

Oregon WIC Program

Vendor Guide



Visit the Oregon WIC Program website

<https://public.health.oregon.gov/HealthyPeopleFamilies/wic/Pages/vendor.aspx>



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Introduction

Vendor Guide

Keep this Vendor Guide in a location accessible to all employees. Keep it up to date by replacing updated materials and forms in the pockets. This guide contains your:

- 1) Welcome letter: includes important information for your store
 - Your WIC ID / X9 number
 - Your Peer Group designation

- 2) WIC Vendor Agreement or sample vendor agreement (chain stores)
 - This is the contract that authorizes you to transact WIC in your store and outlines each party's rights and responsibilities.
 - By signing, you agree to follow all rules in the agreement.
 - WIC Vendor Agreements are generally three-year contracts.
 - As the expiration date nears, you will receive notification of the expiration and application for contract renewal.

Oregon eWIC

Our Electronic Benefits Transfer system is called **eWIC**. All authorized vendors must maintain a certified system to accept and process the eWIC card. The system can be either an integrated system that performs online eWIC transactions or a stand-beside device leased from our bank contractor.

All integrated POS systems must be certified by Food and Nutrition Services (FNS) to accept eWIC online.

A list of FNS certified systems is available on the Oregon WIC Program website.

Integrated vs. stand-beside systems

Integrated Systems

Integrated stores can ring up WIC and non-WIC items together. An integrated Point of Sale (POS) is all one system and can accept multiple payment types, including eWIC. Integrating eWIC into the POS and normal business processes is the preferred solution since it allows retailers to manage inventory, payment, and settlement of eWIC transactions within the same system as other transactions. The integrated system also provides a more streamlined experience for the shopper.

Stand-beside Devices

This device is capable of supporting eWIC transactions. It will validate the items against the benefit balance and the Oregon Approved Products List (APL). It accepts eWIC Cards as payment. Retailers will need to reconcile the eWIC transactions to their Electronic Cash Register (ECR) system.

Stores using stand-beside POS terminals must continue to ring up WIC items separately from non-WIC items. If your store can only accept eWIC in certain lanes, you are required to post a sign indicating which lane takes eWIC.

All stores must have a lane open that can process eWIC at all times.

Example of Oregon eWIC Card



For lost/found eWIC cards, please follow the instructions on the back of the card.

Section 1: WIC Requirements

Pocket Contents

- 1) Oregon WIC Minimum Stock Requirements
- 2) Oregon WIC Formulary
 - List of all formulas and medical foods prescribed by the Oregon WIC Program
- 3) List of approved formula distributors

Grocery Store Minimum Stock Requirements

Minimum stocking requirements of WIC foods must be met at all times in grocery stores. Requirements are based on the number of cash registers in your store. The requirements are intended to ensure a WIC participant could purchase all of their food benefits at one time.

- Failure to meet minimum stock during a contract period may result in sanctions and monetary penalties.
- Current Minimum Stock Requirements can be found on the Oregon WIC Program website.

Stores may submit a request for a stock exception for certain food categories by sending an email to wic.vendorservices@state.or.us. The written request should include the food exceptions requested and reasons why. The State WIC office will research the past 6 months of sales and determine whether to grant the exception. If granted, the written exception will be kept in the vendor file.

Pharmacy Requirements

Oregon WIC contracts with pharmacies to help provide medical formulas and foods that are not available on many grocery store shelves.

Pharmacies are required to order and obtain medical formula and medical foods within 72 hours of a shopper or WIC Program request.

In-store: This pharmacy is part of your grocery store.

- If your store has an in-store pharmacy, you should refer WIC shoppers there to order medical formula or medical food that is not found on the grocery shelf.

Stand-alone: This pharmacy is not associated with a grocery store.

- Stand-alone pharmacies are exempt from Minimum Stock Requirements.
- Stand-alone pharmacies may only accept eWIC for infant, child, and adult formula or medical food. Other WIC foods (milk, cheese, eggs, etc.) are not allowed at stand-alone pharmacies and will not be accepted with an eWIC card.

The Oregon WIC Formulary is a list of all formulas and medical foods prescribed by the Oregon WIC Program. The list included full product descriptions, abbreviated receipt descriptions, and product UPCs.

The current Oregon WIC Formulary can be found on the Oregon WIC Program website.

Approved Formula Distributors

All WIC-authorized grocery stores and pharmacies must order infant, child, and adult medical formula and foods from an approved distributor. A list of approved distributors and process for requesting a new distributor be added to the list can be found on the Oregon WIC Program website.

Section 2: Manager and Bookkeeper Information

Pocket Contents

1) Who to Call for Help

- This form outlines the appropriate place to seek help for things like payment disputes, submitting UPCs, or food policy questions.

2) Vendor Violations with Civil Penalties or Disqualification

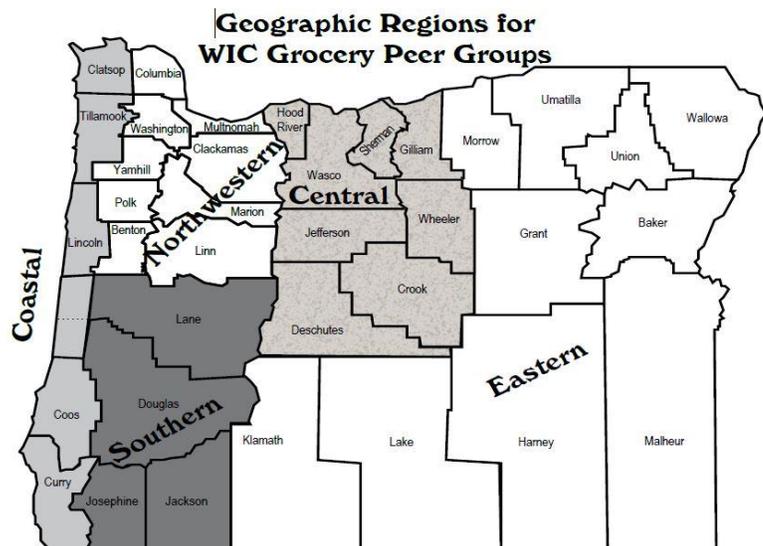
- Summary of Oregon Administrative Rules for vendor violations and sanctions

Peer Groups

Peer Groups are used to set the maximum reimbursement amounts for WIC foods (Not-To-Exceed or NTE). We also use peer group pricing to review shelf prices of stores applying for authorization.

Oregon's peer groups are based on the following criteria: geographic location, store model (single store, small chain, large chain, and pharmacy), and for single stores only, number of registers.

Your peer group designation is in your Welcome Letter. If you believe we have made an error in classifying your store (for instance, we have it in the wrong region, or it operates under a different business model) please contact us. Include any information you think we need to know. We will review the classification, correct any errors, and respond to you about the final determination.



Promoting WIC sales at your store

WIC is a public health program that provides healthy food to families across the state and brings profits into stores in Oregon communities

In order to increase your business, it is OK to promote WIC in your store, however, you must contact the State WIC Office before doing the following:

- Offering WIC shoppers incentives that are not available to all shoppers
- Setting up WIC-only product displays
- Using the WIC acronym or logo on any store produced signs (including manufacturer shelf tags)
- Using the WIC acronym or logo in ads or other promotional publications
- Using the WIC acronym or logo on signs outside the store

Change of Ownership

Owners of WIC-authorized stores are required to give at least 30 days notice for:

- Any change in ownership
- Any move (even if it's just next door)
- Any change in the store name

If any of these things occur at your store, call us for next-step instructions.

If you are selling your store, remember that your WIC authorization is not transferrable. You must notify the State WIC Office of the closure or the sale pending in writing and inform any new owners that they must NOT take WIC until they have signed a new Vendor Agreement (contract) under the new ownership.

Payment Disputes

If your store needs to dispute a payment for a WIC item purchased at your store, please use the following protocol:

- If eWIC is integrated into your ECR system, call your Third Party Processor (TPP).
- If your store uses a Stand-beside terminal from FIS to transact eWIC, contact the FIS Merchant Services Help Desk at 1-844-234-4947 and enter your Oregon WIC ID number (located in your Welcome Letter). A customer service representative will assist you with your claim.

WIC benefits expire at the end of the month, so please submit your adjustment request as soon as possible. All disputes will be resolved within 45 days.

Oregon Administrative Rules (OARs)

All Oregon WIC authorized vendors must follow the WIC Vendor OARs. The full version of the OARs can be found on the Oregon WIC Program website.

The WIC Vendor Violations and Civil Penalties or Disqualification table summarizes the sanctions outlines in the OARs in an easy-to-read format.

Section 3: WIC Approved Foods

Pocket Contents

1) Oregon WIC Food List

- Food Lists are printed in English and Spanish
- Keep current versions of the Food List in the Vendor Guide
- Keep copies of the Food List at each register for reference

2) UPC Intake Form

- Use this form to request to have UPC added to the Approved Products List (APL)
- You can also email requests to wic.upc@state.or.us

The WIC-Authorized Food List

The WIC Food List is the best tool for knowing exactly what foods WIC shoppers can buy and for handling disputes over allowable foods at the register.

The WIC Food List has a version date on the front cover. Make sure to keep a supply of the current version and restock your check stands as needed.

Give Food Lists to WIC shoppers if necessary! It assists with choosing the right foods, which leads to less confusion at the check stand. We will gladly replenish your store's supply.

Printed versions in English and Spanish are available from the State WIC Office. Other languages are available to print from the Oregon WIC Program website: Arabic, Chinese, Russian, Somali and Vietnamese.



The WIC Approved Products List (APL)

The APL is an electronic file that contains UPCs and PLUs for WIC-approved foods and Not-to-Exceed amounts for each UPC. The APL will not allow an unapproved UPC to be processed during an eWIC transaction.

The APL is downloaded for access for an authorized vendor every twenty-four hours. Stand-by devices should be connected overnight in order to receive the current APL. Integrated POS systems will download the APL according to the system's procedures.

A store might have a product on the shelf that meets the Oregon WIC criteria (new product or UPC change). If you think the item should be eligible for purchase with WIC benefits, please submit the information on a UPC Intake Form. UPCs for new foods must be reviewed and approved prior to appearing on the APL.

UPC requests must include the full 12-digit code, complete product description, and, if possible, a picture of the product and nutrition label.

The UPC Intake Form can be found on the Oregon WIC Program website or you can email UPC requests directly to wic.upc@state.or.us.

Produce Mapping

Redemptions and payments for fruit and vegetables are identified according to UPC or PLU. The Oregon WIC APL contains all PLU codes from the International Fresh Produce Standard (IFPS). The WIC APL also contains UPCs for frozen and many packaged fruit and vegetables.

UPCs must be mapped to an IFPS PLU code in order to be recognized by our Approved Product List (APL). Contact your POS provider if you need guidance.

Integrated WIC vendors must use partial or full mapping for the following products:

- Loose fresh fruit and vegetables,
- Fresh fruit and vegetables packaged according to weight, and
- Store packages items labeled with UPCs that begin with 2, 4, or 9.

Partial mapping: All store specific UPCs and non-specific PLUs for produce are mapped to the generic PLU 4469.

Full Mapping: All store specific UPCs and non-specific PLUs for produce are mapped to a specific IFPS PLU code that identifies the fruit or vegetable by name (banana, red delicious apple, eggplant, etc.).

Stores with Stand-beside devices do not need to map produce.

Section 4: WIC Materials

Pocket Contents

- 1) WIC is welcome here – window signs
 - Window or door clings available in English and Spanish
- 2) Oregon WIC Food shelf tags
- 3) eWIC Lane sign
- 4) Oregon WIC Materials Order Form

WIC Signage

We provide signs in English and Spanish to help shoppers identify the store as WIC-authorized and shelf-tags to identify allowable foods. These signs are very helpful to shoppers.

Stores must have prior authorization to create their own WIC signs. If your store wants to create personalized signs for use in the store, submit examples for review to wic.vendorservices@dhsosha.state.or.us.

WIC-produced Signs:

<p>Window Clings</p> <p>Display on doors or windows to let shoppers know your store accepts WIC</p>	
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<p>WIC Food Shelf Tags (sheets of 42)</p> <p>Place under WIC-authorized foods to help shoppers find the right items</p>	 <p>The logo features the text "Oregon WIC Food" in white on a blue square background. Below the text is the number "57-1006 (12/2010)".</p>
<p>eWIC Lane Sign</p> <p>For stores that accept eWIC only in some lanes</p>	 <p>The sign is rectangular with a yellow border. It contains the text "WIC accepted in this lane" in blue and "WIC aceptado en esta línea" in blue. There are two small images: one of a WIC card and one of a WIC logo with a green leaf. At the bottom right is the number "57-1019 (9/2015)".</p>

Use “Oregon WIC Food” shelf tags to identify WIC-approved foods!

Designate someone at your store to place tags under all WIC-authorized foods once a month. This person should also remove shelf tags that are not allowed (like manufacturer tags that advertise a product using the WIC acronym).

WIC Materials Order Form

To order additional or replacement signs for your store, use the WIC Materials Order Form or call us Toll-Free at (877) 807-0889.

The WIC Materials Order Form can also be found on the Oregon WIC Program website.

Section 5: Training

Pocket Contents

- 1) Oregon eWIC Transaction Basics/ How to Read Oregon eWIC Receipts
 - Cashier training tool for completing an eWIC transaction understanding eWIC receipts
- 2) Common Oregon WIC Formulas
 - Cashier training tool about commonly issued WIC formulas
- 3) eWIC Quiz and Answer Key
- 4) Shopping with Your eWIC Card
 - Brochure for WIC participants about how to shop with their eWIC card
- 5) WIC Shopper Complaint Card
 - Tool to report issues with WIC shoppers
- 6) eWIC Wise Newsletters

Train-the-Trainer Model

Oregon WIC relies on the help of our authorized vendors to provide accurate and consistent training for all cashiers handling eWIC transactions.

Initial training for new stores is provided at the store by an Oregon WIC Vendor Trainer.

Ongoing training for new cashiers, including program updates, must be done on a regular basis by a designated trainer at the store. This Vendor Guide provides all of the training materials necessary to keep cashiers trained on WIC rules and regulations.

eWIC Transaction Basics

The Oregon eWIC Transaction Basics training tool for cashiers provides an overview of how an eWIC transaction works. Keep this tool at each register.

Below are some additional, important training points to cover with cashiers:

- **Use the Food List to determine the correct WIC foods, brands, and sizes.** Juice and milk can cause confusion. Make sure the size and type of milk or juice listed on the benefit list matches the product the shopper is trying to buy. Sizes and types of foods are often not interchangeable i.e., whole milk for 1% milk, or 16 oz. frozen juice for 12 oz. frozen juice.
- **Shoppers can be anybody of any age.** There is not an age requirement for a WIC Shopper. Older children or grandparents sometimes do the family shopping. As long as the shopper has the correct PIN for the card presented, it is OK.
- Never ask a WIC shopper for ID in addition to their eWIC card and PIN.
- **Benefits expire on the last day of the month.** Any transactions on the last day of the month must be complete by 11:59 p.m. (exception: February benefits expire on March 2nd).
- **After four incorrect PIN attempts, the shopper's account will be locked.** The card will not be unlocked until midnight. It's a good idea to have the shopper call the number on the back of the eWIC card to reset their PIN before the fourth PIN attempt.
- **Customers are not required to purchase foods not covered by WIC.** If the customer doesn't want to pay for foods left in a remaining balance after eWIC is tendered, offer to remove them from the order.
- **Never ask a shopper to pay the difference between the requested price and the NTE (maximum) price paid by the WIC Program for WIC foods.**
- Stores will NOT be paid for foods acquired outside of the eWIC system without prior authorization by the Oregon State WIC Program.

- eWIC should be the first tender of any integrated transaction.
- **There is no manual process for doing eWIC if the system goes down.** The customer will have to come back later or go to another store.

eWIC receipts

There are four types of receipts in an eWIC transaction.

1) Balance Inquiry

- This receipt prints a list of the amounts, sizes, and types of foods (benefit balance) the household has available to purchase. An eWIC balance inquiry is typically prompted by a shopper to check their balance before shopping. This is a separate POS command that is not part of an actual transaction.

2) eWIC Beginning Balance

- This receipt prints the household benefit balance before any eWIC items being purchased are deducted. This will print out automatically on an integrated system after the shopper swipes their eWIC card and enters their PIN.

3) Proposed eWIC Redemption (mid-transaction receipt)

- This receipt prints the list of items being potentially approved for purchase with the eWIC card. Most integrated POS systems will print this automatically after the Beginning Balance. Some integrated systems need to be prompted to print it.
- It is very important to review this receipt with the shopper. It allows them to see which of their items were covered by WIC and gives them the opportunity to approve or disapprove the purchase. If there are items not covered (they didn't have enough benefits or brought up the wrong item),

the cashier can remove those items from the order so the shopper doesn't have to pay for them with another tender.

4) eWIC Ending Balance

- This receipt prints at the very end of the transaction, after all forms of payment are tendered. It shows the household benefit balance after the items purchased in the transaction have been deducted. Shoppers can keep this receipt so they know how much they have left to buy on their next shopping trip.

Shopping with Your eWIC Card

WIC participants receive training on how to use their eWIC card. The Shopping with Your eWIC Card brochure is a useful tool for shoppers and cashiers to learn concepts like payment tender order, reading eWIC receipts, understanding benefit amounts, and why items might not ring up for WIC.

WIC Shopper Complaint Card

Most eWIC transactions will go smoothly. However, if there is an issue with a WIC shopper that you are not able to resolve, you can use the WIC Shopper Complaint Card to let us assist you.

It is a violation of WIC participant rules to be abusive to WIC staff or store employees. Please let us know if this occurs.

WIC customers that consistently try to buy the wrong items could benefit from additional education. These types of complaints will be directed back to the WIC office so they can work with the participant.

eWIC Wise Newsletters

eWIC Wise Newsletters are an excellent resource for training cashiers and keeping store employees up-to-date on program changes. After circulating the newsletter to store employees, keep current copies of the eWIC Wise Newsletters in this vendor guide.

Oregon WIC Program website

All of the tools referenced in this Vendor Guide can be found on the Oregon WIC Program website. There is a page dedicated to resources for vendors.

<https://public.health.oregon.gov/HealthyPeopleFamilies/wic/Pages/vendor>.