



Department of Health

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WIC Vendor Bulletin 2016 –15

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Store Loyalty, Courtesy Cards and Store or Manufacturer Coupons

Your WIC Vendor Participant Agreement requires that: (Appendix II – A)

Article 1-b

The Vendor agrees to provide supplemental foods at the current price or at less than the current price charged to other customers. The Vendor further agrees not to charge more than the "shelf" or "sale" price for the WIC Allowed or Contract Brand foods, whichever is less; nor charge more than the said current price for the Allowed or Contract Brand food and quantity listed on the check and provided to the recipient. The value of coupons and discounts shall be deducted from the price entered on the check.

Article 4-c

The Vendor agrees to provide supplemental foods at the current price or at less than the current price charged to other customers. The Vendor further agrees not to charge more than the "shelf" or "sale" price for the WIC Allowed or Contract Brand foods, whichever is less; nor charge more than the said current price for the Allowed or Contract Brand food and quantity listed on the check and provided to the recipient. The value of coupons and discounts shall be deducted from the price entered on the check.

Free bonuses - Should a Vendor and/or a manufacturer offer a “buy one/get one free”, “buy one, get something else free or an amount of money off something else”, then the store shall honor the WIC check in the “buy” portion of the offer. Whatever other items, products, discount on other items or products, extra quantities, or other promotions are being given is a manufacturer, chain, or store cost and is not considered as part of the participant’s WIC transaction with the Vendor. This applies even if the free item exceeds the quantity on the check or if it is a non-WIC item. If the Vendor uses store cards for special prices, offers or discounts, the Vendor **MUST KEEP** an extra card available at the register to use for purchases of WIC shoppers who does not have a card. The Vendor shall honor the coupon or offer as described above.

Article 4-j

The Vendor shall be responsible for reviewing WIC checks, which have been accepted to make certain that the total cost on any check does not exceed the lesser of the posted shelf, or "sale" prices of the prices charged to non-WIC customers.

(continued)

This means that:

1. The Vendor must keep an extra store card available at the register to use for purchases of WIC shoppers that do not have a store courtesy card.
2. The store cashier must automatically use this at the register, even if the WIC shopper does not specifically ask for the card.
3. Refusing to allow a WIC participant to use manufacturer coupons, store coupons, or store loyalty cards is a serious violation of Program rules and of your Vendor Participation Agreement. It is grounds for disqualification from the WIC Program and could also affect the renewal of your Agreement in upcoming and following years.

If you have any questions or concerns, please call the Vendor Unit in the WIC State Office at 222-4630, 222-4637, or 222-4633.

Si necesita ayuda en entender esta carta, por favor, llame al 222-5918 donde le ayudarán con la traducción.