

MI-WIC POLICY *Food Benefit Issuance EBT Card Security*

8.0 Food Benefit Issuance

Effective Date: 10/1/09

8.07 Manufacturers' and Stores Sales Promotion

PURPOSE: To allow WIC clients to take advantage of manufacturers' and stores' sales promotion when using the Michigan WIC Bridge Card to purchase authorized WIC foods.

A. POLICY:

1. When shopping with the Michigan WIC Bridge Card at WIC Vendors, WIC clients may take advantage of manufacturers' and stores' sales promotions offered and available to all customers.
2. WIC clients may take advantage of promotions that exceed the food quantities indicated on the shopping list or the federal maximums (i.e. free ounces or buy one get one free).
3. When "cents-off" coupons are used, the cashier is to enter the amounts of the "cents-off" coupons after scanning the WIC food items and before totaling the WIC purchase.

B. GUIDANCE:

1. Free Ounce Offer

In a "free ounce" offer, a manufacturer and/or store offers extra ounces of food at no additional cost. Bonus "ounces" of an item which exceed the amount on the shopping list will be allowed, as long as the regular cost of the original size item is charged and the extra ounce container does not become the standard size. The extra ounces will not decrement the available ounces on the shopping list.

For example, a manufacturer or store could be featuring two (2) extra free ounces of peanut butter sold in a special 20-ounce jar. A WIC client may purchase the 20-ounce jar, even though the quantity exceeds the quantity stated on the shopping list as long as the price does not exceed the cost of the 18-ounce jar. However, if the 20-ounce jar became a standard size, it could not be purchased with the Michigan WIC Bridge Card.

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2. Buy Something, Get Something Free

Some offers require a food item to be purchased to receive some other item free or at a reduced cost. A WIC client may take advantage of this offer using the Michigan WIC Bridge Card, as long as the food WIC is to pay for is a WIC authorized food.

- a. Buy one, get one free: The WIC client uses the Michigan WIC Bridge Card to purchase a WIC authorized food which is applied to this special offer and which entitles the purchaser to receive the free item.
- b. Buy one; get another at a reduced price: The WIC client purchases the full priced item with the Michigan WIC Bridge Card and then chooses to purchase the reduced item with the WIC Bridge Card or uses her or his own money or Food Stamp Bridge Card. When using the WIC Bridge Card, adequate quantity of the food item needs to be available.

3. Cents-off Coupons

The WIC client may use manufacturer and/or store "cents-off" coupons when purchasing WIC authorized foods. When a "cents-off" coupon is used, the store must deduct the worth of the coupon before totaling the WIC purchase.

Reference:

Michigan Department of Community Health Vendor Contract and Certification III. 10.
Guidance material from USDA Midwest Regional Office, letter MWSF-1:WC5, July 15, 1988.