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# WIC'S WORLD

Colorado Department of Public Health & Environment  
WIC Program



2012 Edition

**WIC recently notified retailers of some exciting changes—including several that should make WIC shopping EASIER!**

**Your WIC customers can “Pay the Difference” for their produce. And your store can choose to use “Shelf Tags”.**

**WIC participants are being told of the changes as they visit their WIC clinics, and that the option to “pay the difference” may not be yet available at their grocery store.**

## “Pay the Difference”:

WIC customers may use other forms of payment for produce purchases over the amount of their WIC fruit and vegetable check. Stores across Colorado are preparing for this change. Ask your manager when your store will have this option available.

### EXAMPLE:

If a WIC customer's produce check is for \$6.00, and they have \$6.50 in produce, they can pay the .50 cent difference with cash, check, credit, or other forms of payment your store allows.

**OPTION 1**  
Buy WIC

- If produce costs less than or the same amount shown on the check, use the WIC check.

**OPTION 2**  
Put it Back

- If produce costs more than the amount shown on the check, use the WIC check for the amount listed and put something back.

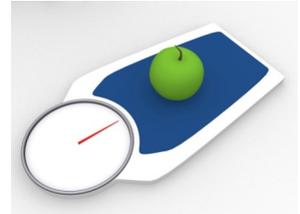
**NEW!!!**  
**OPTION 3**  
Pay the Difference

- If produce costs more than the amount shown on the check, use the WIC check for the amount listed & the customer pays the rest.

**Easier to use WIC produce checks!!!**



- The “Pay the Difference” option only applies for produce checks.
- The “Actual Amount of Sale” that is written on the WIC check should never be more than the listed value of the WIC check.
- If the WIC customer spends less than the dollar amount they **cannot** receive cash back.
- Tax cannot be applied to a WIC purchase. Apply tax as appropriate on produce paid with other forms of payment.
- WIC customers may use other forms of payment such as: cash, personal checks, credit, SNAP benefits, gift cards or any other types of payment your store accepts.
- Your store may accept additional WIC produce checks as another form of payment. Ask your manager if this is allowed at your store.



## Shelf Tags:

### Retailers can choose to use shelf tags to show WIC approved goods.

- The tags must be placed at the exact spot(s) of the shelf that contains the WIC approved items. WIC tags are not permitted to be put on individual item containers.
- WIC approved labels created by manufacturers are not permitted.
- Other details apply. See your Store Manager or Chain Representative.



Information for retailers about the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). Submit suggestions to: WIC Benefit Delivery Unit – fax 303.756.9926, phone 303.692.2400, or email [Becca.polk@state.co.us](mailto:Becca.polk@state.co.us). Post copies of this newsletter in areas where employees involved with WIC transactions have access to this information. Maintain copies of WIC's WORLD in Section 4 of the Colorado WIC Retailer Manual for a minimum of two years.