eWIC Glossary of Terms – Vendor, Section 1

Authorized Product List (APL): A list that includes all of Wisconsin WIC-approved foods for WIC agencies, vendors and participants to determine what foods can be purchased with *eWIC* cards. The APL includes each authorized brand/item with its product description, UPC, and package size. New approved products are added to the list and sent to the UPC database in ROSIE.

Cardholder: The person authorized to use the *eWIC* card to shop for WIC food benefits at WIC authorized vendors. The cardholder is typically the woman participant or the parent/guardian/caregiver of the infant or child participant. The cardholder is responsible for the *eWIC* card, even if the cardholder provides the card and PIN to another person.

CDP: Custom Data Processing – WIC Contractor who manages the WIC Direct System.

Electronic Benefits Transfer (EBT): The electronic transfer of government benefits to individuals through the use of card technology and point-of-sale terminals.

***eWIC*:** Electronic WIC is the term used by Wisconsin to describe the issuance of food benefits to participants via Electronic Benefits Transfer (EBT).

***eWIC* Account:** A family who has been issued an *eWIC* card and/or *eWIC* benefits. Accounts are identified by an *eWIC* Family ID number assigned by the *eWIC* contractor. Food benefits/packages for all participants in the household are aggregated into the *eWIC* account.

***eWIC* Card:** Magnetic stripe card used to purchase WIC authorized foods or formulas from a WIC family's *eWIC* account. Each card has a 16-digit Primary Account Number (PAN).

***eWIC* Proxy:** Persons authorized by the Cardholder to pick up food benefits at the local project and/or shop with the card at the store.

FIS: FIS Government Solutions - WIC Contractor who manages stand beside systems.

Food Benefits: The foods a participant receives from WIC for a selected month. Food benefits provide specific amounts of WIC authorized foods, formulas, and/or a fixed-dollar amount for participants to receive fruits and vegetables.

> **Food Benefit Balance:** Unspent food benefits for the current month that are available to purchase by the cardholder. Each month's food benefits expire at midnight of the Last Date to Use. The benefit balance is printed on the cash register receipt after each purchase and can also be obtained from the IVR, the local project, and (if available) at the customer service desk at the grocery store.
>
> **Food Benefit Issuance**: Sending the family's food benefits to the *eWIC* account to be accessed by the cardholder at the store.
>
> **Redeemed Food Benefits:** The benefits that have been used by the cardholder after the First Date to Use and before the Last Date to Use.

Food Package: The participant's combined food benefits for a selected month.

Integrated vendor: A WIC-authorized store that uses a multi-function point of sale system. Registers accept WIC in all lanes and require a single scan to verify the item's WIC eligibility and ring up the purchase. Integrated vendors support "mixed basket" transactions where WIC, SNAP, debit, etc. can be rung up together and tendered separately.

Interactive Voice Response (IVR): The automated toll free customer service phone line for WIC maintained by FIS where cardholders can set and change their PIN, and check benefit balance and transactions. The number is 1-877-231-3452.

Merchant Agreement: An agreement between FIS and the Vendor who are using stand-beside systems. The agreement lists the terms and conditions for the use of the stand-beside equipment and FIS's processing obligations.

Mixed Basket: A transaction consisting of multiple tender types such as WIC, FoodShare, and debit where WIC foods do not need to be separated from other groceries.

Not to Exceed (NTE): The maximum price established by the State WIC Program that the state will reimburse the vendor for an approved food item.

Personal Identification Number (PIN): A 4 digit number set by the cardholder to maintain secure access to the food benefits via the eWIC card. The PIN may be set or changed by the cardholder via the *eWIC* website or IVR.

Product Look Up (PLU): A 4 digit code on fresh produce. Wisconsin WIC will not collect PLUs; they will be "rolled up" to a generic UPC.

Point of Sale (POS) Terminal: An electronic device used by retailers to process credit and debit transactions.

Primary Account Number (PAN): The 16 digit number on the front of an *eWIC* card.

Shopping List: A list issued and given to the family that includes all of their available foods. The shopping list can be printed at the local WIC office at each visit.

Stand-beside Vendor: A WIC-authorized grocery store that uses a point of sale device provided by FIS. Stand-beside equipment requires two scans of the items; one in the point of sale device to make sure the items are WIC-approved and another to ring up the purchase in the store register. Shoppers must keep WIC transactions separate at stand-beside vendors. WIC might only be accepted in some lanes.

UPC Database: The database maintained in ROSIE of all the Universal Product Codes (UPC) associated with each food item on Wisconsin WIC's approved product list. The UPC is the barcode on packaged items.

State of Wisconsin
Department of Health Services
Office of the Inspector General
P-00937 (01/2015)