missouri WIC program offers an online training for WIC mapping. The training can be found on our [website](#). 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.

Reminders

- Missouri WIC requires **60 days'** notice for ownership changes, store closings and category changes.
- Missouri WIC requires retailers to notify us about POS 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.
- Retailers need to make sure files are being downloaded and submitted to ensure claims are being submitted so payments can be made.

Contact Us

Please direct questions or concerns to:
MOWICVendorGroup@health.mo.gov or 573-751-6204.



This institution is an equal opportunity provider.