



Rebranded Items for Retailers

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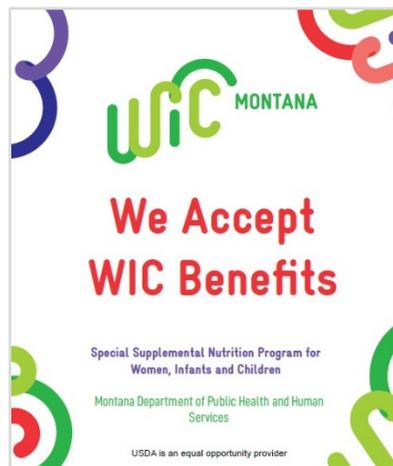
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New Window Decals

Montana WIC has developed new window decals for grocery stores that match the new Montana WIC branding. The “We Accept WIC Benefits” decals should be posted in a highly visible location on or near each entrance to the store.

Tip for removing old sticker residue – an acetone-based nail polish remover will remove most residue from glass. Hot soapy water should remove any remaining glue.



Store Shelf Tags

Use of “WIC Approved” shelf tags under WIC-approved foods is optional and makes finding the right foods easier for WIC shoppers. Proper placement of shelf tags also helps minimize disputes at the check stand. WIC encourages each retailer to designate

someone to go through your store (Authorized Food List in hand), once a month, and make sure the tags are correctly placed under all WIC-approved foods.

If a store chooses to use shelf tags, they must be placed on all WIC items in the store. The State Office will provide generic shelf tags to stores upon request. Stores may also develop their own shelf tags and submit the design to the State Office for approval before use. Retailers can contact Glade Roos groos@mt.gov or (406) 444-2841 to order a new set of shelf tags.



Example of generic shelf tags the State WIC Office will provide upon request

New WIC EBT Debit Card

Montana WIC will also be rolling out a new eWIC card. Please share the image of the new card below with staff. Both the new and old cards will be in circulation for the next few years. New cards will only be issued to new WIC participants and current participants who have misplaced their cards. There is no change with how the cards are processed or used.

Current eWIC Cards



Cards Issued Fall 2019



Retailer Booklet

Also watch for a new, updated Retailer Booklet. This checkbook-size booklet is designed to be used a quick-reference guide for WIC information and EBT processing. Watch for this to be released in summer of 2019.

Retail Reference Manual

The Retail Reference Manual is also being updated to reflect new branding and policy updates. Watch for this document to be released in summer of 2019.

Retailer Monitoring

Retailer monitoring visits allow the WIC Program to ensure authorized retailers follow all program requirements, including stocking requirements. These visits help the WIC Program detect possible fraud and/or abuse, discuss with the retail staff any problems/solutions, and the opportunity to provide interactive training.

WIC Retailers are monitored every other year between February and August in accordance with federal regulations. Monitoring visits will be conducted by the Local Agency Retail Contact (LARC) from the local WIC agency. The primary goal of the LARC is to partner with WIC Authorized Retailers to ensure WIC participants can receive their benefits. Watch for a message from your LARC and use this as an opportunity to address any questions or comments about the WIC Program. Thank you for your cooperation with this process.

WIC's Spending Impact in April 2019

- **9,219 families went shopping with their eWIC cards.**
- **There were 29,958 successful eWIC purchases.**
- **185 different grocery stores accepted WIC benefits.**
- **Statewide WIC spending totaled \$841,367.**



Online MOU Renewals

If you are renewing your Memorandum of Understanding (MOU) this spring, you will have the option to sign online. Please contact Glade Roos at (406) 444-2841 or groos@mt.gov with questions. He will need your store's current email address if you choose this option.

Pacific Foods Vanilla Soy Milk Discontinued

Pacific Foods, the manufacturer of aseptic soy milk, has discontinued their quart-size, shelf-stable *Vanilla* soy milk. There will be no replacement for vanilla soy milk due to the nutrition content of other varieties. Retailers are still able to order and stock the *Pacific Foods Original Soy Milk* for WIC participants.

Updated Food List

There are two ways that new foods are added to the list of Montana WIC Approved foods. WIC Nutritionists have an annual process for updating the *WIC Approved Food List* by October 1st of each year. This is the in-print document that is provided to participants and retailers. WIC Nutritionists consider varieties, type, and sizes of each food submitted and adds them to the list by April 1st, so it can be verified and printed by October 1st. Additions to the list this year include sliced and shredded cheese, expanded yogurt flavors, organic *Earth's Best* baby food, and a new whole grain bread category. These items will be available for WIC participants (who have been prescribed the items) starting October 1, 2019. The stocking requirements for WIC have not changed.

A second list, the *UPC Database* includes all UPC's of the Approved Food List items. If a retailer thinks a food should be scanning, and it is not, they can submit a UPC to the Montana WIC Program using the UPC Submission Form found on the Montana WIC website. The food will be considered and added within 48 hours if it is valid.

Where Can You Find More Information?

Visit Montana WIC's Retailer website for many retailer resources:
www.dphhs.mt.gov/publichealth/WIC/Retailers

Retailers can contact their Local WIC Agency for concerns regarding participants and food items.

Contact **Kevin Moore** (406) 444-5530 for any eWIC transaction or program questions

Contact **Glade Roos** (406) 444-2841 for any contract or stocking requirements questions

Contact **Kim Lloyd** (406) 444-4746 for any retailer monitoring or program integrity questions

Thank you for your partnership with the Montana WIC Program.

This institution is an equal opportunity provider.



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