

# WIC Vendor Training *for Grocery Store Associates*

Mississippi State Department of Health  
WIC Program

## Objectives

- Understand the Purpose of WIC
- Understand the Role of a WIC Vendor
- Understand WIC Vendor Requirements
- Learn About WIC Approved Foods and How They Are Maintained
- Identify an eWIC card
- Understand how to process an eWIC transaction
- Learn How WIC Monitors Stores and Assigns Sanctions
- Learn Additional Aspects of the WIC Program

## Purpose of WIC

WIC is a federally funded program, administered at the federal level by the United States Department of Agriculture (USDA) Food and Nutrition Service (FNS).



## Purpose of WIC



The mission of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is to safeguard the health of low-income women, infants, and children up to age five who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care.



## Mississippi WIC Program

- Established in 1972
- Provides healthy food choices and nutrition education for mothers and families in Mississippi
- Mississippi WIC Program served approximately 90,000 Mississippians in Federal Fiscal Year (FY) 2019
- Services are available in all Mississippi counties through a grant from the United States Department of Agriculture (USDA) Food and Nutrition Service (FNS)



# Role of a WIC Vendor

## WIC Vendors



WIC vendors play an important role in the health of WIC participants.

WIC electronic benefit cards, referred to as eWIC cards, contain a food prescription designed to supplement the WIC customer's nutritional needs. The vendor fills the prescription, ensuring that the participant receives what is prescribed.

## Vendor Customer Service

- Always treat WIC Participants with courtesy and respect
- WIC Participants must not be discriminated against
- WIC Participants must be able to shop at your store during regular business hours



## WIC Vendors

The Vendor's role is vital to the success of the WIC program because the nutritious WIC foods are designed to promote the healthiest possible birth outcomes, as well as the growth and development of children.

**WIC appreciates *you* being a partner with *us*  
in providing nutritious foods to  
Mississippi families!**



# WIC Vendor Requirements

## WIC Vendor Requirements

MSDH WIC Program requires vendors to meet these requirements:

- Maintain a minimum stock of WIC approved foods.
- Use of specified infant formula suppliers
- Uniform treatment of customer sales practices
- Use of shelf tags
- Identify store brand

## Minimum Stock Requirements

The minimum stock requirements are the minimum variety and quantity of supplemental foods that a vendor must stock to be an authorized WIC vendor.

Category	Type or Brand	Minimum Quantity
Infant Formula	12.4 – 12.5 oz. cans powder standard milk-based formula – WIC approved	12 cans
	12.4 – 12.9 oz. cans powder soy, reduced lactose, and added rice starch formula – WIC approved	9 cans of each
Infant fruits and vegetables	4 oz. jars with at least 3 varieties of vegetables and 3 varieties of fruits – WIC approved	48 jars total
Infant Cereal	8 oz. box of dry infant cereal without fruit (Rice, Oatmeal, or Barley) – WIC approved	6 boxes
Milk	Whole milk – WIC approved	6 gallons total
	1%, or fat free (skim) – WIC approved	12 gallons total
	Dry milk – WIC approved	3 boxes
Cheese	16 oz. cheese (Must carry at least two varieties) – WIC approved	8 pounds total
Eggs	Large white eggs, grade A or AA – WIC approved	9 dozen total
Cereal	At least 6 varieties of hot or cold cereal – WIC approved	36 boxes total
	At least 12 boxes of cereals carried must be whole grain – WIC approved	
Bread	16 oz. whole grain bread – WIC approved	4 loaves
	Any combination of tortillas or brown rice – WIC approved	4 packages/bags
Juice	64 oz. bottles of juice in at least two flavors – WIC approved	5 bottles
	48 oz. container or 11.5 – 12 oz. conc. or frozen juice in at least two flavors – WIC approved	8 containers
Peanut Butter	16 – 18 oz. jars of peanut butter – WIC approved	6 jars
Dry beans/peas or canned beans/peas	16 oz. package of dry beans/peas in 3 varieties – WIC approved	6 bags
	15 – 16 oz. cans beans/peas in 3 varieties (No Added Flavors) – WIC approved	16 cans
Chunk tuna –or- pink salmon	5 oz. cans tuna – WIC approved	6 cans
	14.75 oz. cans salmon – WIC approved	
Fruits and vegetables	At least 5 varieties of fresh fruits and 5 varieties of fresh vegetables	\$24 dollar retail value
	At least 5 varieties of canned fruits and 5 varieties of canned vegetables – WIC approved	24 cans total

## Minimum Stock Requirements

- If MSDH WIC State Office staff monitors your store and finds that minimum stock is less than required, you will be issued a warning notice to correct your deficiencies and/or given notice of a sanction
- If you have any questions about the minimum stock requirements, refer to the Mississippi Vendor Handbook: Minimum Stock Requirements or the MSDH website at: [www.freshnewwic.com](http://www.freshnewwic.com)



## Infant Formula Supplier Guidelines

An infant formula supplier is a manufacturer, wholesaler or distributor from which infant formula is purchased for distribution to WIC participants.

- All vendors are required to order WIC approved infant formula only from the approved list of manufacturers, wholesalers and distributors provided by the MS WIC Program to ensure product integrity
- A listing of approved suppliers is posted on our website at: [www.freshnewwic.com](http://www.freshnewwic.com) under the documents and forms section

## Sales and Promotions



WIC participants must be allowed to participate in eligible sales and in-store promotions offered by the vendor.

## WIC Approved Shelf Tags

- WIC Approved shelf tags are tags or stickers used to identify WIC approved products at WIC authorized vendor locations
- Vendors are required to label all store brand declared items (i.e. milk, eggs, and cheese) with the “WIC Approved” shelf tags
- Store designed “WIC Approved” shelf tags may be used if approved by MS WIC
- Contact the MS WIC State Office if you need more shelf tags



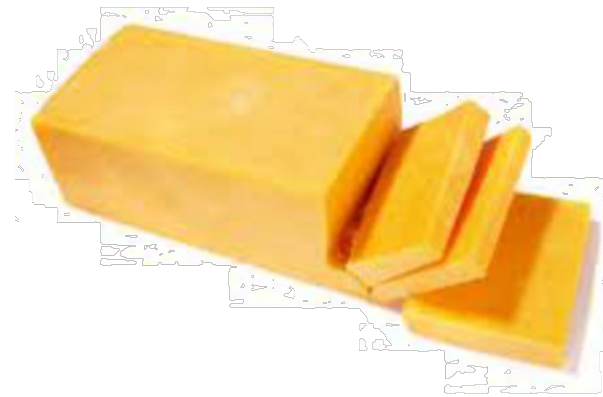


## Store Brand Requirement

The MSDH WIC Program requires vendors to declare the store brand of the following items:

- Eggs
- Milk
- Cheese

Make sure these items are labeled with WIC approved shelf tags



# WIC Approved Foods



## WIC Approved Foods

With eWIC, the POS system determines which foods are authorized for the WIC customer.

The **Mississippi WIC Vendor Food Guide** describes the eWIC shopping procedures and identifies WIC authorized foods.



## WIC Approved Foods

- Milk
- Eggs
- Cheese
- Beans/ Peas
- Peanut Butter
- Iron- Fortified Cereal
- 100% Fruit Juice
- Fruits and Vegetables
- Canned Fish
- Whole Grains
- Yogurt
- Soy Beverages
- Infant Formula
- Infant Cereal
- Baby Food Meats, Fruits, and Vegetables

## Fresh Fruits & Vegetables

Any variety of fresh fruits and vegetables are WIC approved including:

- Bagged fruit and vegetables
- Bagged salad greens
- Tubs of cut fruit or vegetables (without dressing or dip)
- Organic fruits and vegetables



## Fresh Fruits & Vegetables

### Fresh Fruits & Vegetables **Not Allowed**

- Items for purchase at the salad bar
- Bagged salad mixes with dressing, croutons, nuts or dried fruit
- Fruit baskets or party trays
- Peanuts
- Decorative fruits or vegetables (Ex: Painted Pumpkins)
- Herbs and spices

## Frozen Fruits

**Any brand** or package size of whole or cut frozen fruits are WIC approved.

### Frozen Fruits **Not Allowed**

- Fruit bars, popsicles, fruit smoothies
- With sugar or other sweeteners (Example—syrup or Splenda)



*\*Images represent examples of any brand*



## Frozen Vegetables

Any variety of frozen vegetables are WIC approved including:

- **Any brand**, size or package type
- Any plain vegetables or plain vegetable mixtures without white potatoes
- Any beans or mixtures with beans or peas (for example, mixed vegetables with lima beans)



*\*Images represent examples of any brand*

## Frozen Vegetables

### Frozen Vegetables **Not Allowed**

- With pasta, noodles, nuts, rice, cheese or meat
- With butter, oil, sauces, glazes, breading, herbs or seasonings
- Frozen potatoes, sweet potato fries, french fries, hash browns or shaped potatoes

## Canned Fruits

**Any brand** and variety of canned fruits are WIC approved including:

- Packed in water, juice or fruit juice concentrate
- Any plain fruit or plain fruit mixture
- Any container type or size
- Applesauce – no sugar added or unsweetened varieties only



*\*Images represent examples of any brand*

## Canned Fruits

### Canned Fruits **Not Allowed**

- Cranberry sauce, pie filling
- With any syrup (heavy, light, naturally light or extra light)
- With added sugar (sweetened juice, fruit gel or nectar)
- With artificial sweetener (for example—Splenda or NutraSweet)

## Canned Vegetables

Any variety of canned vegetables are WIC approved including:

- **Any brand** or size
- Plain vegetables and plain vegetable mixtures including green (sweet) peas, green/snap/wax/yellow beans and sprouts



*\*Images represent examples of any brand*

## Canned Vegetables

### Canned Vegetables **Not Allowed**

- Pickles and pickled vegetables (for example, sauerkraut)
- Creamed vegetables (for example, cream style corn)
- Baked beans, pork and beans, or refried beans
- Chopped garlic in oil
- Soup, ketchup, relish and olives
- Canned white potatoes



## Canned Tomato Products

Any variety of canned tomato products are WIC approved including:

- **Any brand** or size
- Whole, diced, crushed or stewed tomatoes
- Tomato sauce, paste or puree



*\*Images represent examples of any brand*

## Canned Tomato Products

### **Canned Tomato Products **Not Allowed****

- With herbs or seasonings (onions, chilies, garlic)
- Pizza, lasagna or spaghetti sauce
- Soup, salsa, or ketchup
- With any oil

# Cereal: Specified Brands and Varieties Only

11 oz.- 36 oz. boxes or bags only, up to the eWIC benefit balance quantity are authorized.



## Milk

Declared store brand available at time of purchase are WIC approved including:

- Fat-free
- 1% low-fat
- Whole (for children 12-23 months only)
- Chocolate
- Lactose-free/reduced
- Calcium enriched





## Dry, Evaporated, and UHT Milk

Approved only when specified on the eWIC card:

- Evaporated (canned milk), 12 oz. can, Carnation and Pet brands only
- Dry Milk (powdered) 9.6 oz. box
- Ultra-high temperature (UHT) milk, quart



*\*Images represent examples of any brand*

# Milk

## Milk **Not Allowed**

- Acidophilus treated
- Condensed
- Organic
- Goat
- Nut-based (Almond, Cashew, Coconut)
- Rice



## Soy Milk

Approved only when specified on the eWIC card. These brands and varieties in half-gallon refrigerated carton:

- 8th Continent (Original or Vanilla only)
- Silk (Original only)



## Cheese

Declared store brand at time of purchase, 16 oz. package, are WIC approved including:

- Processed American
- Cheddar
- Colby
- Monterey Jack
- Colby Jack
- Mozzarella
- Swiss



# Cheese

## Cheese **Not Allowed**

- Cheese food
- Cheese spread
- Cheese product or imitation
- Mixes
- Sticks
- Crumbles
- Cheese from the deli or cheese shop
- Peppers or other added ingredients

## Eggs

Declared store brand available at time of purchase, Grade-A, Large, one dozen carton, are WIC approved.



### Eggs **Not Allowed**

- Brown eggs
- Specialty eggs
- Eggland's Best

# Yogurt

32 oz. containers, Nonfat or Low-fat, of the following brands only:

- Dannon
- Dannon Light & Fit
- Dannon Oikos
- Yoplait
- Chobani
- Great Value
- Kroger
- Yoplait Gogurt



## Yogurt – Whole Milk

Whole milk yogurt when specified on the eWIC card, 32 oz. containers, of the following brands only:

- Chobani
- Dannon
- Dannon Oikos
- Kroger





# Yogurt

## Yogurt **Not Allowed**

- Organic yogurts
- Drinkable yogurts
- Yogurts with mix-in ingredients such as: granola, candy pieces, honey, nuts or similar ingredients

## Juice

Multiple sizes and varieties of juice are WIC approved. The juice:

- Must be 100% juice without added sweeteners
- May contain added calcium
- May not be fruit punch, fruit drink or drink aides



## Frozen Juice

11.5 - 12 oz. containers are WIC approved with the following restrictions:

- All flavors of Old Orchard are approved.  
**Must have a green lid.**
- **All brands** of orange juice are approved
- Only Seneca apple juice is approved
- Only Dole pineapple juice is approved



## Non-Frozen Pourable Concentrate Juice

11.5 containers are WIC approved with the following restrictions:

- Only Welch's brand in grape, apple, or tropical flavors



## Bottled Juice

48 oz. containers of 100% juice are WIC approved with the following restrictions:

- All flavors of Juicy Juice are approved
- **All brands** of orange juice are approved
- Only Lucky Leaf and Seneca apple juice are approved
- Only Northland cranberry juice is approved
- Only Welch's grape juice is approved
- Only Libby's pineapple juice is approved



## Bottled Juice

64 oz. containers of 100% juice are WIC approved with the following restrictions:

- All flavors of Juicy Juice are approved
- **All brands** refrigerated and non-refrigerated orange juice are approved
- Northland cranberry juice blends are approved
- Only Libby pineapple juice is approved
- Only Lucky Leaf apple juice is approved
- Only Welch's grape juice is approved





## Bread

Whole wheat and whole grain bread are WIC approved in the following brands and varieties, 16 oz. package size only:

- Bimbo 100% Whole Wheat
- Nature's Own 100% Whole Wheat
- Nature's Own 100% Whole Wheat with Honey
- Pepperidge Farm 100% Stone Ground Whole Wheat
- Roman Meal Sungrain 100% Whole Grain
- Sara Lee 100% Whole Wheat
- Wonder 100% Whole Wheat
- Arnold 100% Whole Grain Sliced Buns



## Brown Rice

**Any brand** regular, instant, or boil-in-bag rice in 14-16 oz. bags or boxes is WIC approved.

- No seasoned, white, frozen, gourmet blends, or organic are allowed



*\*Images represent examples of any brand*

## Tortillas

16 oz. packages of whole grain tortillas are WIC approved in the following brands and varieties only:

- Celia's Corn or Whole Wheat
- La Banderita Corn or Whole Wheat
- Mission Corn or Whole Wheat



## Whole Wheat Pasta

16 oz. packages of whole wheat pasta are WIC approved in **any brand** or shape with the following restrictions:

- 100% whole wheat pasta
- **Whole wheat flour** and/or **whole durum wheat flour** must be the only flours listed in the ingredient list
- No organic allowed
- No added sugars, fats, oils or salt allowed
- No gluten free
- No pasta made from rice, quinoa, flax, corn or vegetables



*\*Images represent examples of any brand*

## Beans and Peas

Beans and peas are WIC approved with the following restrictions:

- Dried beans, 16 oz. bag, **any brand**
- Canned beans, 15-16 oz. can, **any brand**
- No organic
- No added sugars, fats, oils or meat
- No soups or baked beans allowed
- No immature varieties of legumes such as green peas or snap beans/green beans



*\*Images represent examples of any brand*



## Peanut Butter

**Any brand** of peanut butter in 16-18 oz. containers are WIC approved with the following restrictions:

- May be creamy, crunchy or extra crunchy
- Whipped, spreads, omega-3, organic or combinations with jelly, honey, marshmallows, chocolate or similar ingredients are not allowed





## Fish

Canned tuna and salmon is WIC approved for exclusively breastfeeding women with the following restrictions:

### Canned Tuna

- **Any brand** light tuna, chunk style, packed in water
- 5, 6 and 7.5 oz. cans only
- No smoked, solid white, or with other flavorings

### Canned Salmon

- **Any brand** pink salmon
- 5, 6, 7.5 and 14.75 oz. cans only
- No red or sockeye



*\*Images represent examples of any brand*

## Infant Formula

Only the formula specified on the eWIC card is WIC approved.

- The food prescription identifies the exact brand, size, form (powder or concentrate) and quantity to purchase
- No substitutions allowed

# Infant Formula

## Standard contract infant formulas

- Enfamil Infant 12.5 oz powder
- Enfamil ProSobee 12.9 oz powder
- Enfamil Gentlease 12.4 oz powder
- Enfamil AR 12.9 oz powder
- Enfamil Infant and Enfamil ProSobee in 13 oz concentrated liquid



## Dry Infant Cereals

Gerber or Beech-Nut brands infant cereal in 8 oz. containers are WIC approved.

- Rice
- Oatmeal
- Multigrain
- Whole wheat
- No Organic, DHA, fruit or other additives allowed



# Infant Fruits and Vegetables

Gerber

OR

Beech-Nut Classics

4 oz. plastic containers  
(2 packs only)

Single 4 oz. jars



Only second-stage, single ingredient fruit or vegetable is allowed

## Infant Fruits and Vegetables

### Infant Fruits and Vegetables **Not Allowed**

- Desserts
- Dinners
- Cobblers
- Delights
- Custards
- Yogurts
- Medleys – mixtures of fruits and vegetables
- Organics/Naturals
- Pudding
- DHA
- No added sugar, starches, salt



## Infant Meats

Gerber brand - 2nd Foods  
2.5 oz. containers  
(Meat with Gravy)

OR

Beech-Nut brand - Stage 1 Foods  
2.5 oz. containers  
(Meat with Broth)



## Infant Meats

### Infant Meats **Not Allowed**

- Dinners
- Graduates
- Sticks
- Organics
- No meat and vegetable or meat and pasta mixtures
- DHA

# eWIC Cards

## eWIC Cards

WIC participants receive eWIC benefits (eWIC card) to enable them to purchase WIC approved foods at authorized local retail grocery stores.

MS WIC uses an online magnetic strip card. The front of the eWIC card has a unique Personal Account Number (PAN).

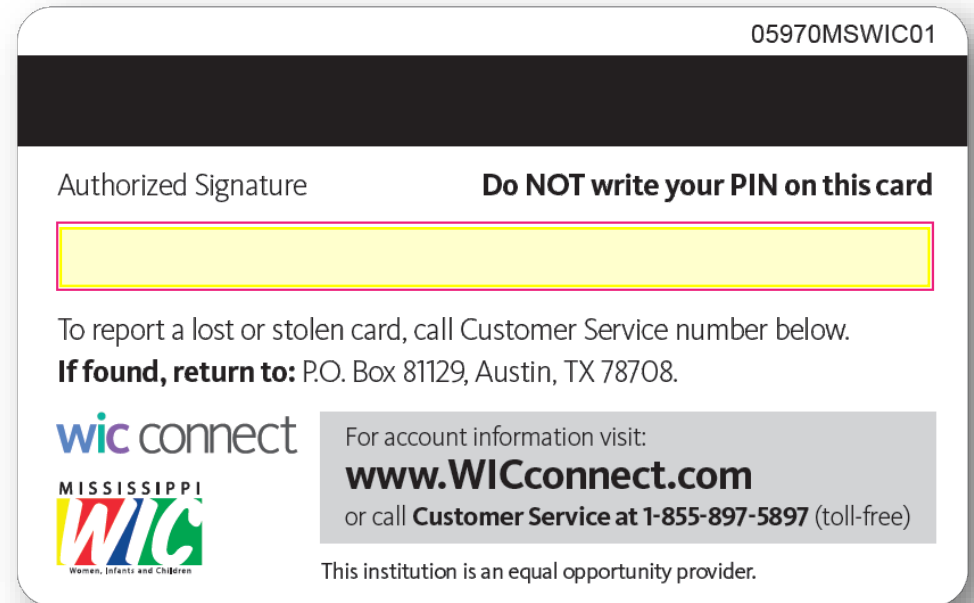
The card is secured by a Participant selected personal identification number (PIN).



## eWIC Cards

The back of the eWIC card contains an authorized signature block and instructions for the customer on how to activate the card or verify benefit balances.

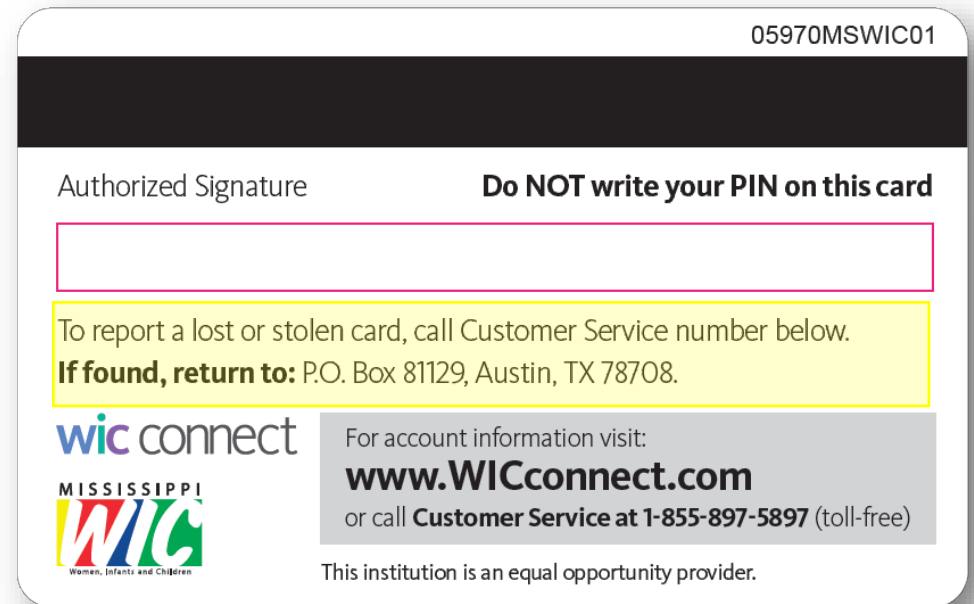
The cashier is **NOT** required to verify the signature or ask for any other form of identification.



## eWIC Cards

Should a customer leave their eWIC card behind, please mail it to the address shown on the back of the card.

Participants can use their benefits at any Mississippi WIC authorized retailer.





## WIC Differs from SNAP

### SNAP

- Participants can purchase most food items, excluding
  - alcohol or tobacco products
  - foods sold hot at the point-of-sale
  - vitamins and supplements
- Dollar amount benefit
- Card is specific to SNAP

### WIC

- Participants can only purchase specific food items based on a prescription for specified WIC approved foods
- Item and quantity benefit
- Card is specific to WIC
- Benefits good for 30 days

# eWIC Transactions

## eWIC Transactions



### How eWIC Works

As the eWIC card is swiped in the point of sale (POS) terminal, and after the customer enters their personal identification number (PIN), the system retrieves the associated food prescription.

The eWIC card may be swiped at any time during the transaction. It is not necessary to swipe the card prior to beginning the transaction unless you are using a stand-beside device.

## eWIC Transactions



When a food item is scanned, the POS system first checks the internal **Approved Product List (APL)** to validate it as approved for WIC. Then the system verifies that the product is available on the food prescription.

If both of these conditions pass, the product quantity is deducted from the available food prescription when the sale is finalized.

## eWIC Transactions

WIC customers may purchase non-WIC items along with WIC items in the same transaction. This capability is referred to as a **Mixed-Basket Purchase**.

If non-WIC items are purchased, the POS will first deduct the eligible WIC items from the eWIC account, and then display a total remaining balance to be paid for by other tender.

SNAP EBT cards, credit cards, debit cards, personal checks, or cash may be used to pay the remaining balance.

## Point of Sale (POS) Systems

### Integrated

- Typical for medium to large vendors or chains
- Multiple register vendors
- Software upgradable for eWIC
- Separate hardware not needed
- Streamlined approach for eWIC



### Stand-Beside

- Separate from store cash register
- Double scan with key entered price and discount amounts
- Daily totals are reported separately, payment separate from credit and debit
- Works over high-speed internet





## eWIC Transactions

### With Integrated Systems

- 1) Scan each food item
- 2) Customer swipes their eWIC card and enters their PIN
- 3) If the customer identifies himself or herself as a WIC participant, make sure they use their eWIC card first before other forms of payment
- 4) Customer confirms purchase
- 5) Give the cash register receipt to the WIC participant. The remaining benefit balance and date benefits expire will appear on the receipt.

## eWIC Transactions

### With Stand-Beside Devices

- 1) If the customer identifies himself or herself as a WIC participant, swipe the eWIC card and enters their PIN
- 2) Scan each food item
- 3) Customer confirms purchase
- 4) Give the cash register receipt to the WIC participant. The remaining benefit balance and date benefits expire will appear on the receipt.

# eWIC Transactions

GIGANTE MARKET  
209 B-E NE FRONT STREET  
MILFORD, DE 19963

STORE ID: 21272F  
TERMINAL ID: E361580003  
CLERK ID: 999  
DATE & TIME:  
SEQUENCE NUMBER: 029  
CARD: \*\*\*\*\*5069  
AUTH CODE: 293206

**WIC PURCHASE**

QTY	UNITS	DESCRIPTION	PRICE
24.00	OZ	Corn Flakes	
		1.00 @ \$5.76	5.76
1.00	BAG	Small Red Beans	
		1.00 @ \$1.10	1.10
1.00	JAR	Creamy Peanut Butter	
		1.00 @ \$1.89	1.89
1.00	PAK	Green Beans	
		1.00 @ \$1.10	1.10
1.00	CAN	Apple Juice	
		1.00 @ \$1.02	1.02
16.00	OZ	Rice Cereal	
		1.00 @ \$4.00	4.00
1.00	DOZ	Large Grade A Eggs	
		1.00 @ \$1.99	1.99
PURCHASE SUBTOTAL			16.94
DISCOUNTS APPLIED			10.65
APPROVED PURCHASE TOTAL			6.29
<b>BALANCE DUE - \$0.00</b>			

The **eWIC receipt** contains two important areas.

The top section displays the products purchased, the amount, and remaining balance of any non-WIC items.

The bottom section displays the benefit expiration date along with the remaining food prescription organized by quantity, package unit, and food category.

**BENEFITS EXPIRE ON**

QTY	UNITS	DESCRIPTION
3.00	L.B	Cheese
9.00	DOZ	Eggs
6.20	OZ	Adult Cereal
2.00	BAG	Beans Peanut Butter
30.00	OZ	Tuna Salmon
96.00	OZ	infant cereal
115.00	PAK	Infant Fruit & Veg
0.50	JAR	Infant Meats
3.00	PKG	Bread or Tortillas
10.00	CAN	33.8 oz Gerber Soy
0.00	CAN	12.4 Similac Powder
10.00	CAN	Sim Alimentum 12.1oz
16.00	PKG	8 oz PediaSure
3.00	GAL	Whole Milk
21.00	CAN	Evap Milk Whole
1.00	QT	Whole Milk
4.00	GAL	1% or fat free milk
7.00	HGL	Soy Milk-8th Contin
5.50	GAL	Lowfat Milk (Dry)
21.00	CAN	Evap Milk 1% or less
24.00	HGL	Lactose 1% or less
11.00	CAN	Frozen Juice
4.00	CTN	Juice Ready to Drink
60.22	\$\$\$	Fresh Fruit & Veg

\*\*\* CARHOLDER COPY AREA \*\*\*  
\*\*\*PLEASE SAVE THIS RECEIPT\*\*\*

*Receipt formats may vary by store.*

## eWIC Transactions

The WIC customer will normally know their remaining eWIC benefit balance but may request that you provide them with an available balance receipt.

The POS system has the capability to provide the available eWIC benefit balance receipt after the WIC customer swipes their eWIC card and enters their PIN.

BENEFITS EXPIRE ON		
QTY	UNITS	DESCRIPTION
3.00	LB	Cheese
9.00	DOZ	Eggs
6.20	OZ	Adult Cereal
2.00	BAG	Beans Peanut Butter
80.00	OZ	Tuna Salmon
96.00	OZ	infant cereal
115.00	PAK	Infant Fruit & Veg
0.50	JAR	Infant Meats
3.00	PKG	Bread or Tortillas
10.00	CAN	33.8 oz Gerber Soy
0.00	CAN	12.4 Similac Powder
10.00	CAN	Sim Alimentum 12.1oz
16.00	PKG	8 oz PediaSure
3.00	GAL	Whole Milk
21.00	CAN	Evap Milk Whole
1.00	QT	Whole Milk
4.00	GAL	1% or fat free milk
7.00	HGL	Soy Milk-8th Contin
5.50	GAL	Lowfat Milk (Dry)
21.00	CAN	Evap Milk 1% or less
24.00	HGL	Lactose 1% or less
11.00	CAN	Frozen Juice
4.00	CTN	Juice Ready to Drink
60.22	\$\$\$	Fresh Fruit & Veg

\*\*\*\* CARHOLDER COPY \*\*\*\*

\*\*\*PLEASE SAVE THIS RECEIPT\*\*\*

# eWIC Transactions

If you believe that an item that is not accepted by the POS is WIC eligible, the Store Manager or Owner may submit a **Mississippi WIC Program UPC Request Form** to the State Agency located here:



[www.freshnewwic.com](http://www.freshnewwic.com)

If the State Agency confirms the UPC is valid, it will be added to the authorized product list (APL) during the next business cycle.

**Mississippi WIC Program UPC Submission Form**

Submitter's Information	
Name	Phone Number
Email	WIC Vendor ID or eWIC card number
Store or Business Name	
Address	City, State, ZIP Code

Attach a copy of the product label. It must include the product name, size, manufacturer, nutrition facts, and UPC bar code. Only products with a UPC code denoted on the container will be considered. Manufacturers must provide a list of stores where the product is available.

Product Information	
Product Type	Product Name
Product Brand/Manufacturer	Package Size
UPC Code* (8, 12 or 13 digits) _____  <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;"> <small>GTIN-12 (UPC-12)</small>    <small>0 12345 67890 3</small> </div> <div style="text-align: center;"> <small>GTIN-13 (EAN / UCC-13)</small>    <small>0 123456 789012 &gt;</small> </div> <div style="text-align: center;"> <small>GTIN-8 (EAN / UCC-8)</small>    <small>0123 4567</small> </div> </div> <p style="font-size: x-small; margin-top: 5px;">Fill in the number <u>exactly</u> as it appears on the product label and <u>include all numbers</u>.</p>	

For State WIC Use Only	
Date Received	Label Attached <input type="checkbox"/> Yes <input type="checkbox"/> No
Date Reviewed	Reviewed By
<input type="checkbox"/> Approved <input type="checkbox"/> Denied - Reason for Denial	
Category	Subcategory
Date UPC Entered	Entered By

Mississippi State Department of Health 01/31/2020 Form No. 1178

## eWIC Transactions

### Important Things to Know About the eWIC Transaction

- The WIC customer pays the remainder of the balance, which exceeds the maximum amount allotted on the eWIC card
- Payment may be made by one of the following methods: cash, credit/debit card, SNAP, or personal/business check
- Coupons, specials, and store discount cards are allowed
- Rainchecks, refunds, and IOUs are **NOT** allowed
- Food or product substitutions are **NOT** allowed
- Cash or credit refunds are **NOT** allowed



## eWIC Transactions

### Important Things to Know About the eWIC Transaction

- You must scan every item that a participant brings to the register
- Staff may not deny a participant any item without verification from the POS system
- Once an item is scanned and is not allowed, inform the participant of the POS system message
- If a participant has additional questions or concerns, instruct them to contact their local WIC office

# Monitoring and Compliance

## Monitoring

The WIC program's objective is to maintain a high-quality retail vendor network for participants to obtain WIC supplemental foods throughout the state.



## Monitoring

Three types of monitoring:

- Pre-authorization
- Routine monitoring
- Re-authorization

## Monitoring

Monitoring may be accomplished through store visits, inventory audits, review of management information reports, and the exchange of information among state, local, and other government agencies (as permitted by confidentiality guidelines for vendor information)

- Visits may be unannounced
- On-site monitoring may happen at any time the store is open
- Purchase records should be on site or readily available

## Vendor Sanctions

- Vendor sanctions are penalties set forth by the federal government and State WIC program to respond to violations of WIC policies and procedures
- **Federal Sanctions** are mandated in the federal regulations and have disqualification periods associated with each violation
- **MSDH WIC Program Sanctions** can be applied against a vendor for program violations.



# Additional Information

## Vendor Complaints

WIC strives to make the transaction experience flow as smoothly as possible. In the event that this is not the case, complaint forms are available to participants and vendors.

- Complaints may include, but are not limited to:
  - Participants trying to purchase unauthorized foods with their benefits
  - Participants trying to return food purchased with WIC benefits for a cash refund
  - Issues with MSDH WIC staff member

## Filing a Vendor Complaint

To file a complaint, please complete the Mississippi WIC Complaint form with as much detail as possible and email or mail it to the State Office

- **Mail:** Attn: MS WIC Program,  
Vendor Management Unit P.O. Box 1700  
Jackson MS 39215
- **Email:** [vmu@msdh.ms.gov](mailto:vmu@msdh.ms.gov)

Vendor Complaint forms can be found at:  
[www.freshnewwic.com](http://www.freshnewwic.com)

**MSDH WIC Vendor Complaint Form**

Today's Date: \_\_\_\_\_

**Store Information**

Store Name: \_\_\_\_\_

Store Address: \_\_\_\_\_

City/State: \_\_\_\_\_

**Complaint Submitted By:**

Name: \_\_\_\_\_ Staff Role: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

**Incident Information**

Date of Incident: \_\_\_\_\_ Time of Incident: \_\_\_\_\_

Check all that apply:

- WIC approved item not scanning
- New UPC for WIC approved product
- Issues with a WIC participant
- Issues with a WIC staff member
- Issues with shelf tags
- Other. Please explain: \_\_\_\_\_

Additional details:

I attest that the statements I have made are true to the best of my knowledge:

Signature \_\_\_\_\_ Date: \_\_\_\_\_

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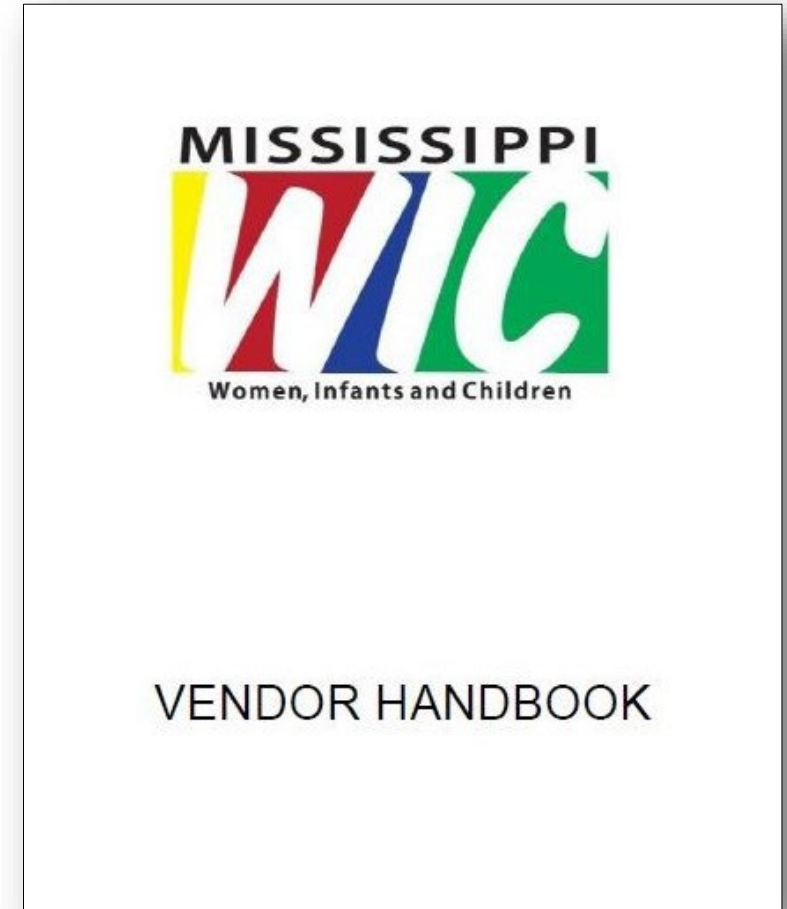
## Vendor Handbook

The Vendor Handbook is a document that provides specific guidance to WIC Authorized Vendors regarding WIC Program policies and procedures.

The vendor handbook should be kept on-site at all times.

The MS WIC Vendor Handbook is located on the MSDH website at:

[www.freshnewwic.com](http://www.freshnewwic.com)



## USDA Non-Discrimination Statement

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, audiotope, 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](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) email: [program.intake@usda.gov](mailto:program.intake@usda.gov).

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