



October 6, 2025

**Re: WIC Program Requesting Total Sales for Peer Group Price Improvements**

Dear WIC Vendor,

Thank you for participating in the Montana WIC Program. Every month about 7,000 Montana families spend their WIC benefits in grocery stores, and total spending can exceed \$950,000 statewide. This partnership between grocery stores and the WIC Program helps families and Montana businesses.

Federal regulations require WIC to establish a maximum reimbursement price for every WIC food item to prevent fraud and use taxpayer funds most effectively. WIC uses average claim data from transactions to recalculate maximum prices weekly for each of Montana's four vendor peer groups: (1) small stores, (2) medium stores, (3) large stores, and (4) supercenters. A vendor's peer group can determine if the store's requested price for a WIC item is adjusted down to a maximum paid price.

The first step toward improving the maximum price system is having stores in the correct peer groups. We currently use criteria such as the store's ownership type (corporate/independent), the square footage, and if it is urban or rural.

**We are requesting your store's total sales (including WIC & all non-WIC) over the last year so we can add it to the peer group placement criteria.**

We used to collect this information, but it is now outdated and must be refreshed. You may send us this information in the easiest way for you:

- Call or email WIC: 1 800 433-4298 / [wicvendor@mt.gov](mailto:wicvendor@mt.gov)
- Fill out this secure online survey [HERE](#) or use the QR code to access from your mobile device.
- Visit our [website](#) for the survey link.



Per section 4, A. (11) of the WIC vendor agreement, authorized retailers are required to share this information when requested by the program. WIC is not allowed to share this information and may only use it for the stated purpose. Please only use the secure survey link or email above, or please call us to verify the legitimacy of this request.

Maximum price adjustments are a normal part of WIC transactions. Thank you for your help ensuring our system most accurately reflects vendor peer group characteristics and actual shelf prices.

Best,

**Kevin Moore**

Vendor Lead, Montana WIC Program

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