

MO WIC SCOOP



GOVDELIVERY

Authorized WIC retailers can now receive WIC updates pertaining to retailer information through the GovDelivery email subscription service. Sign up [here](#) to receive information.

MAPPING

Retailers, a new season has come upon us. Please make sure to map fresh produce to the correct 4- or 5-digit Price Look-Up (PLU) code.

A list of our PLU codes can be found on our [website](#).

UPCOMING INFORMATION

Missouri WIC will be sending out the new WIC Retailer Manual, shelf tags, door decals and a few helpful documents. Please be on the look out for this packet in the mail!



MO WIC SCOOP CONTINUED



WIC-APPROVED FOOD

Missouri WIC has added several new food items to the Missouri Approved Product List (APL). We are currently working on a new WIC Approved Food List to send out. Missouri WIC has the food items posted on our [website](#) in an [excel document](#) for stores to review to see what items need to be flagged and tagged.

FORMULA

The alternative formula brand options ended on February 28, 2023. Please ensure the latest APL is in use at all stores.

Formula brands outside of Similac are no longer accepted. WIC participants will be able to use benefits to purchase approved, larger cans of Similac Advance, Similac Total Comfort and Similac Sensitive until April 30, 2023.

The expiration dates for alternative brands and larger Similac containers are noted on the updated [Missouri WIC Abbott Recall Alternatives January 2023 spreadsheet](#).



MO WIC SCOOP CONTINUED



TECHNICAL ASSISTANCE

Missouri WIC would like to invite interested retailers to contact us for cashier training! We will work with retailers on scheduling a time to provide hands-on training at our office, regional locations or in stores.

REMINDERS

- Missouri WIC requires **60 days'** notice for ownership changes, store closings and category changes.
- Missouri WIC requires retailers to notify us about Point of Sale upgrades or changes to the system.
- Changes to banking information will require a new direct deposit and a letter from the bank or voided check.

CONTACT US

Please direct questions or concerns to:
MOWICVendorGroup@health.mo.gov
or 573-751-6204



This institution is an equal opportunity provider.