



WIC Flash

News from the Arkansas WIC Program
5800 W. 10th Street, Suite 810, Little Rock, AR 72204
August 6, 2015

Manufacture's and Retailer's Coupons – Not Taxable in WIC Transactions

Manufacturer coupons are considered part of the gross receipts received by retailers for purchases. Per GR18 and 28, the State of Arkansas does not tax the gross receipts of a transaction paid for in full by WIC benefits (food instruments). Therefore, there is no tax applied to manufacturer coupons applied to WIC purchases.

Retailer coupons: The amount of any coupon that is issued by the retailer and is not reimbursed by a third party is not part of gross receipts/proceeds and is not taxable.

Arkansas WIC Approved Infant Formulas

Every month we see incidents of vendors selling infant formula that is not approved by the Arkansas WIC Program or formula other than what was printed on the participant's check(s). **Sales of unauthorized formula are subject to repayment and may cause the store to be sanctioned.** Receiving the wrong formula can also cause harm to the infant. All WIC Checks must be treated like a doctor's prescription – sell only the amounts and products prescribed.

One of the items that has been sold is Gerber Good Start Gentle Supplementing powder (light green can), UPC 050000625505. This formula is NOT approved for the Arkansas WIC Program.

Approved formulas (until September 30, 2015) are:

Gerber Good Start Gentle (powdered, concentrate and RTU (ready to use)) – orange containers

Gerber Good Start Soy (powdered, concentrate and RTU (ready to use)) – blue containers

Gerber Good Start Soothe (powdered) – purple container

The name of the formula, type (powdered, concentrate and RTU), and size of container are printed on the participant's check. ALWAYS check this information against what the participant brings to the register. DO NOT assume that he/she has brought the correct formula or correct amount to the register.

When entering the amount of sale, be sure that the amount reflects the **total sale**. We also see checks where the price of only one can is entered for a transaction that should have been for 9 or 10 cans. This is costing our vendor community to lose hundreds of dollars every month.

If your store does not have enough formula to fill the check, you may not sell the participant less than what is indicated on the check.

Gerber 8 oz. Plastic 2-packs

Please review with your staff how to count the Gerber 8 oz. plastic 2-packs of infant fruits and vegetables in a WIC transaction. Many cashiers are counting them as one unit rather than two units. We are making a strong effort to raise participant awareness through our local health units about how to purchase the new 2-packs.

Arkansas WIC allows its participants to buy infant fruits and vegetables in 4 oz. glass jars **AND** 8 oz. plastic 2-packs. They may buy a combination of 4 oz. glass jars and 8 oz. plastic 2-packs on the same WIC check, **equaling the total number of 4 oz. units in the quantity column.**

If the WIC check has the following food benefit:

<u>Qty</u>	<u>Description</u>
16	4 OZ JARS INFANT FRUITS/VEGETABLES (1 PLASTIC 2-PACK=2 JARS)

The **maximum** number of plastic 2-packs the participant can buy with this check is **eight (8)**.



Clarification - Silk Original Soy Beverage

Silk Original soy beverage in the quart container (this is the shelf-stable tetra pack), is NOT WIC eligible. The company never increased the protein level in this product up to USDA standards. **Only the 64 oz. (half gallon) refrigerated Silk Original has the required protein level and is approved.**

Old Food Lists and Old Shelf Tags

During recent monitoring visits, we continued to see some vendors using old food lists (purple) and old shelf tags (red). Check your WIC folder, registers, and customer service desks for these items. Please discard immediately. These items have not been in use since October 2014. These items are not compliant with policy and do not count on monitoring visits.