



Vendor Training 2020

What is WIC?

WIC is the special supplemental nutrition program for Women, Infants, and Children. It is federally funded by the United States Department of Agriculture (USDA). WIC is designed to improve the nutritional health of income-eligible pregnant, breastfeeding and postpartum women, infants, and children up to five years old. WIC provides participants with nutrition education, breastfeeding education and support, referrals to health care and social service programs, and nutritious foods.

The purpose of the program is to:

- Improve the outcome of high-risk pregnancies
- Decrease low birth weight in infants
- Prevent obesity and iron-deficiency anemia
- Improve poor growth patterns and dietary habits of participants





FY 2019

- Approximately \$21 million in WIC sales to Hawaii WIC Vendors.
- Almost 700,000 WIC checks redeemed at 133 vendors.

Source: <https://www2.wicbanking.com/VendorSummary.aspx> accessed 11/18/2019



FY 2019

Average Quantities of Select Foods Redeemed Each Month in FY 2019*

47,548
Gallons of
Cow's Milk



11,730 Quarts
of Soy Milk



22,846
Boxes of
Cereal



12,353
Pounds of
Cheese



4,134 Pounds
of Tofu



9,583
Jars of
Peanut Butter



10,335
Containers of
Yogurt



75,264
Containers of
Baby Food



4,211
Cans of
Fish



194,346
Eggs



6,731 Pounds
of Dry Beans



26,555
Containers of
Infant Formula



* Estimates based on data from Cquest Vendor Management v4.1.196 Food Category Redemption Report FY2018 generated 11/19/2019



Minimum Stock Requirements

All authorized WIC Vendors must meet and maintain minimum stock and variety requirements for WIC approved foods. The stock must be on shelf or stored on-site at the store's location. Minimum stock requirements are in place to ensure the the WIC approved foods are available at the store when WIC customers shop.

Infant Formula

The WIC Program recognizes and promotes breastfeeding as the optimal source of infant nutrition. For infants of women who do not fully breastfeed, WIC provides iron-fortified infant formula, including special infant formulas and medical foods when prescribed by a health care provider.

All WIC-authorized stores must order infant formula from an approved distributor. The Hawaii WIC Program may disqualify a WIC vendor for one (1) year for obtaining infant formula from a source not included on the Hawaii WIC Authorized Infant Formula Sources list.



Approved Food List and the Approved Product List (APL)



The WIC Approved Food List is the best tool for knowing what foods WIC shoppers can buy. 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 at each cash register. WIC provides a supply of updated or revised Food Lists. An additional supply may be requested from the WIC Vendor Management Unit.

The Approved Product List (APL) is an electronic file that has all approved Universal Product Codes (UPCs) and Price Look Up (PLUs) codes that are authorized by the Hawaii WIC Program. Vendors are required to download the APL daily to ensure that they are using the most current list. It is required to scan and identify WIC foods that can be bought with an eWIC card.

The APL will not allow an unauthorized UPC or PLU to be processed. If a product is not on the APL, the WIC customer cannot purchase it with their eWIC card. Also, Vendors cannot override or substitute products that are not in the APL.



Redeeming WIC Benefits



The Hawaii WIC Program utilizes electronic benefits transfer (EBT) for WIC, known as eWIC. WIC benefits are loaded into an electronic benefit account that combines the benefits for all participants in the family into one account. The eWIC card provides access to the family's account when the Personal Identification Number (PIN) is entered. This allows the WIC customer to purchase WIC approved foods with their benefits.

WIC customers can only purchase WIC approved foods that are issued to them and that are included in the Approved Product List (APL). If it is not in their benefits or in the APL, they cannot purchase the item.

When redeeming eWIC transactions, the cashier must know:

- How to run a balance inquiry, if the WIC customer asks for it.
- Which foods are allowed to be purchased with eWIC

Processing eWIC Transactions (Integrated POS)

Not all integrated register systems are the same. Depending on the software developer and maker of the point-of-sale (POS) register system, processing eWIC transactions may be a little different. The Vendor will process eWIC transactions in accordance with the POS system instructions and WIC policies.

1 Cashier **SCANS THE FOOD.**

2 Customer **SWIPES THE eWIC CARD** before any other form of payment and enters their PIN.

- The cash register (Point of Sale system) determines if a food is WIC allowed and the benefit is available to the WIC customer.

3 **CASH REGISTER PRINTS OUT** the beginning balance and midpoint receipt.

- Cashier must hand these receipts to the WIC customer and the customer verifies that WIC foods were purchased as expected.

4 Customer **APPROVES** WIC purchase using the card terminal or key pad.

- WIC-allowed benefit items available to the customer are deducted from the balance on their eWIC card.
- If an item did not deduct from the WIC balance as expected, the customer may request the cashier void that item from the purchase.
- Cashiers cannot perform overrides with eWIC.

5 Customer uses **OTHER FORMS OF PAYMENT** next if non-WIC items are also purchased.

6 Cashier gives customer **FINAL RECEIPT.**

- After the eWIC purchase is complete, the cashier cannot void the transaction or put the items back onto the card.



Processing eWIC Transactions (Integrated POS)

Remember...

The cashier will:

- Scan the WIC food items.
- Identify any item that is not WIC approved or over the cash value amount.
- Allow the use of discounts and promotional specials.
- Review the mid-transaction receipt with the WIC customer.
- Ask the WIC customer to verify the amount and agree to the purchase.
- Provide the WIC customer with a detailed receipt of the eWIC transaction.



Processing eWIC Transactions (Stand-Beside)

Vendors who have the stand-beside terminals will follow the instructions that were provided to them by them by the eWIC processor. This may include, but not limited to, the following:

1 Customer **SEPARATES WIC FOODS** from other items.

2 Cashier **PRESSES F2** to activate the WIC purchase option in the main menu.

3 Cashier or customers **SWIPES THE CARD** through the card reader. Card number mayb be manually entered using the gray nubmer keys (1-0) on the terminal and press ENTER.

4 Customer **ENTERS PIN.**

5 Cashier **SCANS BARCODES AND ENTERS PRICES** into the stand-beside terminal starting with items that are not purchased with Cash Value Benefits (Fresh/Frozen/Canned fruits and vegetables).

- After scanning each item, enter the price and press ENTER.
- Press F1 after all non-fruit and vegetable foods have been scanned.
- The terminal will ask if there are any CVB items. If the customer is purchasing fruits and vegetables with their eWIC Card, the cashier presses F1 (Yes) and enters the price of each item and presses ENTER after each entry. If there are no CVB items, press F2 (No).
- Press F1 after all WIC CVB items have ben entered.

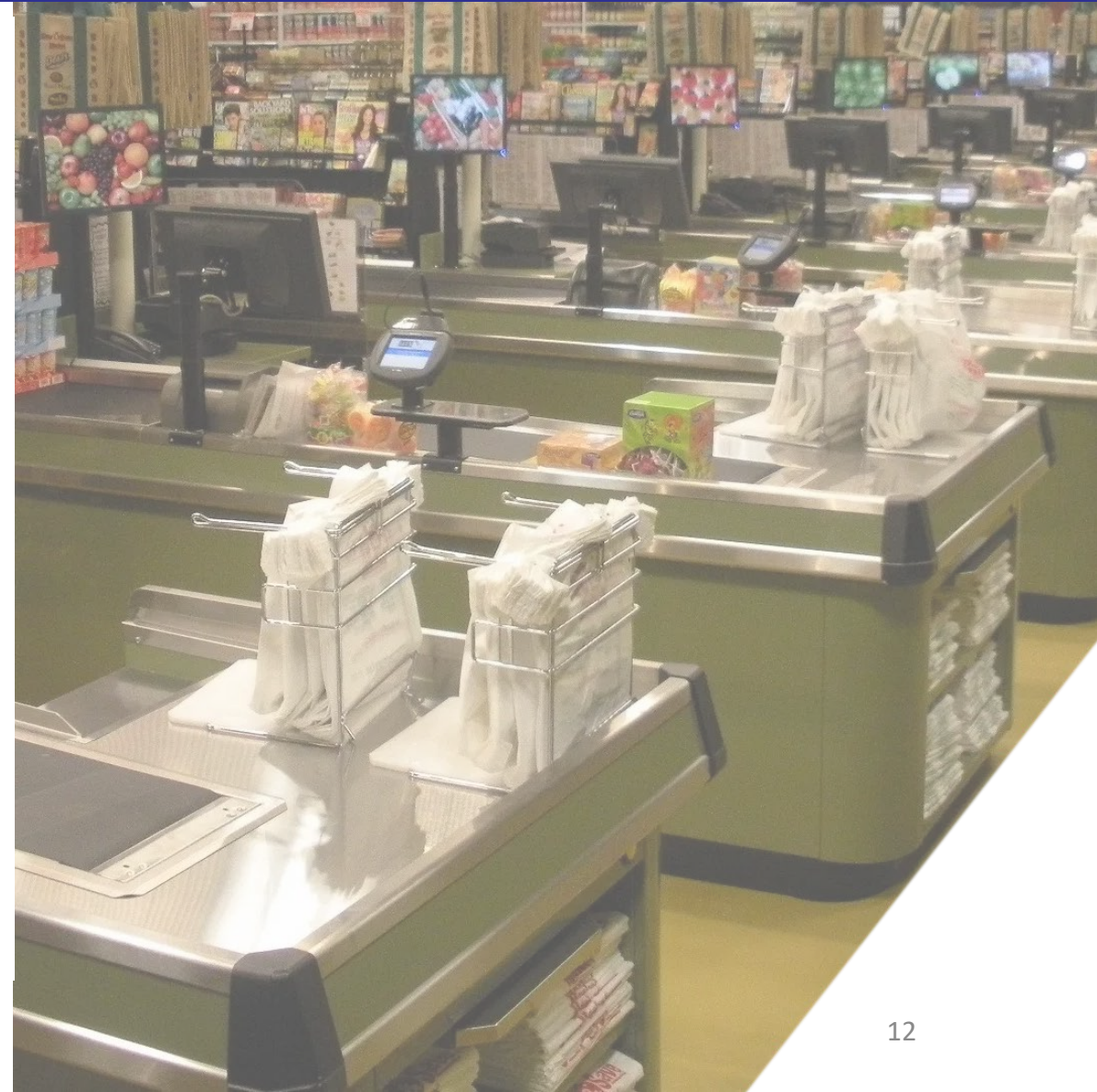
6 If coupons are bing used, **CASHIER ENTERS COUPON AMOUNTS**, one at a time, and presses ENTER after each amount.

7 Cashier **PRESSES F1** to complete the transaction. A receipt will print. Cashier **HANDS RECEIPT TO CUSTOMER** and can **PRESS F1** to print a merchant copy.



Things to Remember For All eWIC Transactions...

- The store must provide the WIC customer with a **BALANCE INQUIRY** when requested.
- Stores must ensure that the **APPROVED PRODUCT LIST (APL)** is current and perform updates daily.
- eWIC only provides **WIC ALLOWED FOODS** that are in the customer's benefits and in the Hawaii WIC APL.
 - No overrides
 - No substitutions or rain checks
- **DO NOT ASK** for a second form of identification for a WIC purchase.
 - Just the eWIC Card and PIN are all that is needed.
 - Anyone with the PIN can use the eWIC card.



Basic Troubleshooting...

Reasons a **FOOD MAY NOT SCAN** as available to a WIC customer:

- The item is not WIC allowed.
- The item is not included in the WIC customer's benefits.
- There are not enough benefits left on the eWIC Card to buy the item. Compare the beginning balance with the package size of the item.
- The UPC is not in the APL. If you think it should be added to the APL, email a full picture of the label, including the ingredients, nutrition info, and full UPC code to:
DOH.WIC.VENDOR@doh.Hawaii.gov.

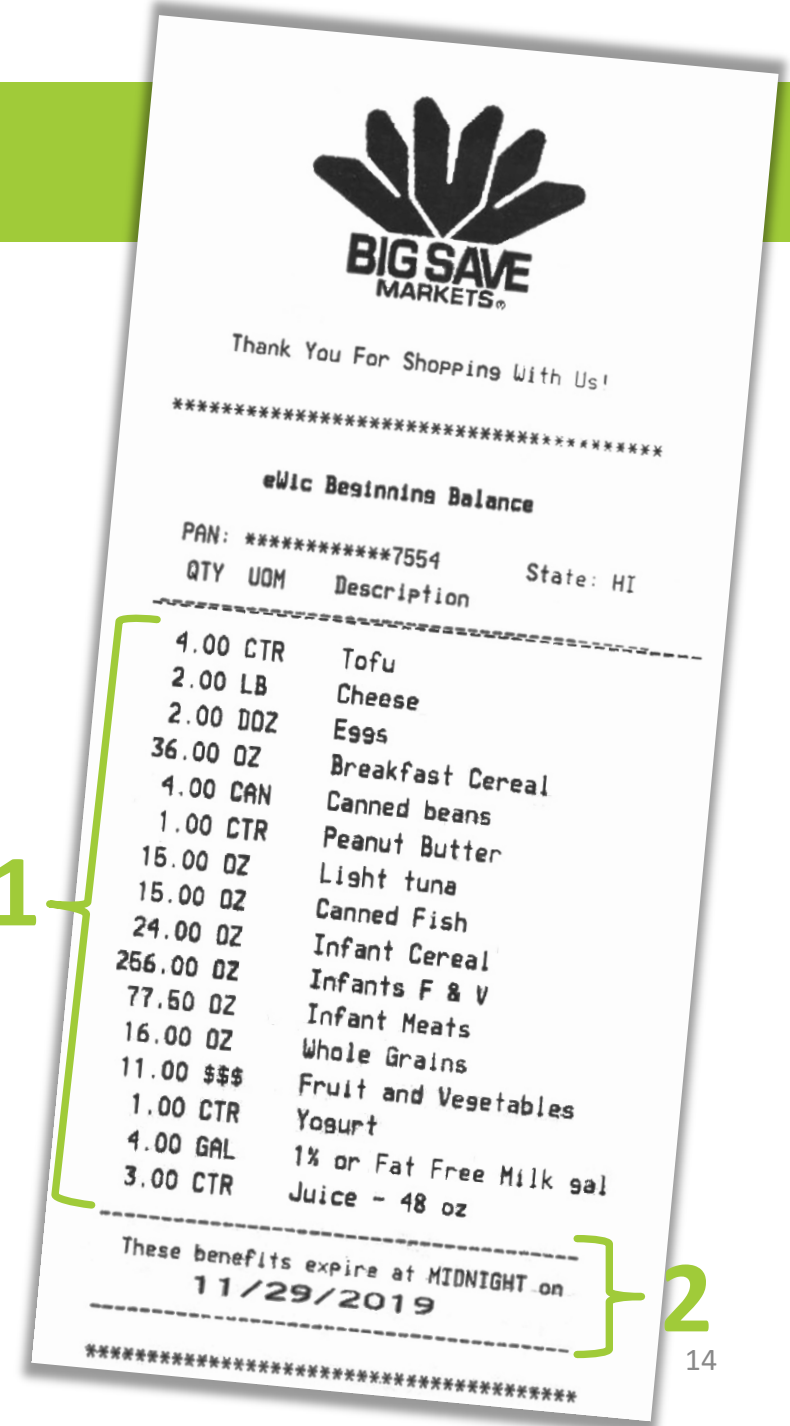


READING eWIC RECEIPTS

eWIC Beginning Balance

Receipts will look slightly different from store to store

- 1 List of WIC foods available to purchase by the customer this benefit period.
- 2 The last day WIC foods are available to the shopper during that benefit period.



READING eWIC RECEIPTS

eWIC Mid-transaction Receipt

Receipts will look slightly different from store to store

List of foods that will be purchased (redeemed).

- Cashier must hand the beginning balance and mid-transaction receipt to the WIC Customer and the customer will verify that WIC foods were purchased as expected.
- Customer approves the WIC purchase and the WIC-allowed benefit items available to the customer are deducted from the balance on their eWIC card.
 - If an item did not deduct from the WIC balance as expected, the customer may request the cashier void that item from the purchase.
- Customer uses other forms of payment next if non-WIC items are also purchased.



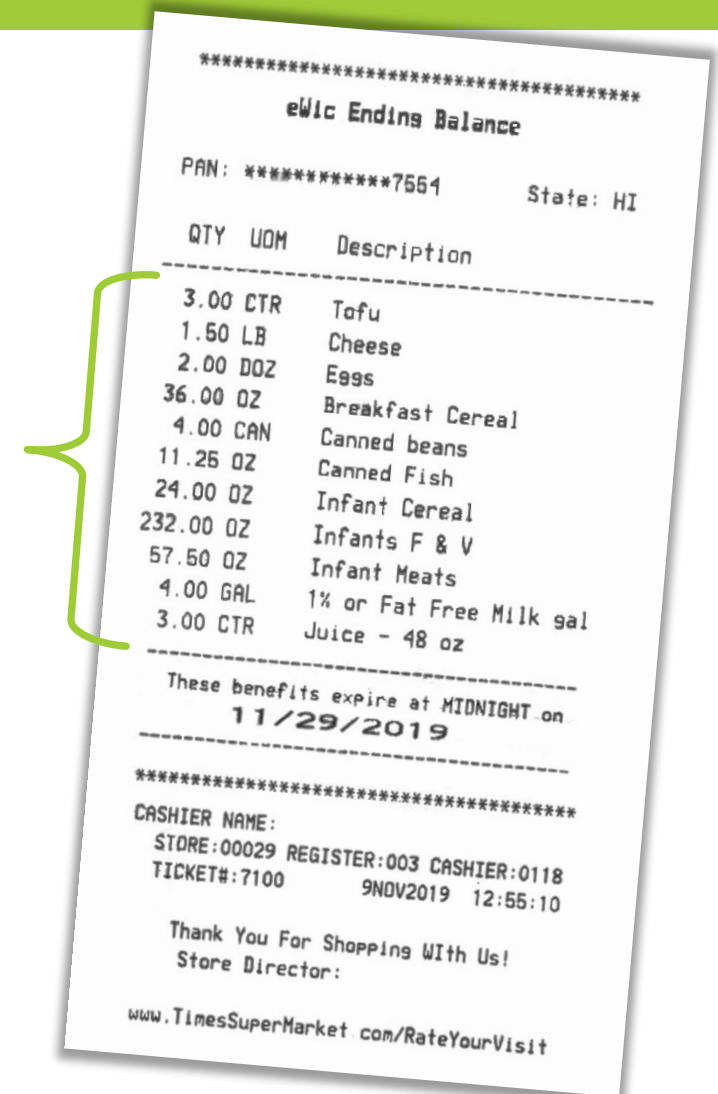
READING eWIC RECEIPTS

eWIC Ending Balance

Receipts will look slightly different from store to store

List of foods that have been purchased (redeemed).

- Cashier gives customer final receipt
- After the eWIC purchase is complete, the cashier cannot void the transaction or put the items back onto the card.



Vendor Sanction System



The Hawaii WIC Vendor Manual, Section 8, VIOLATIONS AND SANCTIONS, lists details that all Vendors should be aware of to prevent violations. Do not wait until a sanction has been earned. The Hawaii WIC Program may disqualify a Vendor from participating in the WIC Program for substantiated Vendor errors. Any infraction of WIC regulations or other requirements is a violation. An administrative action taken as a result of a violation is a sanction.

View online at: <https://health.hawaii.gov/wic/files/2017/01/Hawaii-WIC-Vendor-Manual-Section-8-VIOLATIONS-AND-SANCTIONS.pdf>

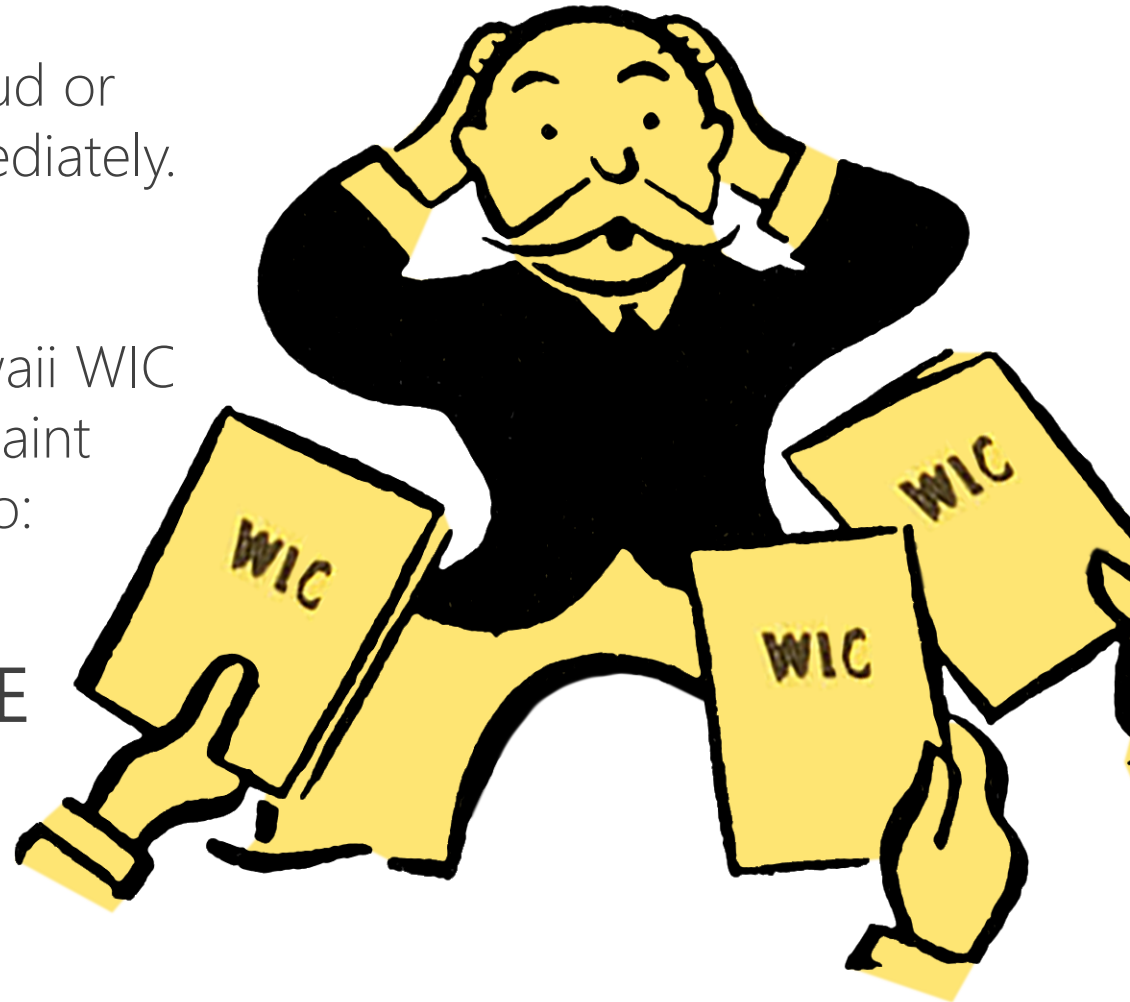
Vendor Complaints Against A Participant

WIC participants who do not follow WIC policies and procedures, or who are suspected of committing fraud or abuse should be reported to the WIC Program immediately. When reporting incidents of WIC participant noncompliance, or to file a complaint against a WIC participant, vendors should fill out and submit a Hawaii WIC Vendor Complaint Form to the WIC Program. Complaint forms should be faxed to (808)586-8189, or mailed to:

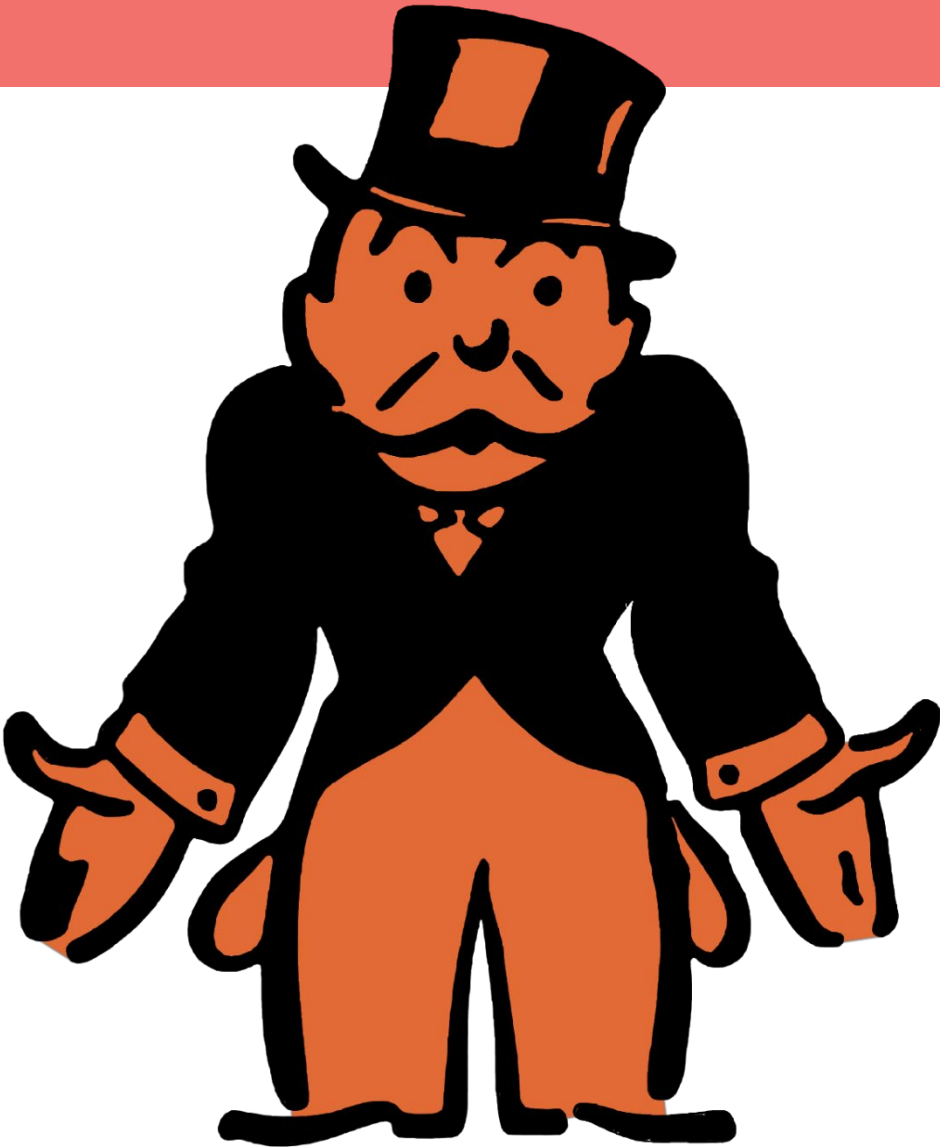
**WIC VENDOR MANAGEMENT UNIT
235 SOUTH BERETANIA STREET, SUITE
701 HONOLULU, HI 96813-2419**

Obtain complaint forms online at:

<https://health.hawaii.gov/wic/files/2017/01/WIC-VENDOR-COMPLAINT-FORM.pdf>



Vendor Claims



When the State agency determines the vendor has committed a vendor violation that affects the payment to the vendor, the State agency will delay payment or establish a claim. The State agency may delay payment or establish a claim in the amount of the full purchase price of each food instrument or cash-value voucher that contained the vendor overcharge or other error. The State agency will provide the vendor with an opportunity to justify or correct a vendor overcharge or other error. The vendor must pay any claim assessed by the State agency. In collecting a claim, the State agency may offset the claim against current and subsequent amounts to be paid to the vendor. In addition to denying payment or assessing a claim, the State agency may sanction the vendor for vendor overcharges or other errors in accordance with the State agency's sanction schedule.

Incentive Items

The Hawaii WIC Program, in accordance with federal regulations, prohibits WIC Vendors from offering incentive items solely to WIC customers in an effort to encourage participants to redeem their WIC Food Benefits at their store. WIC Vendors can provide incentive items to WIC customers as long as the same incentive items are being provided to ALL customers.

WIC authorized 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 vendor discounts in WIC transactions that are allowed in non-WIC transactions.



What's New...

Hawaii WIC Approved Food List

Effective October 1, 2019



Soymilk

SOYMILK

Soymilk

Can Buy

Can Buy only if listed on the check

- Pacific Ultra Soy (Plain in quarts only)
- Westsoy Organic Plus Soymilk (Plain, Vanilla in quarts only)
- 8th Continent Soymilk (Original, Vanilla in half-gallon only)
- Silk (Original in half-gallon only)

Cannot Buy

- Other brands or flavors
- DHA/ARA

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Tofu

TOFU



Can Buy

- 16 ounce block in silken, medium firm, firm or extra firm
- Azumaya, House, O Organics and Mountain Apple brands only

Can Buy only if listed on the check

- 12.3 ounce Mori-Nu Silken shelf-stable in firm or extra firm

Cannot Buy

- Soft
- Product with flavoring or with seasonings
- Cooked

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Pasta

PASTA



Can Buy

- 16 ounces (1 pound)
- Whole wheat
- Barilla, Great Value, Hodgson Mill, Pagasa, or Simply Balanced brands only
- Organic: Simply Balanced brand only



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Juice For Children

JUICE FOR CHILDREN



Can Buy

100% juice, with no sugar added and have at least 80% Daily Value for vitamin C

- 64 ounce plastic bottles, any flavor
- Best Yet, Essential Everyday, Hansen's Natural, Juicy Juice, Langers, Motts, Northland, Signature Select, Tree Top brands only

Can Buy only if listed on the check

- Juicy Juice pack of 8-4.23 ounce boxes and pack of 8-6.75 ounce boxes (any flavor)
- Dole pineapple juice 6 pack of 6 ounce cans
- Motts apple juice 6 pack of 8 ounce plastic bottles

Cannot Buy

- Organic
- Products that are labeled juice beverage, cocktail, drink, punch, nectar or ade

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Juice For Women

JUICE FOR WOMEN



Can Buy

100% juice, with no sugar added and have at least 80% Daily Value for vitamin C

- Calcium fortified with Vitamin D
- 48 ounce bottles Juicy Juice (any flavor)
- 46 ounce bottles (V8 original and low sodium only)
- 11.5 to 12 ounce frozen concentrate:
 - **Apple:** Treetop (green label), Seneca (red label), Best Yet, Signature Select, or Old Orchard
 - **White or Purple Grape:** Welch's (yellow pull tab) or Old Orchard
 - **Orange:** Any brand
 - **Pineapple:** Dole or Old Orchard
 - **Blends:** Old Orchard



Can Buy only if listed on the check

- Juicy Juice pack of 8-4.23 ounce boxes and pack of 8-6.75 ounce boxes (any flavor)
- Dole pineapple juice 6 pack of 6 ounce cans
- Mott's apple juice 6 pack of 8 ounce bottles

Cannot Buy

- Organic
- Products that are labeled juice beverage, cocktail, drink, punch, nectar or ade

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46-Ounce Bottles
(original and low
Sodium only)

Canned Beans

BEANS

Canned Beans



Can Buy

Can Buy only if listed on the check

- Can sizes 15-30 oz. only
- **Any type, including:** Black Eye Peas, Lima, Garbanzo, Kidney and Pinto beans
- **Nonorganic:** Best Yet, Bush's Best, Essential Everyday, Great Value, Market Pantry, and Signature Select brands only
- **Organic:** Cadia, Organic Great Value, Simply Balanced, and Wild Harvest brands only

Cannot Buy

- Refried beans
- Peas
- Products with added sugars, fats, oils or meat

TIPS

Ways to buy 64 ounces of Canned Beans:

- 4 cans, 15-16 oz. size
or
- 2 cans, 27-30 oz. size

Great Value

Organics

CADIA

MARKET
PANTRY

Simply
balanced.

wild
HARVEST

Organic
Great Value

Breakfast Cereal

BREAKFAST CEREAL

Cold Cereal

Can Buy

- 12 ounce or larger package

Cannot Buy

- Organic
- Other brands, type, size or flavor

Brand and type listed below:

TIPS

- Ways to buy 36 ounces of cereal (or as close as possible without going over)



Cereals with this symbol are made with whole grains and are a good source of fiber.

BREAKFAST CEREAL

Hot Cereal

Can Buy

- 11.8 ounce or larger package

Cannot Buy

- Organic
- Other brands, type, size or flavor
- Grits
- Products with added fruits, nuts or sugars

Brand and type listed below:



Best Yet Crispy Rice



Signature Select Crispy Rice



Malt-O-Meal Crispy Rice



Quaker Oatmeal Squares with Brown Sugar



Best Yet Toasted Oats



Signature Select Toasted Oats



General Mills Cheerios - Regular



General Mills Cheerios - Multigrain



Best Yet Corn Flakes



Signature Select Corn Flakes



General Mills Total



Kellogg's Frosted Shredded Wheat



Malt-O-Meal F. Mini Spooners - Blueberry



Malt-O-Meal F. Mini Spooners - Strawberry



Malt-O-Meal Frosted Mini Spooners - Plain



Best Yet F. Shredded Wheat - Bite Size



Ralston Frosted Shredded Wheat



General Mills Kix - Regular



General Mills Kix - Berry



General Mills Kix - Honey



Post Great Grains - Banana Nut



General Mills Fiber One - Honey Cluster



Signature Select Oats & More with Honey



Signature Select Oats & More with Almonds



Post Honey Bunches of Oats



Post Vanilla Bunches of Oats



Quaker Life



General Mills Wheat Chex



General Mills Rice Chex



Signature Select Rice Pockets



General Mills Corn Chex



Signature Select Corn Pockets



Malt-O-Meal Hot Wheat Original



Malt-O-Meal Hot Wheat Chocolate



Best Yet Original Instant Oatmeal



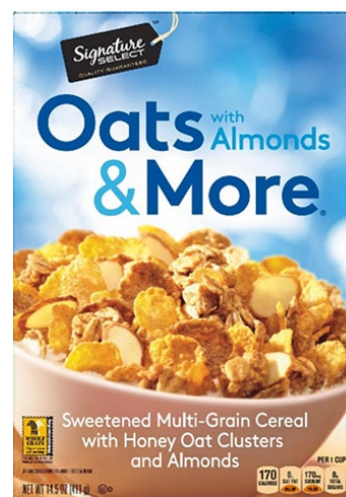
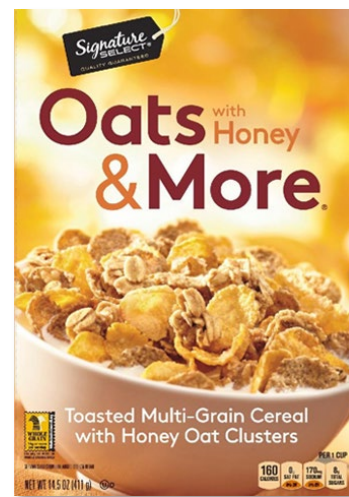
Quaker Original Instant Oatmeal



Everyday Essentials Original Instant Oatmeal

Cereals with this symbol are made with whole grains and are a good source of fiber.

Breakfast Cereal



Infant Foods

INFANT FOODS

Fruits & Vegetables



Can Buy

- 4 ounce container of Gerber® or Beech-Nut® brand
- Two pack of 4 ounce containers of Gerber® brand
- Single variety or combination
- **Organic:** Happy Baby® brand in 4 ounce jars only



Cannot Buy

- Products with DHA/ARA, prebiotics or probiotics
- Products with added formula, milk, yogurt, nuts or sugars
- Pouches

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Fruits and Vegetables

FRUITS

Canned Fruits

Can Buy

- Organic
- Any brand or variety, packed in water or juice without added sugars
- Applesauce – “no sugar added” or “unsweetened” varieties only
- Products in cans, jars, or plastic containers

Cannot Buy

- Products packed in syrup, such as heavy, light, or extra light
- Cranberry sauce, pie filling
- Products with added sugars or artificial, reduced-calorie, or no-calorie sweeteners



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VEGETABLES

Canned Vegetables

Can Buy

- Organic
- Products in cans, jars, or plastic containers
- Any brand, variety, regular or low sodium/salt
- Poi
- Plain tomatoes or tomato products (*paste, puree, whole, crushed, diced, sauce*)

Cannot Buy

- Products with added sugars, fats, oils, and meats
- Products with added mature beans, including baked beans, pork and beans
- Products that are pickled, or with added cream or sauce (*including corn*)
- Soups, ketchup, relishes, olives, or salsa

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Changes to Cheese and Infant Cereal

CHEESE & EGGS

Cheese

Can Buy

- 8 or 16 ounces (1 pound) ball, block, stick, string, shredded, any combination of these types.
- Cheddar, Colby, Monterey Jack, Mozzarella, Swiss, any combination of these types
- Regular, reduced or fat-free
- Made in U.S.A. only

Cannot Buy

- Organic
- Sliced, cube, or deli
- Cheese with peppers, herbs or flavors

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String
Cheese
8 or 16
ounce
package
size only

INFANT FOODS

Cereals

Can Buy

- 8 ounce container
- Beech-Nut® and Gerber® brands
- Oatmeal, multigrain, whole wheat and barley

Cannot Buy

- Organic
- Rice cereal
- Products with DHA/ARA, prebiotics or probiotics
- Products with added formula, milk, fruit or yogurt
- Jars, cans or single serving packages

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Rice
Cereal
no
longer
WIC
allowed



Beech Nut
Multigrain
Cereal



Gerber
Oatmeal Cereal







Information For Hawaii WIC Vendors:

<https://health.hawaii.gov/wic/vendor-information/>

Hawaii WIC APL:

https://health.hawaii.gov/wic/files/2019/11/WICFood_Product-NOV-2019.xlsx

OR

https://health.hawaii.gov/wic/files/2019/11/WICFood_Product-NOV-2019.pdf

Michael Ellis – Vendor Management Specialist
michael.ellis@doh.hawaii.gov
(808)586-4756