

Arizona WIC Program Lowest Cost Milk Q & A

Question: What should I do if our store runs out of our “lowest cost” milk (whole, reduced fat (2%), low fat (1%), or skim/fat free) that is specified on the WIC customer’s food instrument?

Answer: You will sell the WIC customer your next lowest cost milk (whole, reduced fat (2%), low fat (1%), or skim/fat free) as specified on their food instrument that is available at that time.

Example: Your store has run out of the lowest cost milk specified on the WIC customer’s food instrument and you have two other brands of milk available that cost more. You would sell the WIC customer your next lowest cost of brand of milk as specified on their food instrument. You do not have to adjust the selling price to meet your lowest cost milk price.



X Brand
1% Milk
\$3.49



Y Brand
1% Milk
\$3.89



Z Brand
1% Milk
\$3.99

Question: What should I do if a higher priced brand of milk goes on sale at a lower price than my “lowest cost” milk?

Answer: You will allow the WIC customer to purchase either your lowest cost milk or the milk that is currently on sale, whichever one the customer chooses and brings to the register for purchase. Your cashiers should be aware of all milk specials that are currently being run in your store on a regular basis.



X Brand
1% Milk \$3.49

**Both
Okay**



Z Brand
1% Milk \$3.99
Sale Price: \$2.99