

Scott Walker
Governor



OFFICE OF THE INSPECTOR GENERAL
WIC VENDOR AND INTEGRITY UNIT
1 WEST WILSON STREET
PO BOX 309
MADISON WI 53701-0309

Linda Seemeyer
Secretary

State of Wisconsin
Department of Health Services

Telephone: 608-266-6912
Fax: 608-266-1514
TTY: 711 or 800-947-3529

DATE: September 2018
TO: WIC Authorized Vendors
From: Chris Grover
Vendor Relations Manager
SUBJECT: New Types of Potatoes Added
2018 Annual Training and Updates- *Complete by reading this document. There is no group training session or form to complete.*

New Frozen and Canned Potatoes Added - Alert Cashiers/Managers

Effective September 1st, fresh, frozen, and canned potatoes and mixtures containing potatoes are allowed with the WIC fruit and vegetable benefits. *Potatoes with added sugar, fat or oil; french fries and formed potato tots, crowns or patties are not allowed.*

Commonly allowed products include:

- Hash browns (shredded, diced, or O'Brien) – Allowed brands include - Alexia, Food Club, IGA, K&K Farms, Mr. Dell's, Schnucks, Shurfine and Sno Pac. *Many other popular brands available contain dextrose (a form of sugar) and are not allowed.*
- Mash potatoes – Allowed brand - Ore-Ida Steam 'n' Mash. *Most brands have added fat like butter, oil, or cream and are not allowed.*
- Canned potatoes – Most brands are allowed. *Canned mixed vegetables containing potatoes also include lima beans and are not allowed.*
- Frozen mixed vegetables with potatoes – Most brands are allowed.

IMPORTANT: *The UPCs for many eligible products have been added to the Approved Products List (APL). The store's APL must be up-to-date to allow the new potato items.*

An insert with the potato information for the Approved Foods Booklet will be distributed to WIC shoppers. If you would like copies for your store, contact the State Vendor Management Office at 608-266-6912.

Annual Training Information- Forward 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.

eWIC Transaction Requirements

- The UPC attached to the product the shopper is purchasing must be scanned. Scanning UPCs clipped and attached to a sheet or any other method is a violation of WIC regulations. This does not apply to fruits and vegetables purchases on a stand-beside device.
- Using the quantity multiplier key is not advised.
- 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.

Approved Foods

Authorized vendors are responsible for ensuring that the most current version of the *Approved Products List (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.

The *WIC Approved Foods* booklet is designed to assist cashiers and participants identify WIC approved foods. A copy must be available at each cash register.

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.

2018 Civil Monetary Penalty (CMP) Inflation Adjustment

The maximum CMP is changed to reflect inflation annually. The new maximum penalty for a vendor receiving a mandatory six-year, three-year or one-year disqualification is \$15,041 for each violation, except that the maximum penalty for violations occurring during a single investigation is \$60,161. A CMP shall be imposed by the state WIC office in lieu of disqualification when that action would result in inadequate participant access per Wis. Adm. Code §DHS 149.12.

Claims Procedure

Wisconsin WIC Program may deny payment or initiate a claim for improperly transacted eWIC purchases. WIC may also initiate a claim if prices are submitted above the calculated cost competitive pricing for the assigned peer group. Disputes regarding eWIC payments and vendor claims are not subject to appeal. Vendors will be allowed to justify or correct an overcharge as permitted in 7 CFR 246.12(k)(3).

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.

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*.

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.

Thank You and Contact Information

Thank you for providing the nutritious foods which are critical to the success of the WIC Program! Contact Chris Grover at 608-261-6382 if you have any questions.