

Montana WIC Program

Retailer Newsletter

SUMMER/FALL 2014

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Changes to WIC October 1, 2014

Thank you everyone who participated in the conference calls about changes to the Montana WIC Program on October 1, 2014. Please be on the lookout for new food lists and a summary of what was discussed on the conference calls. Make sure to discuss these changes with all staff members. If you have any questions about the new food list or the changes to policy, please contact Leah Steinle.

New Participant Packets!

A copy of the new participant packets is included with this newsletter. Please make sure to share this new packet with all staff as this is what participants will show to the cashier to verify signatures. Both the new and old packet may be accepted indefinitely.

What do you think about WIC?

On September 30, 2014, the Montana WIC Retail Services Section is holding a series of focus group calls about the results of the cashier survey which took place this spring. We would like to share the results with you and hear your interpretation. These calls will also be a time for you to share your experiences implementing WIC in your stores and what the Retail Section can do to better serve you.

There are three calls on September 30 you may attend: 11am, 2pm and 4pm. The call-in number is 1-866-910-4857, passcode: 768324#. We anticipate the calls will last about an hour, depending on participation. If you know there is a call you would like to attend, please call 1-800-433-4298, option 2.



**Please share
this information
with your staff.**





Montana WIC Facts July 2014

- ⇒ WIC participants served - 19,316
- ⇒ Authorized retailers - 195
- ⇒ Benefits (checks) paid - 50,041
- ⇒ Benefits (checks) rejected - 539
- ⇒ Top rejection reasons:
 - » Missing Stamp - 208
 - » Illegible Stamp - 70
 - » Over Max Price - 155
 - » Missing Signature - 23
 - » Early Cashing - 6



Pricing Change Reminder



A big thank you is in order for everyone who completed the most recent price survey. Having updated prices for WIC items reduces the number of rejected benefits and helps us determine a fair price for WIC items across the state.

If your prices change on WIC foods between price surveys, please call Kevin Moore. He will let you know if the new price is within WIC limits and this will also reduce rejected benefits for being "over max amount."

Minimum Stock

All retailers must keep minimum stock of WIC foods available in stores at all times per your MOU (Memorandum of Understanding) with the State of Montana WIC Program. What constitutes minimum stock for your store is outlined in the MOU. If you are unsure what minimum stocking requirements are for your store, please call Glade Roos.

Infant Formula Distributors

All infant formula must be purchased from a Montana WIC Approved Infant Formula Distributor. To see a list of approved distributors, please visit wic.mt.gov/retailers.



Tricky WIC Questions

See if you can correctly answer the following questions about WIC. Answers are on page 4 of this newsletter.

Question #1: A WIC customer comes to the checkout counter with Fruity Pebbles cereal. What should you do?

- A. Let the customer purchase the product because it is WIC approved
- B. Show the WIC customer the food list and explain that Fruity Pebbles are not a WIC approved cereal. Ask them if they would like to choose a different, WIC approved cereal
- C. Explain to the WIC customer that Fruity Pebbles are only approved every other full moon with proper state approval

Question #2: True or False – As of October 1, 2014, WIC customers will be able to use a different tender to pay the amount that goes over the dollar value printed on fruit and vegetable benefits.

Question #3: Of the products below, what is the only **non-approved** WIC item?

- A. 8 oz. box of Multi-Grain Cheerios
- B. 8 oz. Monterey-Jack cheese (store brand)
- C. 4 oz. jar of Gerber Apple/Sweet Potato baby food
- D. 15 oz. can of low-sodium garbanzo beans

Question #4: What is the last step in a WIC transaction?

- A. Give the WIC customer their benefits back
- B. Make sure the WIC customer used all their benefits for the month in one transaction
- C. Give the WIC customer a receipt and return the WIC booklet

Question #5: True or False – WIC customers can substitute 2 half-gallons of milk for one gallon of milk.

Question #6: What is the only **approved** WIC item?

- A. Frozen hash browns
- B. Fresh sweet potatoes
- C. Fresh cilantro
- D. Frozen broccoli with cheese sauce

Question #7: True or False – As of October 1, 2014, WIC customers will no longer be able to purchase 46-48 oz. plastic bottles of juice.

Question #8: If I have a question about WIC, I can...

- A. Call my LARC (Local Agency Retail Coordinator)
- B. Call the state office retail team
- C. Review the program booklet for retailers
- D. Review the Retailer Reference Guide
- E. Review the website at <http://www.dphhs.mt.gov/wic.retailers.shtml>
- F. All of the above



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Persons with disabilities who wish to file a program complaint, please see information above on how to contact us by mail directly or by email. If you require alternative means of communication for program information (e.g., Braille, large print, audiotope, etc.) please contact USDA's TARGET Center at (202) 720-2600 (voice and TDD).

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Who do you call?

Retailers should contact their Local WIC Agency for concerns regarding complaints and WIC customers.

Contact **Leah Steinle** (406-444-5530) for questions about benefit redemption or allowable WIC foods.

Contact **Glade Roos** (406-444-2841) at the State WIC office with questions about your contract or stocking requirements.

Contact **Kevin Moore** (406-444-4746) with price changes for WIC foods.