

2019 WIC Vendor Training



ITCN WIC
INTER-TRIBAL COUNCIL OF NEVADA
WOMEN INFANT CHILDREN

Course outline

- What is WIC and why is WIC Important?
- WIC Approved Foods and Food Packages
- WIC Shopping, Transactions, UPC Submissions and the Claims Procedure
- Vendor Rights and Responsibilities
- Complaints
- Vendor Tools and References

What is WIC and why is WIC Important?

What is WIC?

WIC is a federally funded Supplemental Nutrition Program for income eligible pregnant, postpartum and breastfeeding women, infants and children up to age 5 who are at nutritional risk



Why is WIC Important?

The WIC Program aims to help safeguard the health of low-income women, infants and children up to age 5 who are at nutrition risk by providing the following:

- Nutrition education that provides information on healthy eating
- Promoting and supporting breastfeeding as an important part of the nutrition benefits WIC Participants receive
- Health and social services referrals
- Nutritious foods to help supplement diets

Why are WIC Vendors Important?

WIC Vendors are a VITAL part of the Nevada WIC Program:

- Vendors supply the nutritious foods needed to build healthy families
- All Vendor Staff are important in making the shopping experience work for WIC Participants
- Without Vendor partners, The Nevada WIC Program could not reach our goals helping families eat healthier foods



WIC Approved Foods and Food Packages

Authorized WIC foods

Milk

Yogurt (whole milk, low-fat and non-fat)

Eggs

Cheese

Dry Beans, Peas and Lentils

Canned Beans

Peanut Butter

Iron-Fortified Cereal

100% Fruit and Vegetable Juices

Fresh, Frozen and Canned Fruits and Vegetables

Varieties of Canned Fish

Whole Grains choices including 100% whole-grain and whole wheat bread, brown rice, soft corn and whole wheat tortillas and whole wheat pasta

Tofu

Soy Beverages

Iron-Fortified Infant Formula

Infant Cereal

Jarred Baby Food Meats, Fruits and Vegetables



Unauthorized Foods

NOT ALLOWED:

- Herbs: i.e. basil, cilantro, dill, sage, rosemary, etc.
- Individually wrapped cheese slices
- Nut butters or spreads
- Food with high sugar content
- Foods not appearing on a Participant's shopping list or balance inquiry
- Nut or rice milk

A large, 3D, red, glossy 'NO' sign. The letters are thick and have a reflective surface, giving them a three-dimensional appearance. The 'O' is a circle with a diagonal slash through it. The sign is set against a white background.

Least Expensive Brand Requirement

The Least Expensive Brand (LEB) Requirement means that WIC Participants can only purchase the least expensive brand available at the store for the following items:

- Eggs
- Milk
- Orange Juice
- Pineapple Juice

Least Expensive Brand (LEB) Requirement

- **REMINDER:** The only LEB items are eggs, milk, orange and pineapple juice. Store Staff cannot require a WIC Participant to purchase the least expensive brand for any other items
- Many brands of eggs, milk, orange and pineapple juice will scan as 'WIC approved', this does not mean these items are the "Least expensive brand available" (LEB) in your store
- Identifying LEB items in the store is the responsibility of the Vendor. Labeling stores LEB items with WIC Approved shelf tags is a great tool to help Participants and Store Staff



Milk

Types of milk issued are dependent on the age of the Participant

- Children 1-2 years of age are issued whole milk
- Children 2 years of age and over, pregnant, postpartum and breastfeeding women are issued 1%, skim or fat free milk

Milk is issued to Participants in quarts or .25 gallons

- Example: a Participant is issued 3.25 gallons and may redeem the milk in any size -
- Gallons (1.0 gallon), half gallons (.5 gallon) or quart (.25 gallon)

Remember: Milk is a Least Expensive Brand (LEB) Requirement for whole, 1%, skim and fat free

Milk Options

- Goats Milk
- Powdered Milk
- Soy Milk (refrigerated and shelf stable)
- Evaporated Milk
- UHT Milk
- Lactose Free/Reduced Milk (whole and low fat)
- Acidophilus (1% and 2%)

- **Nut and rice milks are not allowed**

The Legume Benefit. What Does it Mean?

Dry Beans/Peas, Canned Beans and Peanut Butter

Participants have the following options to redeem their Legume benefit:

- Peanut Butter 16-18 oz jar (1)
- Dry Beans/Peas 16 oz bag (1)
- 4 Cans of Beans 14-16 oz size
 - Once one can of beans has been purchased the remaining increments must be redeemed with only canned beans



WIC Tailors Food Packages to Participants

Infant food packages:

0-6 months

- Infant formula as listed on the participants benefit list

6-11 months

- Infant Formula
- Infant Cereal
- Infant Fruits and Vegetables
- Infant Meats (for exclusively breastfed infants only)



WIC Tailors Food Packages to Participants

Toddler food package: 12-24 months

- Cheese
- Yogurt (whole milk)
- Whole Milk
- Eggs
- Cereal
- Legumes
- Whole Grains
- Fruits and Vegetables \$8 cash value benefit (CVB)
- Single Strength Juice



WIC Tailors Food Packages to Participants

Child food package: 2-5 years

- Cheese
- Yogurt (low fat)
- Milk - 1%, skim or fat free
- Eggs
- Cereal
- Legumes
- Whole Grains
- Fruits and Vegetables \$8 cash value benefit (CVB)
- Single Strength Juice



WIC Tailors Food Packages to Participants

Pregnant and Post-Partum Women's food package:

- Cheese
- Yogurt (low fat)
- Milk - 1%, skim or fat free
- Eggs
- Cereal
- Legumes
- Whole Grains (pregnant women only)
- Fruits and Vegetables \$11 cash value benefit (CVB)
- Frozen juice concentrate



WIC Tailors Food Packages to Participants

Breastfeeding Food Package:

- Cheese
- Yogurt (low fat)
- Milk 1%, skim or fat free
- Eggs
- Cereal
- Legumes
- Canned Fish
- Whole Grains
- Fruits and Vegetables \$11 cash value benefit (CVB)
- Juice Concentrate



WIC Tailors Food Packages to Participants

Homeless Food Package

- Convenience Pack Juice
- UHT Milk
- Additional quantity of Canned Beans or Peanut Butter in lieu of Eggs
- Cereal
- Whole Grains
- Fruits and Vegetables \$11 cash value benefit (CVB)
- Ready to Feed Infant Formula



WIC Shopping, Transactions, UPC Submissions and the Claims Procedure

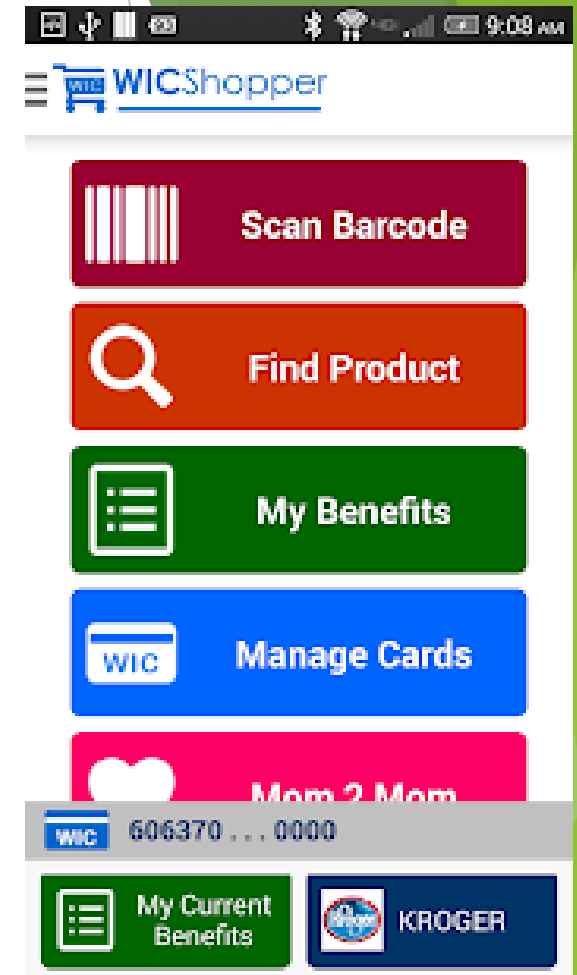
WIC shopping

- WIC food benefits are issued to Participants on an Electronic Benefit Transfer (EBT) Card
 - WIC Participants must set a PIN on the EBT card prior to shopping
- In the clinic Participants are given their shopping list and provided information on WIC foods
- Shopping for WIC foods can be difficult at times and sometimes Participants need a bit of assistance while in the store



WICShopper App

- The WICShopper app helps Participants shop by making it easier to identify WIC Approved foods which simplifies the WIC Shopping experience
- Participant's can view their available balance, get recipes and more
- The app allows Participants to scan UPC's while shopping letting them know if the item is WIC Approved and the quantity they have available
- The WICShopper app is also a tool Vendors can use to assist in applying shelf labels to the correct WIC approved foods



Transaction Procedure for Processing eWIC

All store Point-of-Sale systems work different. To lessen the chance of possible issues at the cash register it is best to:

- **Scan ALL items individually**
- If an item does not scan as WIC eligible, the Participant must be given the option to pay or remove the item prior to the finalization of the transaction
- Cash Value Benefit (CVB) - if a purchase goes over the dollar amount available, the Participant has the option to pay the difference or not purchase the items



Transaction Procedure (continued)

- Remember Cashiers must scan every item a Participant brings to the register
- If a scanned WIC food does not go through, tell the Participant the error message
 - If possible, offer the Participant the option to take a picture of the error message
- Ensure each item is scanned individually
- The only instance where a Cashier can make a WIC food eligibility determination is for LEB items (milk, eggs, pineapple and orange juice)



Scanning Issues

If a known WIC approved food is suddenly not scanning. Here are the troubleshooting steps Vendors need to take:

- **STORE STAFF** need to contact the Store's IT Department and report the error
- Verify the APL file downloaded correctly

If your store has a stand beside device to process WIC transactions, Staff must contact the FIS Helpdesk for assistance at 877-291-0433. *Location ID is listed on the terminal. Remember to download the APL file nightly on stand beside devices



UPC Reminders

- Nevada WIC adds new items and updates the approved UPC list on a monthly basis.
- UPC Lists can be accessed at:
<http://nevadawic.org/vendors>

WIC UPC Food List Database
Complete listing of Nevada WIC Approved Foods Universal Product Codes (UPC) and produce Product Look-up codes (PLU)

WIC UPC Food List Database

- Food Package Information
- Retail Integration
- Complaint Form
- How to Become a WIC Approved Vendor
- EBT Facts and Information
- Training Materials

Nevada WIC UPC Food List Database

- Baby Foods and Cereals (Excel)
- Canned Fish (Excel)
- Canned Fresh Vegetables (Excel) Fruit (Excel)
- Canned Vegetables (Excel)
- Cereal Legumes (Excel) (Excel)
- Cheese & Tofu (Excel)
- Eggs (Excel)
- Fresh Fruit (Excel)
- Fresh Vegetables (Excel)
- Frozen Concentrate Juice (Excel)
- Frozen Fruit (Excel)
- Frozen Vegetables (Excel)
- Infant Formula (Excel)
- Legumes (Excel)
- Milk and Soy (Excel)
- Peanut Butter (Excel)
- Single Strength Juice (Excel)
- Whole Grains (Excel)
- UPC Update Log 2017 (Excel)

- Baby Foods and Cereals (PDF)
- Canned Fish (PDF)
- Canned Fruit (PDF)
- Canned Vegetables (PDF)
- Cereal (PDF)
- Cheese & Tofu (PDF)
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- Legumes (PDF)
- Milk and Soy (PDF)
- Peanut Butter (PDF)
- Single Strength Juice (PDF)
- Whole Grains (PDF)
- UPC Update Log 2017 (PDF)

Request Form to Add a UPC for Approval

To request more WIC approved Shelf Tags, click on the image below.

WIC APPROVED

UPC's and Vendors

- Manufacturers often change packaging including the UPC. Nevada WIC staff work diligently to keep the APL file and website current
- Submit new UPC's to the State WIC Office. **If Nevada WIC does not have the new UPC/PLU, it cannot be added to the APL file**
- Your assistance is key in keeping the APL file updated with new WIC eligible items



Submitting a UPC Request

Steps to take when submitting a UPC request to the State WIC Office:

- Complete the UPC Request form
- Include a clear image of the product label that shows the name, ingredient list and size
- A picture of the UPC barcode
- Ensure all 12 digits of the UPC are included
- Send the submission via fax to: 775-684-4246
- Or send an email to the State WIC Office: wicgeneral@health.nv.gov



NEVADA WIC VENDOR UPC/PLU REQUEST FORM

Complete all sections of this form to add a product to the WIC approved UPC list and include the following:

1. Attach a copy of the **product label**, this must include the product name, size and ingredient list.
2. Attach a copy of the product **UPC barcode** all 12 digits must be listed and legible.
3. Fax or email this completed form, copy of label and barcode to:

Fax: NV State WIC
Program 775/684-4246

E-mail: Vendor Services
WICGeneral@health.nv.gov

Vendor Information		
Store/Distributor Name	Store Number	
Address	Phone Number	
City	Fax Number	
Product Information		
Food Item Name and Type:	Item Price	Package Size
UPC Code MUST INCLUDE ALL 12 DIGITS		
Authorized Signature		
Print Name	Date	
State Office Use Only		
Date Received		
Decision:	Approved	Not Approved
		Review Pending
Notes:		
Date UPC Entered	APL File #	Staff Initials

INCOMPLETE FORMS AND REQUESTS THAT FAIL TO INCLUDE COPIES OF LABELS, UPC BARCODES WILL NOT BE PROCESSED

Balancing

- Each business day, Vendors must balance or reconcile their transaction receipts. If Vendors discover that the net values or amounts of these items do not match, there may be an out-of-balance situation
- If an out of balance situation is discovered a claim/adjustment request must be filed



Claim Adjustment-Integrated Stores

How do I file a claim/adjustment request?

- Stores with an integrated Point-of-Sale system need to contact their Third Party Processor for assistance
- The error must be reported within **four (4) calendar days** of the transaction date to file an adjustment request
- If the error is not reported within **four (4) calendar days** of the transaction, the request may be denied



Claim Adjustment-Stand Beside Terminals

How do I file a claim / adjustment request?

- Call the FIS Help desk at 1-877-291-0433 within **four (4) calendar days** of the transaction date to file an adjustment request
 - If the error is not reported within **four (4) calendar days** of the transaction, the request may be denied
- The FIS Help Desk will collect the necessary information regarding the transaction, including a copy of the receipt and will submit an adjustment request on the Vendor's behalf



Vendor Rights and Responsibilities

Vendor Rights and Responsibilities

- Courtesy
- Complaints
- Vendor Incentive items
- Sanctions
- Minimum Stocking Requirements
- Infant Formula Suppliers
- Routine Monitor Overview
- Vendor Tools and References



Courtesy

- Treat WIC Participants with the same courtesy and respect given to any other customer
- Participants may not be discriminated against because they are on WIC
- WIC Participants must be able to shop at your store during the store's regular business hours
- WIC Participants must treat Vendors with courtesy



Restrictions on Vendor Incentive Items

Incentive items offered to all shoppers/customers are allowed and should be provided to all WIC Participants

The following incentives are allowed and will not be considered soliciting WIC Participants if offered to all shoppers:

- The use of coupons
- Buy one/get one free
- Store memberships/discounts
- Store club cards
- Employee discount cards for store employees who are WIC Participants



Incentives aimed at WIC Participants only are NOT allowed

Minimum Stocking Requirement (MSR)

Minimum Stocking Requirements have recently been modified and simplified

- More accommodating to Vendors, while still allowing adequate access to WIC foods for Participants
- Concentrate versions of formula are no longer a minimum stock requirement
- Vendors are required to meet minimum stocking requirements at all times

Infant Formula

All Vendors **MUST** carry the required contract Infant Formulas:

Milk Based: Similac Advance

UPC: 070074559582



Soy Based: Similac Soy Isomil

UPC: 070074559643



Infant Formula Suppliers

Vendors **MUST** purchase Infant Formula from a provider listed on the Authorized Infant Formula Supplier List

- Ensures an authentic product is being sold to WIC Participants
- Helps prevent counterfeit formula sales
- This requirement is in place to protect both the Participant and the Vendor



Sanctions



Sanctions can be imposed for a number of violations:

- Failure to maintain minimum stocking requirements
- Selling unauthorized foods
- Returning WIC purchases for cash or exchanging for different items
- Overcharging for WIC items
- Failure to keep at least one WIC lane open at all times
- Failure to maintain or provide purchase records for infant formula
- Other areas as outlined in the Vendor Sanction Schedule

Routine Monitor Overview

Routine monitors are performed for both randomly chosen and high-risk stores

- Vendors are required to provide a copy of Infant Formula Invoices
- Indicate where the Health Permit is posted
- WIC Staff conducting the routine monitor will walk the store, some of the items they will be looking for include:
 - Stocking levels
 - Shelf Prices
 - Correct placement of WIC Approved Shelf Tags

Complaints

Complaints

If necessary, complaint forms are available to both Participants and Vendors

Complaints may include, but are not limited to:

- Participants trying to return food purchased with WIC benefits for a cash refund
- Participants who are verbally or physically abusive
- Vendors not meeting minimum stock requirements
- Vendors denying Participants WIC approved food items
- Vendors treating WIC Participants with lack of courtesy or violating Participants confidentiality

Filing complaints

- To file a complaint, please complete the complaint form available on the Nevada WIC website. Please list as much information as possible. You may fax, mail, email or submit the form online to the Nevada State WIC Office.

Fax: 775-684-4246

Mail: State of Nevada WIC Program
400 West King Street, Suite 300
Carson City, NV 89703

Email: wicgeneral@health.nv.gov

- You may also file a complaint via our webpage at <http://nevadawic.org>



Vendor Tools and References

WIC Approved Shelf Tags

- The use of yellow WIC approved shelf tags is strongly encouraged. They are an excellent tool for both Vendors and Participants
- Shelf tags help WIC Participants identify LEB items at your store lessening confusion at the register
- To order shelf tags contact the Nevada State WIC Office or order online at <http://nevadawic.org/vendor>
- The WICShopper App can be used to help determine if an item is WIC Approved ensuring correct shelf tag placement



Important Reminders

- ALL WIC SALES ARE FINAL
- All WIC purchases are tax exempt
- WIC foods may not be returned for cash
- Scan every item individually and let the system decide if it is WIC approved
- It is the responsibility of the Store's Staff to contact their IT Department if a WIC Food does not scan
- Participants are allowed to pay the difference for fruit and vegetable purchases exceeding their cash value benefit (CVB)
- LEB categories are milk, eggs, orange and pineapple juice
- Coupons **MUST** be accepted if presented
- WIC foods may **ONLY** be exchanged for the exact same foods and **ONLY** if the can/container is damaged or expired



Exciting Updates for 2020

- New Food Brochures
- Updated Cashier Cards
- Updated Vendor Manual
- New Website

COMING

SOON!

Questions?

THANK YOU!

- The Nevada WIC Programs value the partnership we have with all our Vendors
- Without strong Vendor partnerships WIC cannot serve families in Nevada
- The WIC Programs want to strengthen the partnerships with all WIC Vendors. Vendor partners will soon begin to receive newsletters and emails regarding new efforts to make the WIC shopping experience easier for both Store Staff and Participants. Nevada WIC Program Staff welcome your ideas, input and partnership on streamlining and enhancing the WIC shopping experience!



Thank you!

Questions? Comments? We'd love to hear from you!

State of Nevada WIC Program Office: 775-684-5942

<http://nevadawic.org>

Inter-tribal Council of Nevada: 775-355-0600

<http://itcnwic.org>



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(2) fax: (202) 690-7442; or

(3) mail: program.intake@usda.gov.

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