

Use of Incentives, Promotions and Coupons

- I. WIC authorized vendors may not offer incentive items solely to WIC participants in an effort to encourage participants to redeem their WIC checks at their stores. Section 246.12(h)(3)(iii) of the Federal WIC regulations requires vendors to offer Program participants the same courtesies that are offered to non-WIC customers. Therefore, a WIC-authorized vendor may not treat WIC customers differently by offering incentive items that are not offered to non-WIC customers.
- II. Vendors must offer WIC program participants and non-WIC customers the same store promotions and sale items; this includes use of loyalty cards. Any vendor who knowingly refuses to provide a promotion or discount to a WIC customer is in violation of the vendor agreement.
- III. WIC customers may choose to use manufacturer and store coupons. The WIC vendor is not permitted to deny the use of in-store or manufacturer's coupons when using WIC checks.
 - a. In accordance to the Utah State Tax Commission administrative rule R865-19S-68(D), qualifying WIC purchases are exempt, whether or not a manufacturer's coupon is used and no sales tax is due on the purchase or on the subsequent receipt by the retailer of reimbursement from the manufacturer coupon.
 - b. Coupons can be accepted that offer a few free ounces of a WIC-eligible food in a larger container for the same price; or coupons that allow the client can get a free item when purchasing one item at regular price. Please note the additional quantity is not counted against the total quantity listed on the check.
 - c. WIC clients may also benefit from "cents off" coupons for WIC foods and coupons that offer free additional non-WIC items with the purchase of a specific WIC food. In accordance with the WIC redemption policy, the credit from the "cents-off" coupons must be deducted from the total amount on the WIC check and not be given to the WIC participant.