

WIC Matters Newsletter for Vendors

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Thank you for attending Required WIC Training this spring!



We appreciate all our vendors who attended one of our required training sessions that were offered earlier this year. Important points from the training include the following topics.

- Transaction procedures and the importance of the midpoint, or confirmation receipt, before charges to the WIC card are accepted by the WIC customer at integrated stores.
- Ownership changes and the need to report them at least a month in advance, so that plenty of time is allowed to get the change completed before the sale date.
- The Minnesota WIC Approved Product List (APL), and the My Minnesota WIC app.
- For integrated stores, mapping fresh produce with UPCs to a like PLU.
- For stores with a stand beside terminal, how to find your terminal ID and calling FIS with terminal issues.
- The importance of updating your email address with the WIC Program if the email is outdated.

If you would like to view a recording of the training session, they are posted on our website.

[Required training 2024 - Integrated stores](#)

[Required training 2024 - Stand Beside stores](#)

Did you know?

If a customer is getting a card decline with a WIC transaction, and there are discounts or sale items in the transaction, remove those to see if the transaction will complete. If it is successful after removing sale items, let your manager or scanning coordinator know, so they can set up the discount or sale price correctly for WIC.

Medical Formula and Ordering

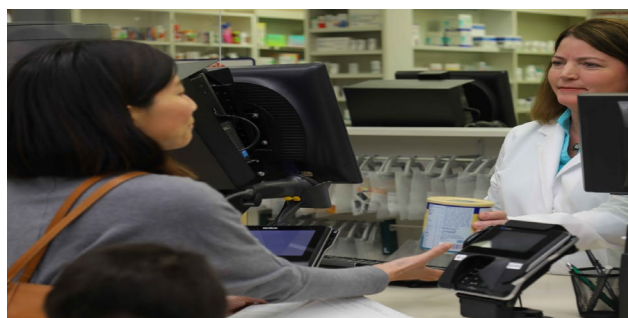
WIC customers may sometimes have a medical formula on their WIC card that has to be ordered by the pharmacy. Most pharmacies within WIC authorized stores are also authorized to order medical formula for WIC customers, with the exception of CVS pharmacies located within larger, superstores. If you aren't sure if the pharmacy within your store is authorized, ask your store manager or corporate office.

Pharmacies must provide a medical formula for a WIC participant, if it can be ordered through normal supply chains. You must order from an authorized source:

<https://www.health.state.mn.us/docs/people/wic/vendor/rqrmnts/formulasrcs.pdf>

WIC sets maximum prices for all WIC foods, including formula. These prices are reviewed frequently and changed as needed. The maximum prices are programmed into the register system, and any price charged that exceeds the maximum will only get paid at the maximum. WIC customers can never be asked to pay the difference if the retail price exceeds the WIC maximum price. If you feel as though a maximum price for WIC formula needs to be raised, or you believe a transaction was not paid fairly, please contact health.wicvendor@state.mn.us and indicate the current price you are charging. You are required to charge the same price to WIC customers as those paying with another payment type.

If you are unsure how to transact a WIC card, ask your store manager or corporate office



Reporting UPCs to Minnesota WIC

If you think a product should be added to the APL, click on the following link to submit the required information for review: [Minnesota WIC UPC Submission Form](#)



You will be required to attach clear pictures of the label that include all of the following information:

- Brand name
- Product name
- Package size
- Ingredient list
- Nutrition Facts label
- Full UPC Code (usually 12 digits)

If you have any questions, please email Health.mnwicupc@state.mn.us.



Nutrition and WIC Foods Spotlight – Fresh Produce

Summer is a great time to add more seasonal produce to your store! While frozen and canned fruits and vegetables are great, offering fresh fruits and vegetables at their peak season not only provides great flavor but also offers a nutrient-dense product for your customers. Fresh fruits and vegetables contain vitamins, minerals, fiber, and antioxidants that are essential for a balanced healthy diet. It is important not only to eat fresh fruits and vegetables but also to include a variety of them in our daily meals and snacks.

For example:

- Blueberries are rich in antioxidants and anthocyanins, which can support brain, heart, and eye health.
- Raspberries are rich in fiber; one cup of raspberries can provide 8g of fiber. Children ages 1-3 need 19 grams of fiber per day.
- Beets are a great source of folate, Vitamin B6, Vitamin C, magnesium, potassium, iron, copper, and fiber. Iron is essential during pregnancy and early childhood due to the period of fast growth and development. Studies have shown that iron is particularly important in early childhood for brain development.

Here are some fruits and vegetables currently in season in Minnesota: beets, blueberries, broccoli, cabbage, carrots, corn, cucumbers, lettuce, peppers, raspberries, strawberries, summer squash, watermelon, and zucchini.

Remember that mapping or linking fresh produce UPCs to like PLUs is required by Minnesota WIC. If you need instructions for how to map fresh produce, contact your service provider. For more information on mapping, please see our website post on [Mapping Fresh Produce](#).



Minnesota Department of Health - WIC Program, 625 Robert St N, PO BOX 64975, ST PAUL MN 55164-0975; 1-800-657-3942, health.wic@state.mn.us, www.health.state.mn.us; to obtain this information in a different format, call: 1-800-657-3942.

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