DATE: September 2017  
TO: WIC Authorized Vendors  
From: Chris Grover  
Vendor Relations Manager  
SUBJECT:  2017 Annual Training- Complete by reading this document. There is no group training session or form to complete.

Please forward this information to appropriate store personnel.  
At least one person from each store is required to read this annual WIC training document and share the information as needed. Further information about the WIC requirements, approved foods, minimum stock requirements, and authorized infant formula suppliers may be found in the WIC Vendor Manual and on our website, http://dhs.wisconsin.gov/wic/vendor/index.htm

WIC is a nutrition and health program designed to help meet the nutritional needs of each WIC participant. WIC provides nutrition education, breastfeeding support, supplemental nutritious foods, and referral to health and nutrition services. The services provided by WIC:

- Improve birth outcomes to reduce infant illness and deaths during the first year of life.  
- Improve the health and nutrition of women, infants, and children.  
- Help families achieve healthy, life-long eating habits.

WIC authorized vendors provide the nutritious foods that are critical to the success of the program! Thank you for your support!

eWIC Transaction Requirements

- The PLU or UPC on the product to be purchased must be scanned or entered for all items to be purchased with an eWIC card. Using the quantity multiplier key is not advised. Stand-beside device users do not scan UPCs or enter PLUs for cash value benefits (CVB) fruits and vegetables. The dollar value is entered.
- The cash register system or stand-beside device determines if the item is allowed. No overrides or substitutions are allowed.  
- Allow the cardholder to determine the number of items to purchase from available benefits.  
- Allow the cardholder to use another form of payment if the purchase exceeds the benefit balance for fruit and vegetables and any additional items not paid by the eWIC card.  
- Never ask for the cardholder’s PIN number or keep the eWIC card.  
- Cash register receipts must be provided.  
- Refunds or exchanges are not allowed. However, vendors may replace a defective or expired WIC food with the same product in the same dollar amount and quantity.  
- "Rain checks" or credit for future purchases are not allowed.  
- No cash or other considerations are allowed in exchange for WIC benefits.  
- Any cash register system changes or updates affecting WIC functionality must be reported to the State WIC office at (608) 266-6912.

www.dhs.wisconsin.gov
**WIC Approved Foods**
The *WIC Approved Foods* booklet includes color photos and lists the types, brands or varieties of approved foods. It is designed to be used by cashiers and participants to identify WIC approved foods. A copy must be available at each cash register.

The Approved Products List (APL) contains UPCs and PLUs for each WIC-approved food item. Authorized vendors are responsible for ensuring that the most current version of the APL is available on all registers that process eWIC transactions. For stores using an integrated cash register system, contact your system’s representative for assistance. Stores using a stand-beside device should contact FIS at 877-227-6347 if assistance is needed.

**New Gerber Packaging**
Gerber began shipping infant foods with new package designs and updated nutritional labels in August. Three products have name changes and are listed below. The UPCs are not changed and all remain WIC approved. There is no price increase.

<table>
<thead>
<tr>
<th>Current Product Name</th>
<th>New Product Name</th>
</tr>
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<tbody>
<tr>
<td>Garden Vegetables</td>
<td>Pea Carrot Spinach</td>
</tr>
<tr>
<td>Mixed Vegetables</td>
<td>Carrot Sweet Potato Pea</td>
</tr>
<tr>
<td>Banana Mixed Berry</td>
<td>Banana Blackberry Blueberry</td>
</tr>
</tbody>
</table>

**Recordkeeping**
Vendor business records must be maintained for a period of three years. This includes all paper or electronic records used for state or federal tax reporting purposes and other WIC program records including: inventory records showing all purchases for WIC-approved food and formula items, wholesale and retail, in the form of invoices, books of account, shelf price records, and other pertinent records. Receipts must contain the required information specified on page 23 in the *WIC Vendor Manual*.

**Approved Formula Suppliers**
Only purchase infant formula provided to WIC participants from a supplier listed on the authorized infant formula supplier list. This list is available on the WIC website or upon request.

**Minimum Stock Requirements**
Grocery stores must meet minimum stock requirements at all times on the shelves or coolers in the customer area of the store. There are no changes to the minimum quantities since the changes discussed during the September 2016 trainings.

**Comply with Program Requirements and Sanctions**
Authorized WIC vendors must agree to follow the WIC Program's policies and procedures as stated on the *Wisconsin WIC Retail Vendor Application* form, the *Stock Price Survey*, the *Agreement Between the State of Wisconsin and the Vendor*, the *WIC Vendor Manual*, Wis. Stat. § 253.06, Wis. Admin. Code ch. DHS 149, 7 CFR246, and other written notices. The requirements agreed to in the signed Agreement are binding and contractual. The sanctions for program violations are included in a copy of the Agreement found in the *WIC Vendor Manual*, Appendix A.
Disqualification from WIC is reported to SNAP (FoodShare) and may result in a store being disqualified from SNAP. Such disqualification may not be subject to administrative or judicial review.

**Change in Ownership or Location**

Vendors should immediately report a change of ownership (including changes in stockholders or members) and permanent or temporary store closings to the local WIC project and the State WIC Office at 608-266-6912. All WIC business must cease at that location on the legal date of the change or closing. Some examples that may indicate a change of ownership include: new sole owner, partner, stockholder, or LLC member; asset purchase of a corporation or LLC; new FEI number; new Seller’s Permit or taxpayer’s number; new food dealer’s license; retirement or death of a sole owner, partner, stockholder, or LLC member.

On the date of a change of ownership, the WIC Vendor number and X9 number will be terminated at 11:55 pm Central Time. If any WIC transactions are conducted under the previous ownership after this time, that ownership will be operating without authorization and may be sanctioned.

**Vendor Complaint Process**

Vendors shall notify the local WIC project when cardholders have failed to comply with WIC Program requirements or are abusive to store personnel. Complete the Vendor/Participant Complaint form (F-44322). The local WIC project will provide the participant with additional training on the approved foods and appropriate check-out procedures.

**Incentives**

Vendors are required to offer participants the same courtesies offered to other customers and in accordance with the equal opportunity guidelines under Title 7 CFR Part 15. This includes money saving promotions like coupons, price matching, free ounces, “buy one, get one free deals” and reward programs. Offers cannot be made to only WIC customers. Details on how to handle incentives are found in the WIC Vendor Manual.

Above-50-percent vendors are prohibited from providing any incentive items to WIC participants. Incentives include items or services provided by a vendor to attract customers or encourage customer loyalty.

**Questions**

Contact Chris Grover at 608-261-6382 if you have any questions.