



Thank You for Participating in WIC



WIC provides nutrition education, breastfeeding support, referrals to other resources, and healthy foods that support Montana families. Your store's participation in the WIC Program ensures those healthy foods are available to the families that need them.

WIC families often buy additional items when they are doing their WIC shopping. Store staff have an especially important role in the program because WIC families depend on you to get the healthy foods they need. The more you know about the

WIC program, the better customer service you can provide to help ensure WIC families have a good experience in your store and come back to do more shopping.

WIC's Spending Impact in October 2019

- **8,938 families went shopping with their eWIC cards**
- **There were 29,994 successful eWIC purchases**
- **192 different grocery stores accepted WIC benefits**
- **Statewide WIC spending totaled \$808,876.41**

Identifying WIC Foods in Your Point of Sale

Many stores use a “W” in their point of sale system to identify items that are WIC allowed. When WIC benefits were on paper checks, this helped cashiers know which items to approve or deny. Now, eWIC does this by comparing the items at the checkout to the Approved Product List (APL) that is downloaded to your point of sale. Your store’s identifier for WIC items does not determine if an item goes through for WIC.

However, choosing to maintain this system can be an important customer service tool for WIC transactions, and can help cashiers answer questions for WIC customers. The most important thing is to ensure your store’s identifier for WIC items **EXACTLY** matches the Montana WIC APL. If there are differences, it can cause confusion at the checkout.

Work with your point of sale manager to check your store’s system against the WIC APL import file, or access a spreadsheet version of the APL on the Montana WIC Website: dphhs.mt.gov/publichealth/WIC/Retailers (under “eWIC Information for Retailers”).

Please call the WIC Program if you have any questions.

Montana WIC Approved Food List



The image shows a screenshot of a spreadsheet titled "MONTANA WIC PROGRAM APPROVED FOOD LIST". It contains multiple columns with food items, their descriptions, and other details. The spreadsheet is organized into sections with colored headers.

Keep a copy of the WIC Approved Food List at your registers to help answer questions for WIC customers, and help them select the correct items for their benefits. This list is updated every October, and can be printed off the Montana WIC website, or call us and we will send copies to your store.



WICShopper Shopping
★★★★☆ 1.1K

You can also download the WICShopper app to view the approved food list and scan barcodes to see if an item is allowed. Look for the icon in the app store.



Change of Ownership

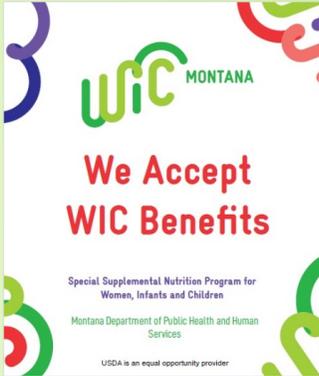
If your store is changing ownership, please contact the WIC Program as soon as possible. WIC authorization is not transferrable to the new owner, and they must re-apply to accept WIC benefits.

New Card Design

The eWIC Card has been rebranded and looks a little different. You may see both old and new cards presented at your store, both are valid and must be accepted for WIC transactions.



Does Your Store Need New Window Decals?



Does Your Store Need New Shelf Tags?

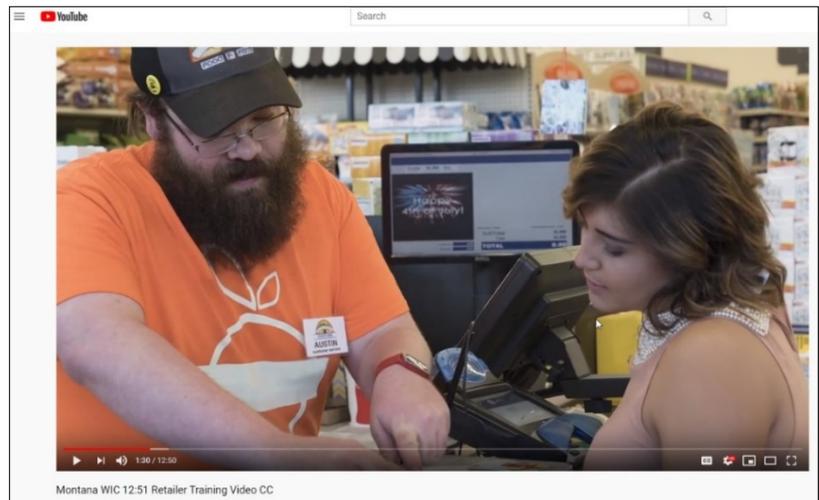


Call the State
WIC Program for
Replacements
1-800-433-4298



Cashier Training Video

Visit the Montana WIC Program website to view the Cashier Training Video. This resource can help train new staff on WIC procedures, and provides a high-level overview of the program, the steps of an eWIC transaction, understanding the WIC Approved Food List, and other program requirements. This resource is to be used in combination with your store's training procedures for new staff, including how to conduct the steps of an eWIC transaction on your specific point of sale. The video is only 12 minutes long, please consider integrating it into your staff training.



WIC Program Reminders

Montana WIC has on [online complaint form](#) that retailers, participants, or members of the public can use to file program complaints. Please use this form to report rude behavior, suspected fraud, or any other program violation related to WIC in your store.

WIC requires stores to maintain **minimum stocking requirements** to ensure enough WIC foods are available to customers seeking them. View the stocking requirements [online](#) and contact the WIC Program with any questions or concerns.

WIC authorized retailers can offer promotions and incentives to WIC customers such as buy one get one or product discounts, as long as they are available to every customer. Promotions for only WIC customers are not allowed.

Tell Us Your WIC Story

Do you have a personal WIC story? How has WIC touched the lives of your customers, community, or your own family? Please share — we'd love to hear about it! Tell us your WIC story by e-mailing us at kmoore@mt.gov.

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 with issues 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.

Thank you for your partnership with the Montana WIC Program.

This institution is an equal opportunity provider.



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