



2026 Annual Training Newsletter for Authorized Missouri WIC Retailers

June 2026



MISSOURI DEPARTMENT OF
**HEALTH &
SENIOR SERVICES**

Table of contents

Introduction.....3

Selection criteria4

WIC-capable POS systems4

WIC Retailer Agreement.....5

WIC-approved foods.....5

Minimum stocking requirements7

Formula9

WIC cards and transactions.....10

Conduct and compliance14

Violations, sanctions, disqualification and corrective actions.....16

Appeals17

Stay informed with Missouri WIC17



Introduction

The Missouri WIC program aims 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.

This training newsletter's purpose is to ensure that you are aware of the current program requirements and changes and meet the federal fiscal year training requirements as outlined by the United States Department of Agriculture (USDA).

Carefully review this newsletter to help you comply with your WIC Retailer Agreement and fulfill your annual training requirement for the federal fiscal year 2026. The owner and store management are responsible for ensuring that all store employees who handle WIC review this newsletter.

At least one representative from each retailer must review and complete the quiz included in this training newsletter to comply with the WIC Retailer Agreement. Failure to complete this training could result in termination of the agreement.

Training requirements

The Missouri WIC program is required to provide annual training. Per your WIC Retailer Agreement, you must complete this year's annual newsletter training by September 30, 2026, to maintain authorization.

Please complete the online quiz no later than August 15, 2026, to allow time for your training completion to be processed before the agreement deadline. More information on the quiz is available at the end of this newsletter.

Retailer selection criteria

Missouri WIC's retailer selection criteria require retailers to maintain the following conditions:

- Provide a point of sale (POS) system capable of conducting WIC transactions.
- Operate a full-service grocery store and meet the stocking requirements. Refer to Appendix A.1 on page 40 of the Retailer Manual.
- Maintain authorization to accept Supplemental Nutrition Assistance Program (SNAP).
- Remain open at least six days per week, from 9 a.m. to 6 p.m. daily, and post retailer hours.
- Maintain a minimum of 1,000 square feet of space allocated solely for food products, including WIC and non-WIC food.
- Meet the minimum inventory stocking requirements for WIC-approved foods. Refer to Appendix A.2 and A.3 on pages 41-46 of the Retailer Manual.
- Transact at least \$3,600 in WIC sales revenue annually. Any retailer that fails to maintain the minimum sales may be terminated from the program and cannot reapply for authorization for one year from the agreement termination date.
 - Pharmacy only retailers are exempt from this requirement.
- Transact WIC sales without a lapse of 60 days or more. Any retailer without WIC sales activity for 60 days or more may be terminated from the program. Any retailer terminated from the WIC program due to inactivity in WIC sales is ineligible to reapply for authorization for one year from the date of termination of the agreement.
 - Pharmacy only retailers are exempt from this requirement.
- Purchase infant formula from an approved source listed on the [WIC Retailer Distributor, Wholesaler and Manufacturer List](#).
- Maintain a positive sanitation history, as evaluated by the Missouri WIC program's current food establishment regulations (Missouri Food Code).

The Missouri WIC program reserves the right to make exceptions (i.e., waive) the retailer selection criteria to address inadequate participant access to authorized WIC retailers and sets parameters for defining an area of inadequate participant access. However, pricing and minimum WIC-approved food stocking requirements cannot be waived per federal regulations.

Refer to the WIC Retailer Manual, pages 9-10.

WIC-capable POS systems

There are two ways to process WIC transactions:

- Integrated system. This allows for a mixed basket. WIC food items do not have to be separated from non-WIC items and, therefore, require more than one tender type.
- Stand-beside system. This requires a dual scan, and WIC food items must be separated from non-WIC items.



Integrated system example.



Stand-beside system example.

Refer to the WIC Retailer Manual, pages 12-13.

WIC Retailer Agreement

The WIC Retailer Agreement is between a retailer and the Department of Health and Senior Services. The agreement authorizes a retailer to conduct transactions for WIC participants to redeem food benefits in accordance with state and federal requirements (7 CFR 246.12).

According to the WIC Retailer Agreement, authorized WIC retailers must notify the state agency at least 60 days in advance of any changes. The WIC Retailer Agreement is not transferable, and any changes below will render the agreement null and void.

Changes requiring a new application and agreement, which must go through the authorization process, include:

- Location.
- Ownership (e.g., sale of business, new tax identification number).

Changes requiring a new application and an amendment to the agreement include:

- Retailer name.
- Category (e.g., full-service grocery store to full-service grocery store with pharmacy).
- Ownership (e.g., co-owner buyout, addition of co-owner).

Reauthorization for WIC retailers will be conducted during the third (i.e., final) year of the agreement period. The Missouri WIC program reauthorized retailers for three years beginning October 1, 2025, with agreements in effect until September 30, 2028.

Refer to the WIC Retailer Manual, pages 15-18.

WIC-approved foods

Supplemental foods are prescribed for participants based on their nutrient content. WIC foods must meet federal nutrient requirements as outlined in 7 CFR 246. Please refer to the current Missouri WIC Approved Product List (APL) for details on allowable brands, flavors, sizes and varieties.

APL file

The APL details the specific supplemental foods offered by Missouri. Only WIC-approved foods in the types, quantities and sizes prescribed to the participant may be purchased. Approved products are subject to change. Therefore, downloading the APL regularly informs your system of the addition or removal of new food items.

Retailers must download the APL file at least every 48 hours. It is best practice for retailers to download a new APL every 24 hours to ensure their POS system receives the most up-to-date food items.

Failure to download this file may result in loss of payment to the retailer. For example, if the WIC customer is allowed to purchase a food item that is no longer on the APL, the retailer would not be reimbursed for it.

Refer to the WIC Retailer Manual, pages 18-19.

WIC mapping of fresh produce

WIC mapping is the process of linking a Universal Product Code (UPC) or “retailer-assigned” code to a Price Look-Up (PLU) code for fresh fruit and vegetables.

All retailers with an integrated system must use International Federation for Produce Standards (IFPS)-specific PLU codes. All retailers with a stand-beside device can use the generic PLU code “4469” or “94469” for organic.

The WIC Operating Rules state that WIC mapping is the responsibility of the retailer and prohibit state agencies from adding any fresh fruit and vegetable UPCs to the APL. Failing to map eligible fresh fruit and vegetables will prevent WIC customers from purchasing fresh produce with their WIC cards and require WIC customers to purchase the produce with other funds.

Larger corporations complete the mapping at the corporate level; however, it’s the responsibility of each individual store to notify its corporate office of items that are not WIC mapped.

Independent and locally owned stores must complete mapping at the store level. If you need instructions for completing WIC mapping, contact your POS provider.

The retailer’s POS provider can provide instructions on WIC mapping.

A copy of the [Missouri WIC PLUs](#) for mapping is located on the WIC website in the Missouri WIC APL Excel workbook.

WICShopper app

The WICShopper app is a great resource for checking whether an item is WIC-approved.

The app has great features, including a current food list and the ability to scan a UPC code to check whether it is on the Missouri APL. Install the app from the Google Play Store or the App Store.



When using the WICShopper app for scanning a barcode for fresh fruit and vegetables, the message “Not a WIC Item” may appear. This is because fresh fruit and vegetables must be WIC mapped. Most fresh fruit and vegetables, either whole, precut or sliced without sauce or dips, are WIC-approved. If you have questions about whether fresh fruit or vegetables should be mapped, please contact the Missouri WIC program.

Product submission

If you believe an item should be WIC-approved, but it is not included in the APL, email the Missouri WIC program to request that it be added. The email must include clear pictures of the label, UPC, size and ingredients.

Submit product information to this email address for consideration: WICFoods@health.mo.gov.

Minimum stocking requirements

Authorized Missouri WIC retailers must stock the following items in the specified quantities to meet the WIC requirements. For items listed as “upon request,” retailers must order the item within 72 hours if available from their distributor or warehouse.

Stocking groups

The stocking groups are divided into two categories:

- Tier 1: Stores with annual WIC sales of \$65,000 or below.
- Tier 2: Stores with annual WIC sales above \$65,000.

Refer to the WIC Retailer Manual, pages 18-19.

Tier 1 and 2 stocking requirements

The following table provides the Tier 1 and Tier 2 stocking requirements per Missouri WIC regulations.

Category	Brand and type	Size and packaging	Tier 1 stocking requirement	Tier 2 stocking requirement
Infant formula	Similac Advance, Sensitive, Gentle Comfort and Soy Isomil.	12.4-12.6 oz.	12 total cans.	24 total cans.
Infant food: Fruit	Gerber, Tippy Toes and Beech-Nut.	Jars, twin packs and variety packs.	3 varieties. 18 total containers.	3 varieties. 36 total containers.
Infant food: Vegetables	Gerber, Tippy Toes and Beech-Nut.	Jars, twin packs and variety packs.	3 varieties. 18 total containers.	3 varieties. 36 total containers.
Infant food: Meat	Gerber, Tippy Toes. Beef, ham, chicken and turkey.	2.5 oz. Variety and multiple packs.	Upon request.	2 varieties. 20 total jars.
Infant cereal	Gerber and Beech-Nut.	8 oz or 16 oz.	1 variety. 6 total containers.	2 varieties. 6 total containers.
Juice	Store brand.	64 oz.	3 flavor varieties. 12 total containers.	3 flavor varieties. 18 total containers.
Cereal: Cold	Store brand.	12-36 oz.	3 varieties. 18 total boxes/bags. At least 1 whole grain.	3 varieties. 24 total boxes/bags. At least 1 whole grain.
Cereal: Hot	Store brand.	11.8-36 oz.	Upon request.	Upon request.
Beans	Canned.	15 oz or 16 oz can.	2 varieties. 24 total cans.	3 varieties. 24 total cans.

Category	Brand and type	Size and packaging	Tier 1 stocking requirement	Tier 2 stocking requirement
Beans	Dried.	16 oz or 32 oz bags.	2 varieties. 6 total bags.	2 varieties. 12 total bags.
Peanut butter	Store brand. Creamy or crunchy.	16 oz or 18 oz.	1 variety. 6 total jars.	1 variety. 12 total jars.
Cheese	Store brand.	8 oz, 16 oz or 32 oz. Shredded only.	3 varieties. 9 total pounds.	3 varieties. 12 total pounds.
Eggs	Any brand. White.	Large or medium. A or AA.	12 total dozen.	12 total dozen.
Fish	Tuna (water only) and sardines (water, tomato or mustard sauce).	5 oz can or multiple packs. 3.75 oz can or multiple packs.	2 varieties of fish. 12 total cans.	2 varieties of fish. 18 total cans.
Tofu	Azumaya or Nasoya.	16 oz.	Upon request.	Upon request.
Whole wheat: Bread	Approved brands.	12 oz, 16 oz, 20 oz or 24 oz.	2 of the 4 whole wheat types. 6 total units.	2 of the 4 whole wheat types. 18 total units.
Whole wheat: Pasta	Approved brands.	12 oz or 16 oz box/package.	2 of the 4 whole wheat types. 6 total units.	2 of the 4 whole wheat types. 18 total units.
Soft corn and whole wheat tortillas	Approved brands.	12 oz or 16 oz.	2 of the 4 whole wheat types. 6 total units.	2 of the 4 whole wheat types. 18 total units.
Brown rice	Store brand.	14 oz box (instant), 16 oz or 32 oz.	2 of the 4 whole wheat types. 6 total units.	2 of the 4 whole wheat types. 18 total units.
Whole milk	Any brand.	Gallon, half gallon or quart.	6 total gallons.	12 total gallons.
Skim, low-fat 1% and reduced-fat 2% milk	Any brand.	Gallon, half gallon or quart.	6 total gallons.	18 total gallons.
Cultured buttermilk	Any brand.	Half gallon or quart.	Upon request.	Upon request.
Dry nonfat milk	Store brand.	1lb 9.6 oz, 25.6 oz or 9.6 oz.	Upon request.	Upon request.
Lactose-free milk	Whole, 2%, 1% and skim. Any approved brands.	Half gallon and multiple packs.	Upon request.	Upon request.

Category	Brand and type	Size and packaging	Tier 1 stocking requirement	Tier 2 stocking requirement
Soy milk	Original/vanilla. Approved brands.	Half gallon.	Upon request.	6 total half gallons.
Frozen fruit	Any brand.	Any package size.	2 varieties.	2 varieties.
Frozen vegetables	Any brand.	Any package size.	3 varieties.	3 varieties.
Fresh fruit	Any brand.	Any package size.	5 varieties.	5 varieties.
Fresh vegetables	Any brand.	Any package size.	5 varieties.	5 varieties.

Failure to meet minimum stocking requirements

WIC-approved grocery and grocery with pharmacy retailers must maintain the minimum stocking requirements through the agreement period. Failure to maintain the minimum stocking requirements may result in termination due to failure to comply with the WIC Retailer Agreement.

Formula

WIC-approved formula list

All retailers must obtain formulas sold to WIC participants from an approved distributor, wholesaler or manufacturer with a valid Federal Tax Identification Number. For a listing of WIC authorized formula sources, please review the [WIC Retailer Distributor, Wholesaler and Manufacturer list](#) or contact the Missouri WIC program.

Refer to the WIC Retailer Manual, pages 19-21.

Infant formula

The Missouri WIC program contracts with a specific infant formula manufacturer that agrees to provide the WIC program with a rebate for each unit of its infant formula purchased at a retailer using WIC benefits. This rebate offsets the program's cost for food purchased with WIC benefits. The infant formulas included in the rebate contract are referred to as "primary contract formulas."

Authorized Missouri WIC retailers must stock certain infant formulas. Refer to your store's stocking requirements for the minimum requirements. Other formulas are not required to be stocked; however, if they are available through the retailer's distributor or wholesaler, they must be made available to a WIC customer within 72 hours.

Pharmacies that are authorized Missouri WIC retailers can accept WIC cards for WIC-approved formulas that must be ordered through a pharmacy and cannot be ordered through an authorized Missouri WIC retailer's distributor or wholesaler.

To reference the formulas that must be ordered through a retailer's distributor or wholesaler and the formulas that should be ordered through a pharmacy, please see the [WIC Retailer Food and Formula Reference Guide](#).

Formula exchanges

WIC customers are not allowed to exchange infant formula purchased with WIC benefits unless the item is damaged, defective or expired and the WIC customer is requesting the exact same formula item. If a WIC customer wants a different formula, they should be referred to their local agency.

Pharmacy ordered formula buyback

The Missouri WIC program may authorize a “buyback” of WIC-approved formula only when an authorized Missouri WIC retailer ordered the formula through the pharmacy for a WIC customer and not all the ordered formula is purchased. This buyback ensures that authorized Missouri WIC retailers are not required to absorb the cost of unsold WIC formula ordered by a pharmacy. The primary contract formula is not eligible for a buyback.

WIC cards and transactions

WIC transactions may look and work differently depending on your store’s POS system.

WIC must be the first form of payment applied before any other, because WIC is the most restrictive tender type; therefore, redeeming those benefits first is crucial for customers to maximize their food benefits.

After WIC, the customer can use SNAP, credit, debit, check, gift cards or cash to pay for items that are not WIC-approved.

WIC transactions cannot be conducted in the liquor section of the store, self-checkout lanes or gas stations.

Retailers must allow WIC customers to leave the store with all food items identified as deducted from the WIC card. Retailer employees are not permitted to act as cashiers when redeeming WIC benefits issued to themselves or any relative.

All WIC transactions must occur in person, face-to-face, with the cardholder at the retailer’s physical location.

Refer to the WIC Retailer Manual, pages 19-21.



WIC balance inquiry (BI)

When a WIC customer requests a BI, retailers must provide the customer with the opportunity to complete a balance inquiry without requiring a purchase. The BI identifies the benefits on the customer’s card and can serve as their shopping list.

Cashiers are not allowed to do the following:

- Use the quantity key to scan identical UPCs during a WIC transaction. Each item must be scanned separately. Using the quantity key can cause the register to lock up during a WIC transaction. The quantity key can only be used when scanning fresh produce (i.e., individual apples, limes, lemons or oranges).
- Enter the PIN or approve or cancel the WIC transaction for the WIC customer. *Only the WIC customer may touch the PIN pad during the transaction.*
- Charge a WIC customer any fee associated with WIC transactions.
- Require a minimum purchase amount or quantity.
- Require WIC customers to purchase the full balance of benefits available on the WIC card.
- Require a form of identification during the WIC transaction.
- Confiscate WIC cards.
- Retain WIC cards at a retailer location.
- Scan a UPC or PLU code that is not affixed to the actual item being purchased by the WIC customer.
- Remove a UPC or PLU code from a WIC-approved food item, affix the code to a non-WIC-approved item and then scan the item.

Receipts

The receipts obtained during a WIC transaction will contain information regarding the customer's beginning balance, the redemption receipt (showing WIC items that will be purchased if approved), an ending balance (showing remaining benefits) and the final store receipt.

All receipts must be given to the WIC customer as they print. The cashier must not keep or throw away any receipts.

Completing a WIC transaction

- The cashier scans all items.
- The cashier presses the WIC tender button.
 - The button could be named differently based on the POS system.
- The WIC customer swipes their card and enters their PIN.
 - Two receipts are printed: the Beginning Balance receipt and the Redemption receipt, which show what is covered and not covered by the WIC customer's benefits.
- The WIC customer reviews the receipts.
- The WIC customer presses "Accept" or "Decline" on the PIN pad.
- The transaction is finalized.
 - An Ending Balance receipt prints, which shows the WIC customer's remaining benefits.

If no balance remains within the transaction and the WIC transaction has been completed, a WIC void (benefit reversal) CANNOT be completed. Any items removed from the card must be given to the WIC customer.

WIC void (benefit reversal)

There must be a balance remaining within the transaction to complete a WIC void. Some systems may not be able to complete a WIC void. A WIC void reverses the WIC transaction and restores the benefits to the WIC card. A WIC void must be completed at the same register and during the same sales transaction.

A WIC void is generally completed for the following reasons:

- The WIC customer doesn't have funds to pay the remaining balance.
- The WIC customer no longer wants the item.
- The WIC customer selected the wrong item.

WIC split tender

Split tender maximizes WIC customers' cash value benefit (CVB) for fruit and vegetable purchases by allowing them to pay a remaining balance for fresh fruit and vegetable purchases that exceed the CVB amount available.

For example, if a WIC customer purchases a bag of apples priced at \$2.49 but only has \$1.49 remaining in CVB on their WIC card, split tender allows the WIC customer to apply the remaining CVB of \$1.49 to the cost of the bag of apples, and the balance of \$1.00 will move to the non-WIC total. This allows the WIC customer to "split" the cost of the bag of apples between WIC food benefits and an alternate tender type.



- Apples \$2.49.
- \$1.49 CVB available.
- The WIC customer will need to use a different tender to pay the remaining balance of \$1.00.

Coupons, store specials, sales and discounts

WIC customers must be offered the same courtesies that are offered to other customers, including but not limited to, in-store promotions, such as:

- Buy One, Get One Free (BOGO).
- Buy One, Get One at a Reduced Price (BOGOR).
- Transaction Discount (\$ or % off an entire transaction).
- Store Loyalty or Rewards Cards.
- "Cents Off" Discount Coupons.

Incentive items

Authorized Missouri WIC retailers must offer WIC customers the same courtesies offered to non-WIC customers and vice versa. WIC retailers may not treat WIC customers differently from non-WIC customers by excluding them from in-store promotions. WIC retailers cannot offer incentives to WIC customers that are not offered to non-WIC customers. Offering incentive items solely to WIC customers is prohibited by WIC federal regulations (7 CFR 246.12(h)(3)(iii)).

Exchanges, recalls and returns

Retailers may not allow WIC customers to exchange any WIC food for a cash refund, merchandise or other food items. When there is a food safety issue or recall for a product other than formula, identical exchanges should be made when possible. When an exchange is not possible, contact the Missouri WIC program at MOWICVendorGroup@health.mo.gov or 573-751-6204 for appropriate instructions. If you receive a recall notice on infant formula, contact the Missouri WIC program for instructions.

Payments to the retailer

Transactions will be processed through the retailer's third-party processor (TPP). A retailer will receive payment within 48 hours only if the WIC transaction is properly completed. A transaction will not be authorized by the Missouri WIC program if:

- The maximum amount allowed is exceeded.
- The transaction is manipulated.
- Benefits are redeemed by a retailer outside of Missouri.

The retailer is responsible for reviewing all WIC transactions. If the Missouri WIC program has rejected a transaction, please call the Missouri WIC program at 573-751-6204.

Not-to-exceed (NTE) price

WIC sets an NTE price, the maximum allowable reimbursement retailers receive for a specific WIC food item. This helps control costs and ensures that the program remains within its budget. WIC does not restrict the prices retailers can charge; rather, it sets the maximum amount WIC will reimburse for each UPC within each peer group. Retailers may charge more than the NTE price for an item, but WIC will only reimburse up to the NTE price.

- The NTE is based on UPC prices submitted on retailers' WIC card transactions.
- The system calculates NTE prices for each UPC for each retailer peer group.
- Retailers will only be reimbursed up to the NTE price for their assigned retailer peer group.
- NTE prices on most items are recalculated every two weeks.
- NTE prices can be adjusted more frequently for specific items based on fluctuations in national market prices. A retailer can appeal for the maximum reimbursement (when their transaction charge for an item is reduced) if they are paying more than the reimbursement amount for that item. Submit an appeal request to:
MOWICVendorGroup@health.mo.gov.

Scanning issues

Sometimes, scanned items are not accepted as WIC items, even though they appear to be WIC-approved items. Some reasons a customer's item may not scan as WIC-approved when the customer tries to redeem benefits include:

- The item is not WIC-approved.
- The WIC customer does not have enough benefits.
- The WIC customer does not have the item as a benefit.
- The item is WIC-approved but has not been WIC mapped.
- The POS system has not downloaded the current APL file.

Refer to the WIC Retailer Manual, pages 22-26.

Conduct and compliance

WIC acronym and logo

Unauthorized use of the WIC acronym and logo is prohibited. Retailers are not permitted to utilize the WIC acronym or logo in any sales advertisement, store name or on social media. The WIC acronym is patented by the USDA. Unauthorized use of the WIC acronym or logo violates the WIC Retailer Agreement, paragraphs 1.4.26 and 1.4.27.



Reporting fraud and abuse

If you suspect a WIC participant is misusing WIC, please report it to the Missouri WIC program. Examples of actions to report include:

- Return of items purchased with WIC.
- Verbal or physical abuse.
- Attempts to obtain cash or credit in a WIC transaction (e.g., returning to the store with a discount card after the transaction is complete).

To report fraud or abuse, retailers should contact the Missouri WIC program with questions or to resolve initial problems. Reports of abuse and/or complaints should be made as soon as possible. Buying, selling, trading or otherwise misusing WIC benefits is a crime. To report suspected fraud or abuse, complete the [WIC Fraud and Abuse Form](#)

Lost cards

If a WIC customer leaves their WIC card in your store:

- Call the Missouri WIC program at 573-751-6204 on the same business day to provide the card number for deactivation.
- Destroy the card immediately.

Retaining WIC cards is a state violation.

Complaints

Retailers may submit a [Retailer Concern Form](#) to the WIC program to report any problems or concerns.

Retailer compliance monitoring

The WIC Retailer Agreement requires the retailer to allow the Missouri WIC program or its designee to monitor the retailer for compliance.

During an overt monitoring visit, the retailer shall provide access to purchase orders or invoices for WIC-approved food, shelf price records and all retail and storage areas. These monitoring visits are unannounced.

Among other criteria, retailers are monitored for being new to the program, for receiving a complaint, for having a history of non-compliance, or by random selection.

Retailers are monitored in several different ways, including:

- Overt monitoring visits (routine site reviews).
- Covert monitoring visits (compliance buys).
- Sales and inventory audits.
- WIC mapping and technical assistance monitoring.

Retailers should keep inventory records showing all wholesale and retail purchases for three years.

During any type of monitoring or complaint review, violations can be found and cited. Federal and state retailer violations are listed in the Retailer Manual.

Refer to the WIC Retailer Manual, pages 27-28.

Violations, sanctions, disqualification and corrective actions

Authorized retailers shall comply with the WIC Retailer Agreement, federal and state statutes, regulations, policies or procedures governing the program. If violations are uncovered during retailer monitoring, Missouri WIC may take certain measures to assist retailers in complying with the WIC program's rules and regulations.

The consequences, or sanctions, for noncompliance are outlined in the WIC Retailer Sanction Schedule. Sanctions range from fines and corrective action plans to termination and even disqualification from the WIC program. The retailer will receive a letter outlining any violations and the action being taken.

Refer to the WIC Retailer Manual, pages 32-34.

Termination for noncompliance

WIC Retailer Agreements may be terminated due to a retailer's noncompliance with the WIC program selection criteria and/or the WIC Retailer Agreement. Examples of noncompliance that may result in termination of the WIC Retailer agreement include, but are not limited to:

- Failing to meet the competitive price selection criteria.
- Failing to meet the minimum square footage requirements.
- Failing to meet the minimum stocking requirements of a full-service grocery store.
- Failing to meet other WIC program selection criteria and/or WIC Retailer Agreement requirements.
- Failing to reimburse the state agency for improperly transacted WIC card purchases or WIC sales transaction audits.

Claims

The Missouri WIC program may make monetary claims against retailers that have committed violations and impose sanctions against such retailers or may delay payment per 7 CFR 246.12(h)(3)(ix). The Missouri WIC program may delay payment or establish a claim in the amount of the full purchase price of each food item that was overcharged by the retailer or contains other errors. The Missouri WIC program will provide the retailer with the opportunity to justify or correct the overcharge or error. Those include, but are not limited to:

- Inventory audits when a retailer's records do not support all redemptions.
- Overcharges or errors made on a WIC transaction discovered during a compliance buy (covert monitoring).
- Transaction audits when a review of a retailer's redemptions is performed.

Appeals

The Missouri WIC program must impose sanctions, civil money penalties (CMPs), denials of authorization, terminations or other adverse actions on retailers for noncompliance with federal and state statutes, regulations, policies and procedures governing the WIC program. When an adverse action is imposed, authorized WIC retailers may request an administrative review within 15 days. A uniform administrative review process evaluates the noncompliance and the adverse action applied. Based on the type of noncompliance, a full or an abbreviated administrative review will be conducted.

To appeal, retailers must submit a written request for a hearing to the state agency within 15 days of receiving the notice of denial or other adverse action. The written request must describe the adverse action being appealed. The retailer or applicant must fully comply with all appeal processes or forfeit appeal rights.

Refer to the WIC Retailer Manual, pages 36-37.

Stay informed with Missouri WIC

Authorized Missouri WIC retailers and pharmacies must communicate with the Missouri WIC program if they have questions or need assistance. Retailers must provide current email addresses, phone numbers and mailing addresses. Retailers must also subscribe to receive emails through the state agency email subscription service.

Missouri WIC Scoop

The Missouri WIC program publishes a quarterly newsletter on the Missouri WIC website to provide updates for authorized WIC retailers. The [MO WIC Scoop](#) is also sent out via an email subscription service.

In-store technical assistance training

The Technical Assistance (TA) training is a hands-on training held at your store or regionally, depending on the interest in your area. The TA training content will include topics such as the following:

- How to conduct a WIC transaction.
- WIC card procedures.
- Troubleshooting tips.
- What to do with receipts.
- How to review receipts.
- Minimum varieties and quantities of WIC-approved foods.
- Compliance with the WIC program.
- WIC mapping fresh produce.

Please email Angela.Easley@health.mo.gov to register for this training.

Ordering WIC supplies

The Missouri WIC program provides retailers with WIC-approved decals, signage and resources. To order supplies, please complete the [Missouri WIC Retailer Order Form](#).

Current and future changes to the Missouri WIC program

- Herbs (e.g., cilantro, parsley, etc.) have been added to the APL. These herbs will need to be WIC mapped.
- The name of the infant formula, Similac Total Comfort, changed to Similac Gentle Comfort.



2026 annual training newsletter quiz

The Missouri WIC program requires proof that you have read the enclosed information. Therefore, you must complete and submit a quiz by August 15, 2026. The manager, assistant manager, customer support manager or head cashier would be an appropriate person to complete [the 2026 Annual Retailer Training Quiz](#). A score of 75 percent or higher is required to pass.

State agency contact information

Missouri 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
Email: MOWICVendorGroup@health.mo.gov

The WIC state agency staff are available Monday through Friday from 8 a.m. to 5 p.m. to respond to questions and concerns and provide technical assistance.

Nondiscrimination statement

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating based on race, color, national origin, religion, sex, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity.

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(1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Mail Stop 9410, Washington, D.C. 20250-9410;

(2) fax: (202) 690-7442; or

(3) email: program.intake@usda.gov.

This institution is an equal opportunity provider.