

Helpful Tips to Share with WIC Participants to Promote a Positive Shopping Experience

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1. Check the benefit start and expiration dates.
2. Shop early in the benefit period.
3. Register the card to the WIC App. Use Food Finder to scan each item.
4. Select produce that is not packaged.
5. Keep it simple! WIC-only transactions the first few times.
6. Have a general idea of what foods you expect the WIC card to pay for.
7. Integrated stores: Carefully review midpoint receipt (sometimes called “confirmation receipt”) before approving the WIC transaction.
8. If something does not scan as WIC allowed, there is nothing a cashier can do at that time to allow the item.
9. Issues? Save ALL receipts and/or take pictures so there is enough detail to follow up on the issue.

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