




Steve Sisolak
Governor




Richard Whitley
Director

State of Nevada
Department of Health and
Human Services




5/31/2022 *Helping people. It's who we are and what we do.*

1



Agenda

- 📶 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



2

2



3



4

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 nutritional risk by providing the following:

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



5

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 benefits redeemed at your store contribute to your store's success.
- ❖ WIC shoppers buy other goods while shopping for WIC foods.



6



WIC Approved Foods and Food Packages

7

Authorized WIC Foods

- Milk
- Yogurt
- 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 (Cash Value Benefit)
- Varieties of Canned Fish
- Whole Grains (choices include 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)

8

Unauthorized Foods

NOT ALLOWED:

- Herbs: (for example) basil, cilantro, dill, sage, rosemary, etc.
- Individually wrapped cheese slices
- Nut butters or spreads (except peanut butter)
- Food with high sugar content
- Nut, rice, or other grain-based milk
- Foods not appearing on a Participant's shopping list or balance inquiry

9

Least Expensive Brand Requirement

The Least Expensive Brand is no longer Required by Nevada WIC

Participants may redeem any WIC approved brand of milk, eggs, orange and pineapple juice.

10

Beginning October 1, 2021

Added:

- 48 ounce 100% fruit and vegetable shelf stable juice

Removed:

- Yogurt sweetened with honey or stevia

Temporary:

- Increase to the Cash Value Benefit (CVB)
 - Available now through September 30, 2022
 - \$24/month for children,
 - \$43/month for pregnant and postpartum participants
 - \$47/month for breastfeeding participants
- Increased selection for formula
 - Available now through November 30, 2022
 - Please scan any formula to check if it's allowed.

11

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 NO LONGER has a Least Expensive Brand (LEB) Requirement

12

Milk Options

- ❖ Goat's Milk
- ❖ Powdered Milk
- ❖ Soy Milk (refrigerated and shelf stable)
- ❖ Evaporated Milk
- ❖ UHT(Ultra High Temperature) Milk (shelf stable)
- ❖ Lactose Free/Reduced Milk (whole and low fat)
- ❖ Acidophilus (1% and 2%)

Nut and rice (or other grains such as oat) milks are not allowed

13

Yogurt

- ❖ Types of yogurt issued are dependent on the age of the Participant
 - Children 1-2 years of age are issued whole milk yogurt.
 - Children 2 years of age and over, pregnant, postpartum and breastfeeding women are issued low fat or nonfat yogurt.
- ❖ Yogurts **NOT** allowed include:
 - **Drinkable**
 - **"Light"**
 - **Sweetened with Honey or Stevia**

14

What does the Legume Benefit provide?

Legumes include:

- Dry beans
- Dry peas
- Lentils
- Canned beans
- Peanut Butter

Participants have the following options to redeem their Legume benefit:

- Peanut Butter 16-18 oz jar (1)
- Dry Beans, Peas, and Lentils 16 oz (1 lb) bag (1)
- 4 cans of Beans 14-16 oz size
 - Once one can of beans has been purchased the remaining legume benefit must be redeemed with only canned beans.



15

WIC Tailors Food Packages to Participants

• Infant food packages:

- 0-6 months
 - Infant formula as listed on the participant's benefit list
- 6-11 months
 - Infant formula
 - Infant cereal
 - Infant fruits and vegetables
 - Infant meats (for exclusively breastfed infants only)

• Toddler food package 12-24 months

- Cheese
- Yogurt (whole milk)
- Whole milk
- Eggs
- Cereal
- Legumes
- Whole grains
- Fruits and vegetables \$9.00 cash value benefit (CVB) (temporarily increased to \$24)
- Single strength juice



16



WIC Tailors Food Packages to Participants

- **Child food package 2-5 years:**
 - Cheese
 - Lowfat yogurt
 - Milk – 1%, skim, or fat-free
 - Eggs
 - Cereal
 - Legumes
 - Whole grains
 - Fruits and vegetables - \$9 cash value benefit (CVB) (Temporarily increased to \$24)
 - Single strength juice

17



WIC Tailors Food Packages to Participants

<p>Pregnant and Postpartum Women’s food package:</p> <ul style="list-style-type: none"> • Cheese • Lowfat yogurt • Milk – 1%, skim, or fat free • Eggs • Cereal • Legumes • Whole grains (pregnant women only) • Fruits and vegetables - \$11 cash value benefit (CVB) (Temporarily increased to \$43) • Frozen juice concentrate or 46 oz. shelf-stable juice 	<p>Breastfeeding food package:</p> <ul style="list-style-type: none"> • Cheese • Lowfat yogurt • Milk – 1%, skim, or fat free • Eggs • Cereal • Legumes • Canned fish • Whole grains • Fruits and Vegetables - \$11 cash value benefit (CVB) (Temporarily increased to \$47) • Frozen juice concentrate or 46 oz. shelf-stable juice
--	---

18

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) (Temporarily increased to \$43 for pregnant women and \$47 for breastfeeding women)
- Ready to feed infant formula

19

WIC Shopping, Transactions, UPC Submissions, Claims Procedure



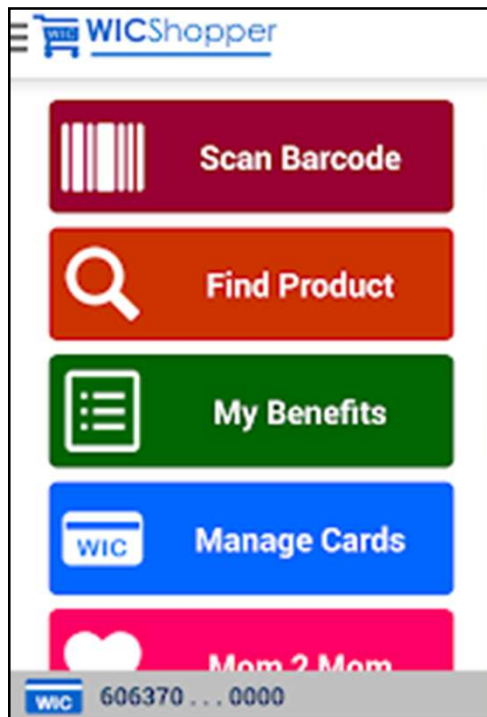
20

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
- Participants are given their shopping list and information about WIC foods at their WIC Clinic
- Shopping for WIC foods can be difficult at times and Participants may need assistance while in the store
- Participants should swipe their WIC Card before their SNAP Card



21



WICShopper App

- The WICShopper app helps Participants shop by making it easier to identify WIC Approved foods which simplifies the WIC shopping experience
- Participants can view their available balance, get recipes, and more
- The app allows Participants to scan UPCs 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

22

Transaction Procedure for Processing eWIC



- All store Point-of-Sale (POS) systems work differently. To lessen the chance of possible issues at the cash register it is important to:
 - Scan ALL items individually
 - If an item does not scan as WIC eligible the Participant must be given the option to pay by another method (SNAP, debit, or cash) or remove the item prior to the finalization of the transaction
 - Cash Value Benefit (CVB) – if a purchase exceeds the dollar amount available, the Participant has the option to pay the difference or not purchase the items

23

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 what the error message states
 - If possible, offer the Participant the option to take a photo of the error message
- Ensure each item is scanned **individually**
- Least Expensive Brand is **NO LONGER** a Nevada WIC requirement

24

Scanning Issues

If a known WIC approved food is suddenly not scanning:

Here are the troubleshooting steps:

- Store Staff need to contact the store's IT Department and report the error
- Verify the Approved Product List (APL) file downloaded correctly

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



25

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, it could be an out of balance situation
- If an out of balance situation is discovered a claim/adjustment request must be filed.



26

Claim Adjustment in Integrated Stores

How do I file a claim/adjustment request?

- Stores with an integrated POS system will 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*

27

Claim Adjustment with Stand Beside Terminals

How do I file a claim/adjustment request?

- Call the FIS Helpdesk at 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 Helpdesk 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

28

Vendor Rights and Responsibilities

29

Vendor Rights and Responsibilities

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

30

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



31

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 membership/discounts
- ❖ Store club cards
- ❖ Employee discount cards for store employees who are WIC Participants

Use of the WIC Logo in advertisement is strictly prohibited



32

Minimum Stocking Requirement (MSR)

Vendors are required to meet minimum stocking requirements at all times

- ❖ Minimum Stocking Requirements have been simplified
- ❖ More accommodating to Vendors, while still allowing adequate access to WIC foods for Participants
- ❖ Concentrated versions of formula are no longer a minimum stock requirement

FLEXIBILITY FOR MINIMUM STOCK DURING COVID

- ❖ Due to supply chain issues and recalls, minimum stocking requirement for formula is waived temporarily.



33

Infant Formula

All Vendors MUST carry the required contract Infant Formulas:

Milk Based: Similac Advance
UPC 070074559582



Soy Based: Similac Soy Isomil
UPC 070074559643



34

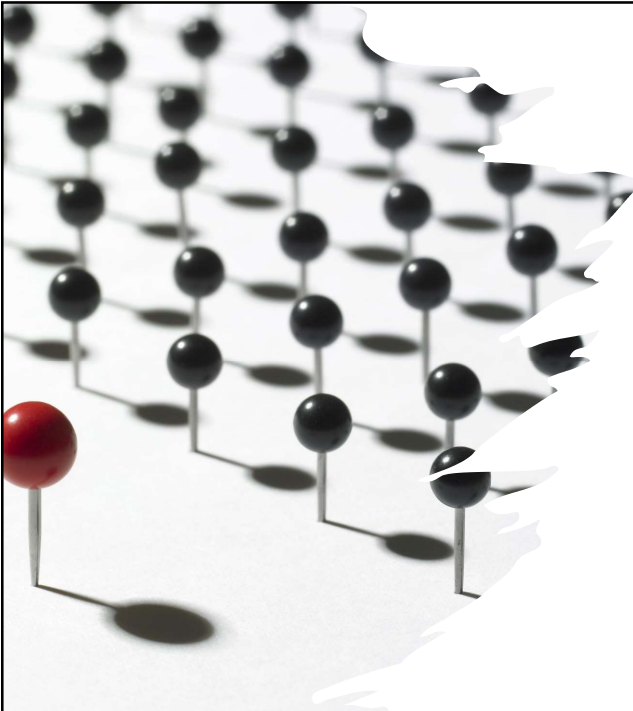


Infant Formula Suppliers


 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 protects both the Participant and the Vendor

35



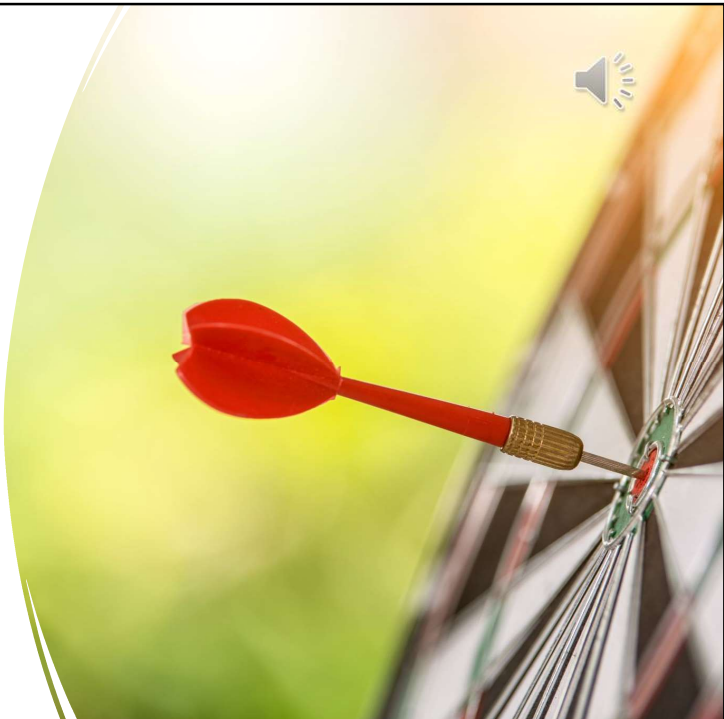
Sanctions



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 found here: <https://nevadawic.org/vendors/>

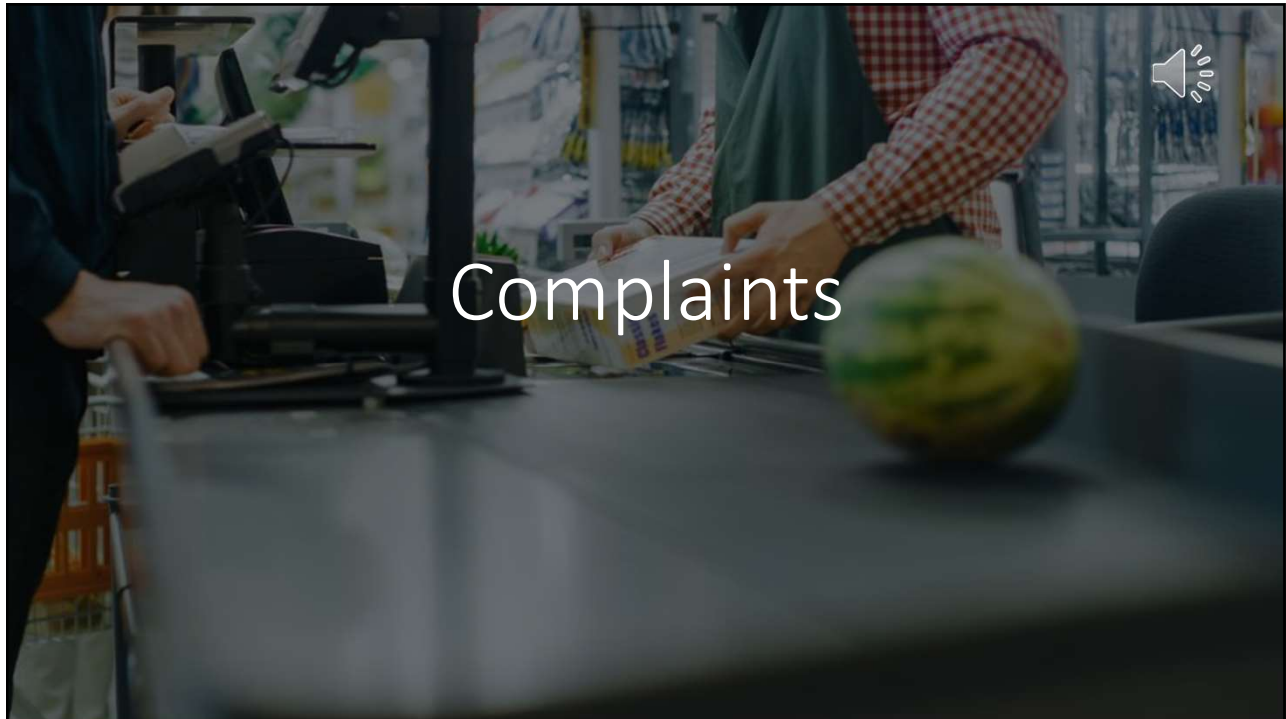
36



Routine Monitor Overview

- ❖ Routine monitors are performed for both randomly chosen and high-risk stores
- ❖ WIC staff conducting the 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
- ❖ Vendors are required to provide a copy of Infant Formula invoices
- ❖ Indicate where the Health Permit is posted

37



Complaints

38

Complaints

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 a lack of courtesy or violating Participant's confidentiality

39

Filing Complaints

To file a complaint, please complete the complaint form via the Nevada WIC website <https://nevadawic.org/contact/>. The form can be found under the "Contact" tab. Please list as much information as possible.

You may also call the Nevada State WIC office at 775-684-5942 to file a complaint.

To file a complaint with ITCN WIC please complete the complaint form via the ITCN WIC website <https://itcnwic.org>

40




41

The Nevada WIC Website

The Nevada WIC Website has numerous features for vendors:

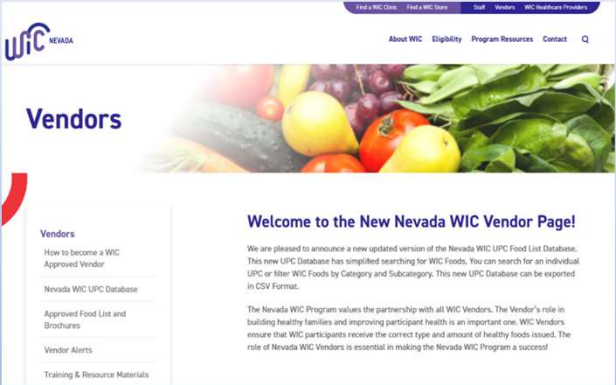
- ❖ The WIC UPC Database with simplified search capabilities
 - ❖ Search WIC foods by categories, subcategories, item description or UPC
- ❖ Vendor Alerts with current information on the Nevada WIC Program
- ❖ UPC Submissions
- ❖ Ordering form
 - ❖ Door signs
 - ❖ Lane Markers
 - ❖ Shelf tags

42




UPCs and Vendors

- ❖ Manufacturers often change packaging including the UPC. Nevada WIC staff work diligently to keep the APL file and website current
- ❖ Submit new UPCs 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



43



Submitting a UPC Request

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

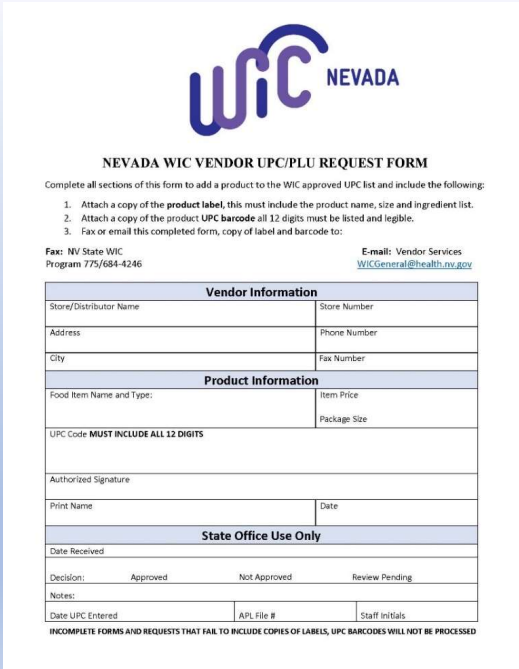
- ❖ Complete the UPC Request form
- ❖ Include a clear image of the product label that shows the name, ingredient list and size
- ❖ A picture of the UPC barcode
- ❖ Ensure all 12 digits of the UPC are included
- ❖ Submit via the Nevada WIC Website

or

- ❖ Send the submission via fax to: 775-684-4246

or

- ❖ Send an email to the State WIC Office using the new Vendor email address: DPBWICVendor@health.nv.gov

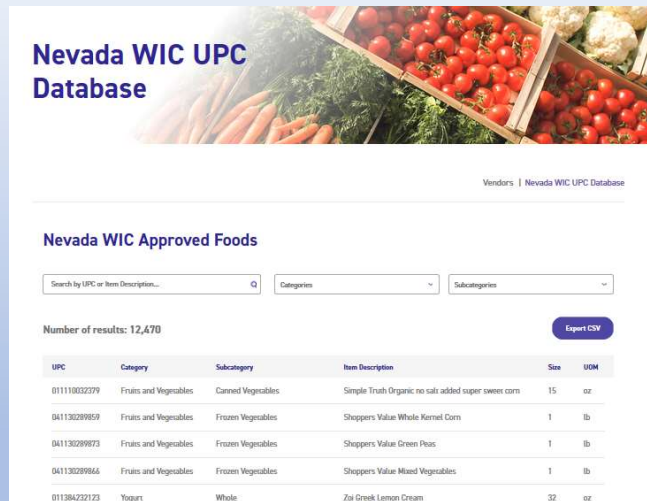


44

UPC Reminders

- ❖ Nevada WIC adds new items and updates to the Nevada WIC UPC Database on a monthly basis
- ❖ Nevada WIC UPC Database can be accessed at:

<http://nevadawic.org/vendors>



Nevada WIC UPC Database

Vendors | Nevada WIC UPC Database

Nevada WIC Approved Foods

Search by UPC or Item Description... Categories Subcategories

Number of results: 12,470 [Export CSV](#)

UPC	Category	Subcategory	Item Description	Size	UOM
01111032279	Fruits and Vegetables	Canned Vegetables	Simple Truth Organic no salt added super sweet corn	15	oz
04113028989	Fruits and Vegetables	Frozen Vegetables	Shoppers Value Whole Kernel Corn	1	lb
04113028987	Fruits and Vegetables	Frozen Vegetables	Shoppers Value Green Peas	1	lb
04113028986	Fruits and Vegetables	Frozen Vegetables	Shoppers Value Mixed Vegetables	1	lb
01138423213	Yogurt	Whole	Zai Greek Lemon Cream	32	oz

45

WIC Approved Shelf Tags


- ❖ The use of WIC approved shelf tags is strongly encouraged. They are an excellent tool for both Vendors and Participants
- ❖ Shelf tags help WIC participants identify WIC approved 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/Training & Resource Materials](http://nevadawic.org/vendor/Training&ResourceMaterials)
- ❖ The WICShopper App can be used to help determine if an item is WIC Approved ensuring correct shelf tag placement



46





Important Reminders



- **ALL WIC SALES ARE FINAL**
- All WIC purchases are tax exempt
- WIC foods may not be returned for cash
- Participants should swipe their WIC card before their SNAP card
- 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)
- **LEAST EXPENSIVE BRAND IS NO LONGER A NEVADA WIC REQUIREMENT**
- 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
- WIC is one of the few programs that Congress elected **NOT** to limit eligibility based on citizenship or immigration status

47

Thank You!

- ❖ The Nevada WIC Program values 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!

48



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



- **State of Nevada WIC Program Office:** 775-684-5942
- **State of Nevada WIC Vendor Email:** DPBHWICVendor@health.nv.gov
- <http://nevadawic.org>

This publication was produced by the WIC program of the Nevada State Division of Public and Behavioral Health with funding through grant number 7NV700NV7 from United States Department of Agriculture Food and Nutrition Services.

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotape, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at: http://www.ascr.usda.gov/complaint_filing_cust.html, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

(1) mail: U.S. Department of Agriculture Office of the Assistant Secretary for Civil Rights 1400 Independence Avenue, SW Washington, D.C. 20250-9410;

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

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

This institution is an equal opportunity provider.

