

SECTION 2

WIC ALLOWED FOODS

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An enrolled WIC participant receives WIC checks that specify the amounts and types of foods that may be purchased (as determined by Federal regulations and tailored to their needs). The WIC authorized representative must go to a WIC authorized store to redeem the WIC checks. When the WIC customer redeems a WIC check and the check is deposited by the Vendor at their bank, the WIC bank credits the Vendor's bank account. Exchanging WIC checks for cash, store credit, or rain checks is strictly forbidden.

WIC checks are not used in the same manner as Supplemental Nutrition Assistance Program (SNAP) benefits. WIC FIs specify amounts and types of allowed foods and WIC CVVs specify a dollar amount for allowed fruits and vegetables. WIC checks also have a first and last date to use. In general, SNAP benefits do not specify amounts or types of food (in general) and do not expire.

WIC ALLOWED FOODS

WIC foods are carefully selected to meet certain nutritional requirements that provide vitamins, minerals, and protein to participants (see table below). Therefore, no substitutions for WIC foods are allowed.

Nutrient Provided	WIC foods which supply the nutrient.
Protein	WIC allowed milk, soy beverage, tofu, eggs, cheese, yogurt, canned fish, peanut butter, dried peas or beans, infant formula, infant meats.
Iron	WIC allowed brands of cereal, peanut butter, dried peas or beans, eggs, iron-fortified infant formula, 100% whole wheat bread.
Vitamin C	WIC allowed fruit juices, infant formula, fruits and vegetables, infant fruits and vegetables.
Vitamin A	WIC allowed milk, eggs, cheese, infant formula, fruits and vegetables, infant fruits and vegetables.
Calcium	WIC allowed milk, soy beverage, cheese, yogurt, infant formula, calcium fortified juice.

HAWAII WIC FOOD LIST (BROCHURE)



The WIC Food List contains foods allowed and specifies some foods that cannot be purchased. The WIC Food Package Committee revises the food list periodically. Vendors are notified whenever changes are made to the food list prior to the change going into effect.

Vendors must ensure that a **current** food list is available to each cashier. WIC provides a supply of updated or revised Food Lists. An additional supply may be requested from WIC VMU and is available on the website.

WIC SHELF TALKERS (CHANNEL STRIPS)

WIC shelf talkers are used to assist WIC participants in identifying WIC foods. **The blue/white and red/white WIC shelf talkers are the only WIC shelf talkers authorized for use in Hawaii.** When necessary, stores may cut/trim the WIC provided shelf talkers to fit.



Vendors should place the blue/white **WIC ALLOWED FOOD** shelf talkers on shelves where WIC foods are displayed. Shelf talkers that endorse a specific food or brand are not allowed.



Vendors are required to tag specific foods (as indicated on the WIC Food List) with the red/white **"WIC ALLOWED FOOD LEAST EXPENSIVE"** shelf talkers. By identifying the Least Expensive Brand (LEB) allowed, the WIC customer will choose the correct item and reduce the WIC transaction errors and checkout time.

WIC shelf talkers produced by the vendor are approved only if:

1. WIC VMU approval is obtained in advance; and
2. Shelf taker is an exact replica, except for size, of the right-side of the WIC provided shelf talker. "WIC" lettering is in same or similar font, white on a medium dark blue background or, in the case of the LEB foods, white on red background. Background color is the same or very close to original shelf talkers.
3. Alternate option is use of image of any other part of the shelf talker that would match the result from cutting or trimming the WIC provided shelf talker.

COUPONS, DISCOUNTS, AND SPECIALS

WIC Vendors may not treat WIC customers differently from non-WIC customers by excluding them from in-store promotions – this includes disallowing the use of coupons or other store discounts in WIC transactions that are allowed in non-WIC transactions. Similarly, WIC authorized stores may not treat WIC customers differently by offering them incentive items, store discounts, coupons or other promotions that are not offered to non-WIC customers.

WIC participants are encouraged to purchase the LEB or sale item of WIC foods.

WIC requires Vendors to allow WIC participants to use coupons and to take advantage of promotional specials, for example:

Cents Off Coupons

1. Single, double, and other store or manufacturer's coupons (if applicable to the purchase) are acceptable.
2. The receipt must document that the value of the discount coupon was deducted from the total sales price of the WIC foods purchased with the WIC check.

3. Do not give the reduced dollar amount to the WIC participant in the form of cash, credit or other goods.

Free Additional Ounces

The food with the free additional ounces must cost the same or less as the food sold in the WIC specified quantity. For example: A 22-ounce jar of peanut butter labeled as containing four free additional ounces of peanut butter must cost the same or less as the 18-ounce jar of the same brand of peanut butter.

Buy One Get One Free

1. Non-WIC allowed items are acceptable free items. For example: “Buy one 15-ounce box of Cheerios and get a free sample size box of detergent.”
2. The receipt must document that only WIC foods were redeemed with the WIC check.
3. The number of ounces of a free additional product is not counted towards the maximum number of ounces allowed by WIC. For example: “Buy one 28-ounce box of Cream of Wheat hot cereal and get one 14-ounce box free.” The 14 ounces from the free box will not be counted against the quantity of 36 ounces specified on the WIC check.

Store Membership Discount Cards and Programs

WIC customers are urged to use store discount cards also known as “clip-less coupons.” Use of these cards is not required for a WIC transaction and is at the option of the WIC customer. Vendors may not require their use and may not continue to request a telephone number after a WIC customer declines to provide one.

SALES TAX/GENERAL EXCISE TAX ON MANUFACTURERS’ COUPONS

Vendors are prohibited from collecting taxes on WIC transactions through either the WIC transaction or a charge to the WIC customer.

If the General Excise Tax (GET) must be collected on a manufacturer’s coupon in a WIC transaction, the following procedure must be used in order to prevent WIC or the customer from being taxed:

1. Subtract the sales tax on the coupon from the face value of the coupon
2. Subtract the remainder of the coupon value from the retail price of the WIC authorized food

Using this process, the GET is effectively paid by the coupon itself. For example, if the GET is 4% and a WIC customer presents a coupon for \$1.00 off a WIC food that costs \$3.00, the transaction would be processed as follows:

1. Tax subtracted from the face value of coupon: $\$1.00 - \$0.04 = \$0.96$
2. Remainder of coupon value subtracted from retail price of food items: $\$3.00 - \$0.96 = \$2.04$

In this example, WIC would be charged \$2.04 for the food item.

CASH BACK

Cash back is not permitted as a result of vendor discounts in any WIC transaction. In a transaction that only includes WIC items, all vendor discounts, including manufacturers’ coupons, must be applied to the WIC transaction, thus benefiting WIC. Cash back may not be given to the WIC customer.

WIC MINIMUM STOCKING REQUIREMENTS

WIC has established minimum stocking requirements for all WIC foods that must be maintained by WIC Vendors at all times. Failure to maintain the required minimum stock may result in Vendor disqualification.

Minimum quantities and varieties required are outlined in the WIC Minimum Stocking Requirements. The purpose is to ensure that the Vendor will be able to adequately service WIC customers when WIC checks are redeemed. Vendors are required to maintain minimum quantities and varieties of WIC foods either on shelves or stored at its location from the date of application.

The Vendor is responsible to stock shelves with an adequate supply and selection of WIC foods.

WAIVER FROM WIC MINIMUM STOCKING REQUIREMENTS

Vendors that serve a relatively low number of WIC customers may experience little or no demand for certain types of required WIC foods. Requiring these vendors to maintain the minimum quantities and varieties of WIC foods at the levels could result in a loss to the vendor if foods are stocked and not purchased by the expiration date. Vendors faced with this problem can apply to WIC for a waiver from the WIC Minimum Stocking Requirements. All waivers expire at the end of the current Memorandum of Agreement. A Vendor may reapply for a waiver beginning thirty (30) days prior to the expiration of the Memorandum of Agreement.

The following criteria must be met to qualify for a waiver from the WIC Minimum Stocking Requirements:

1. The Vendor must provide documentation (correspondence from supplier, shipping schedule, etc.) of the ability to procure the WIC food item within one week (7 calendar days) if the need for the food item arises; and
2. WIC VMU must determine that the Vendor's redemption of the food item in the past six (6) calendar months substantiates the Vendor's request to reduce the WIC Minimum Stocking Requirements.
3. WIC VMU must determine there are less than four (4) woman/child participants or less than two (2) infant participants which reside in the area served by the Vendor, that require the food item.
4. The Vendor must provide the WIC food item within one week (7 calendar days) of request from WIC or WIC customer.

The request must be submitted in writing to WIC VMU. The waiver will be effective the date the Vendor receives the written notification from WIC. Upon receipt of the notification, the Vendor will then be allowed to carry a reduced amount of the food item. Lower stocking requirements (amounts and/or food types) will be defined by WIC. The Vendor will be allowed to carry the reduced amounts of food until a need for the specific food type arises or upon notification from WIC. If a need for the food develops (e.g., new client requires food type), or the WIC Program revokes the waiver, the Vendor shall be required to stock the minimum amounts and varieties of WIC foods as listed in the WIC Minimum Stocking Requirements.

WIC VENDOR PRICE SURVEY (V-003)

Vendors are required to verify and complete a WIC Vendor Price Survey when requested. The Vendor must accurately complete and return the survey by the time specified by WIC.

Additional surveys may be submitted when there is a wholesale price change or a change in any item or type of food on the LEB Declaration part of the WIC Vendor Price Survey.

Vendor shelf price data is used to evaluate Vendor compliance to the price limitation and price competitiveness requirements of WIC. Vendor's prices shall not be more than a price approved by WIC based on market price information. WIC may make price adjustments to the purchase price on WIC checks submitted by the Vendor for redemption to ensure compliance with the price limitations and price competitiveness applicable to the Vendor. The SA assesses the effectiveness of its peer group system every 3 years.

Vendor shelf price data is also used as a tool to determine or substantiate the dollar amount to reimburse a Vendor for rejected WIC checks submitted for second level review or appeal.

Vendor stock information is used to monitor vendor compliance to the WIC Minimum Stocking Requirements and to increase awareness of the requirements.

Chain stores should submit one consolidated WIC Vendor Price Survey for all outlets unless prices vary for each outlet or region. If prices vary for each outlet or region, a separate WIC Vendor Price Survey must be submitted for each outlet or region.

HAWAII BOTTLE BILL

A 5¢ deposit per beverage container fee may be charged to WIC customers when redeeming WIC checks for container included in the Bottle Bill act. WIC does not pay the deposit. If the store itemizes the 1¢ or 2¢ container fee per beverage container, that fee may be charged on the WIC check and is to be indicated on the receipt.

Hawaii Bottle Bill requirements are also addressed in the Attachment Section.