



# Vendor Manual

An electronic or paper copy of this Vendor Manual, as referenced in Wisconsin Administrative Code chapter DHS 149, should be easily accessible to staff at each authorized location.

Your local WIC Agency and Vendor Representative is:

State WIC Vendor and Integrity Unit Phone

608-266-6912



State of Wisconsin  
Department of Health Services  
Division of Public Health  
P-44537 (11/2025)

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## Definitions

**"Above-50-percent vendor"** means a vendor that derives more than 50 percent of annual food sales revenue from WIC. It includes vendor applicants applying for initial authorization that estimate they will derive more than 50 percent of annual food sales revenue from WIC.

**"Agreement" or "Vendor Agreement"** means the document or electronic record entered into by a vendor and the Department that contains the terms and conditions under which a vendor or direct distribution center is authorized to provide approved food.

**"Approved food"** means food identified by the Department as an authorized food in accordance with [Title 7 CFR 246.10](#) as acceptable for use under the federal special supplemental nutrition program for women, infants, and children [42 USC 1786](#).

**"Approved product list" (APL)** means an electronic file identifying approved foods used by the EBT system to validate items for purchase with eWIC benefits.

**"Authorized Infant Formula Supplier list"** means the publication listing wholesalers, distributors, retailers, and manufacturers approved by the Department to provide approved infant formula to vendors and direct distribution centers.

**"Balance inquiry"** means a type of transaction initiated by the cardholder in the checkout lane or stand-beside system to check the household's available balance, including a description of the food category/subcategory, available benefits, unit of measure, and the last date to use the benefits.

**"Cash value benefits" (CVB)** means a fixed-dollar amount of fruit and vegetable benefits.

**"Change of ownership"** means the transfer of the right to control the assets or management of a vendor or direct distribution center, or any majority changes in ownership interest.

**"Claim"** means an action taken by the Department to recover funds paid to a vendor in error due to a vendor violation or overcharge.

**"Conditional authorization"** means additional terms and conditions required by the Department for vendor authorization.

**"Contract period"** means the period of time stated in the agreement that a vendor or direct distribution center is authorized to provide approved food in exchange for an eWIC benefit.

**"Customer area"** means the part of a grocery store or pharmacy that is normally frequented by customers and does not include storage or other areas that are normally used by store employees.

**"Department"** means the Wisconsin Department of Health Services.

**"Direct distribution center"** means an entity, other than a vendor, that is under contract with the Department or a WIC agency under [Wis. Stat. § 253.06\(3m\)](#), to distribute approved food to participants.

**"Disqualification"** means the act by the Department of making a vendor, direct distribution center, infant formula supplier, or participant ineligible to participate in the WIC program for a specified amount of time because of a program violation.

**"Electronic benefit transfer" (EBT) also known as eWIC** means a food delivery system that permits electronic access to WIC program benefits using a card or other access device, approved by the Department, with payments made in accordance with [Wis. Stat. Ch. 410](#).

**"EBT-capable"** means a cash register system or payment device, approved by the Department, that can accurately and securely obtain the benefit balance associated with eWIC benefits, maintain the necessary files, such as the approved product list, and successfully complete WIC transactions.

**"Enforcement assessment"** means the amount added to a forfeiture or recoupment required under [Wis. Stat. § 253.06\(5\)\(c\)](#).

**"eCommerce platform"** means a single or multi-vendor software solution for vendors to create, manage, and operate their online store's or digital commerce website. They do not sell any products of their own and are not WIC-authorized vendors.

**"eWIC benefit"** means the electronic food benefit issued to a WIC participant that is available for redemption at authorized vendors.

**"eWIC card"** means a type of food instrument that performs a series of real-time transactions between the Point-of-Sale device at the vendor location and the EBT card issuer processor to approve the WIC transaction. The eWIC card number and PIN link to an eWIC account that contains a benefit balance. The eWIC card is issued by a local WIC agency and used by the WIC shopper to purchase approved food.

**"eWIC card authentication"** means a secure method of matching an WIC shopper with available eWIC benefits. This may include a PIN, OAuth, or other methods as approved by the Department.

**"eWIC contractor"** means the WIC EBT contractor that processes eWIC transactions. The eWIC contractor leases stand-beside equipment through a merchant agreement to vendors without integrated cash register systems.

**"Food and Nutrition Service" (FNS)** means the agency within USDA that administers the WIC and SNAP Programs.

**"Food instrument"** means a voucher, check, eWIC card number and approved authentication method, coupon, or other method used by a participant to obtain WIC approved foods.

**"Food sales"** means the sales of all foods that are eligible items under SNAP.

**"Forfeiture"** means the sum of money required to be paid to the Department as a result of a vendor violation as provided in [Wis. Stat. § 253.06\(5\)\(b\)\(4\)](#).

**"Grocery store"** means a retail store that sells a general line of food for the household to eat, such as breads and cereals; fruits and vegetables; meats, fish, and poultry; and dairy products or a store authorized by SNAP as a specialty store. This may include full-service grocery, convenience stores, corner stores, and gas stations that meet food stock requirements.

**"Initial authorization"** means the authorization of a specific business entity to serve as a vendor at a designated location.

**“Inventory audit”** means the examination of invoices or other proofs of purchase to determine whether a vendor has purchased sufficient quantities of approved foods compared to valid claims for payment.

**“Integrated system”** means a multi-function point-of-sale system (POS) that has been validated to accept eWIC transactions. Terminals accept WIC in all lanes and require a single scan to verify the item’s WIC eligibility and process the purchase. Integrated vendors support mixed basket transactions that allow different payments, such as WIC, SNAP, debit, and credit in one transaction. When approved by the Department, an online ordering system or eCommerce platform which accepts eWIC payment would also be considered an integrated system.

**“Internet-based transaction”** means a transaction where the WIC payment is completed through the payment section of the online ordering system or eCommerce platform.

**“Invoice”** means a non-negotiable commercial instrument issued by a seller to a buyer. It identifies both the seller and buyer and lists, describes, and quantifies the items sold, shows the date of shipment, prices, and discounts (if any), and delivery and payment terms.

**“Multi-function equipment”** means point-of-sale equipment obtained by a vendor through commercial suppliers; capable of supporting eWIC as well as other types of payments.

**“Not-To-Exceed” (NTE)** means an FNS-approved cost containment methodology that vendors are subject to price limitations. For approved foods exceeding the NTE, payments to vendors are adjusted (reduced) to ensure the price paid for individual food items may be equal to, but not in excess of the maximum, not-to-exceed price.

**“OAuth (Open authentication)”** means a data validation process that enables secure authentication for online shopping transactions.

**“Online ordering”** means the process a WIC shopper uses to select food items for purchase via an internet-based ordering system or eCommerce platform.

**“Participant”** means a person who is eligible for and receives services under [Wis. Stat. § 253.06](#), including an infant, child under age 5, and a pregnant, breastfeeding, or postpartum woman within six months of delivery.

**“Participant access”** means criteria and procedures established by the Department to evaluate the availability of other vendors in the same area and any geographic barriers to these vendors to ensure the lowest practicable food costs while ensuring adequate access.

**“Peer group”** means a group of two or more vendors determined by the Department to have similar characteristics and used to set distinct competitive price criteria and allowable reimbursement levels.

**“Personal Identification Number” (PIN)** means a number set by the WIC participant, or guardian of infant and children participants, to maintain secure access to food benefits via the eWIC card.

**“Pharmacy”** means an establishment that is licensed to operate as a pharmacy under [Wis. Stat. § 450.06](#).

**“Point-of-Sale (POS) Provider” or “Reseller”** means the entity that provides maintenance and support for the electronic cash register system.

**“Point-of-Sale (POS) Terminal”** means a computerized replacement for a cash register.

**“Primary Account Number” (PAN)** means the number that appears on an eWIC card that when combined with a secure authentication method allow access to food benefits.

**“Price Look Up” (PLU)** means a four- or five-digit number defined by the International Federation for Produce Standards (IFPS) and used to identify products that are typically of variable measure.

**“Recoupment”** means the amount of excess payments made to the vendor as a result of violations that is requested for repayment to the WIC Program as specified under [Wis. Stat. § 253.06\(5\)\(b\)5](#).

**“Redemption”** means the process in which a vendor submits records of eWIC transactions in exchange for payment by the Department (or its financial agent).

**“Relative”** means a person connected to the vendor by blood or marriage including spouses, parents, children, grandchildren, grandparents, brothers, sisters, aunts, uncles, nieces, nephews,

first cousins, in-laws, stepparents, stepchildren, stepbrothers, and stepsisters. The relative may or may not reside in the same household as the vendor.

**"SNAP"** means the federal Supplemental Nutrition Assistance Program under [7 USC 2011 to 2029](#) and known in Wisconsin as the FoodShare Program.

**"Sanction"** means a penalty imposed by the WIC agency or the Department on a vendor, direct distribution center, infant formula supplier or participant because of a violation of [Wis. Stat. § 253.06](#) and includes denial of an application, termination of authorization for a vendor or termination of the contract for a direct distribution center, disqualification, recoupment, forfeiture, enforcement assessments under [Wis. Stat. § 253.06\(5\)\(b\)](#), or civil money penalties defined in [Title 7 CFR 246.12\(I\)\(1\)\(ix\) and \(x\)](#).

**"Single-function equipment"** means POS equipment such as barcode scanners, card readers, PIN pads, and printers only capable of processing eWIC transactions.

**"Stand-beside system"** means a non-integrated POS device, leased from the eWIC contractor, that is not connected to the store cash register system. This device may be either single-function or multi-function equipment.

**"Stock Price Survey"** means the Department form used to record current vendor non-sale shelf prices for approved foods, which must be submitted with a vendor application and when requested by the Department.

**"Transaction"** means the process by which a WIC shopper exchanges their WIC benefits for supplemental foods.

**"United States Department of Agriculture" (USDA)** means the federal agency that is responsible for administering the WIC and SNAP programs.

**"Universal Product Codes" (UPC)** means a specific type of barcode used by retailers to identify products sold. Approved food UPC codes are included on the APL file.

**"Vendor" (also referred to as "you" and "your" within this manual)** means a sole proprietorship, partnership, cooperative association, corporation, or other business entity

operating one or more grocery stores or pharmacies authorized by the Department to provide approved foods to participants under a retail food delivery system. Each physical location operated by a business entity constitutes a separate vendor and must be authorized separately from other stores operated by the business entity. It also includes internet vendors and mobile vendors.

**"Vendor authorization"** means the determination by the Department that assesses, selects, and then enters into an agreement with a grocery store or pharmacy that applies or reapplies to be authorized as a vendor.

**"Vendor Manual"** refers to this document and means the electronic or printed manual the Department publishes that describes the WIC program policies related to the provision of approved food to participants, including program policies, periodic updates and amendments, applicable rules, and other requirements.

**"WIC" or "WIC program"** means the Special Supplemental Nutrition program for Women, Infants and Children established pursuant to [42 USC 1786](#), [Title 7 CFR 246](#), and [Wis. Stat. § 253.06](#).

**"WIC agency"** means an entity that has a contract with the Department to provide WIC services including preauthorization site visits, routine monitoring visits, eligibility determination, eWIC benefit issuance, and nutrition counseling for participants.

**"WIC Shopper"** means a person in possession of an eWIC card and personal identification number.

**"WIC vendor number"** means the unique number assigned by the Department at the time of vendor authorization to identify the business entity.

**"WIC Vendor and Integrity Unit"** means the Department work unit responsible for food delivery and program integrity.

## Section 1 – Program Information

### Special Supplemental Nutrition Program for Women, Infants, and Children

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) began in 1972. It is funded by the United States Department of Agriculture (USDA) and is administered by each state. In Wisconsin, WIC is administered by staff at the Department of Health Services (Department). The Department contracts with WIC agencies throughout the state to provide support for WIC participants and vendors.

The purpose of the WIC program is to provide nutritious food, health care referrals, and nutrition education for eligible pregnant, breastfeeding, and non-breastfeeding postpartum participants, as well as infants and children up to age five.

Research shows enrollment in the WIC program provides many benefits, such as:

- Reduced fetal deaths and infant mortality.
- Reduced low birthweight rates and increased duration of pregnancy.
- Improved growth of nutritionally at-risk infants and children.
- Decreased incidences of iron deficiency anemia in children.
- Improved dietary intake of pregnant and postpartum participants and improved weight gain in pregnant individuals.
- Earlier involvement by pregnant individuals in receiving prenatal care.
- Increased likeliness of children having a regular source of medical care and up to date immunizations.
- Significantly improved diet in children.
- Improved intellectual development in children getting ready to start school.

WIC differs from other USDA programs, such as The Supplemental Nutrition Assistance Program (SNAP), in several ways:

- WIC participants must be pregnant or breastfeeding individuals, new birth parent, infants, or children up to age five.
- The foods authorized by the WIC program are tailored to meet each participant's individual nutritional and medical needs.
- WIC is administered by each state, so benefits are issued by and may only be

redeemed in the state in which the participant lives.

- WIC benefits do not roll over to future months.

## **About WIC participants**

WIC participants include single parents, military families, foster children, families with unexpected life events such as medical bills or loss of a job, high school students, and individuals seeking higher education. WIC helps these families stay healthy during difficult times and avoid having to make hard choices, like paying the rent or buying food.

To learn more about WIC eligibility and other program information, visit the [Wisconsin DHS WIC home page](#).

## **About WIC vendors**

WIC vendors are grocery retailers and pharmacies authorized to sell WIC approved foods and formulas to WIC participants in exchange for eWIC payment. WIC vendors play an important role to ensure participants receive the correct nutritious foods, which reinforces participant nutrition education and helps to support healthy families.

## Section 2 – Program Administration

### Vendor Agreement

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As part of the vendor application process, all vendors must sign a Vendor Agreement for the current contract period. The Vendor Agreement is a binding contract and once authorized, vendors are expected to follow all conditions listed in the Agreement. The first time a vendor is authorized to participate in the WIC program is referred to as their initial authorization.

Vendors are notified of WIC program policy and procedure changes through required training, notices, and amendments. You are responsible for training and ensuring employees are knowledgeable about current WIC program policies and procedures. Ultimately, the corporate or individual legal entity is responsible for the actions of store employees related to the WIC program and may receive sanctions for the actions of their employees. Contact your local WIC agency or the WIC Vendor and Integrity Unit for clarification of program policies and procedures.

### Conditional Authorizations

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In certain circumstances, a vendor may be required to agree to additional terms and conditions to become and remain authorized. Conditions may include prohibiting a specific person or persons with previous WIC or SNAP violations from being involved in the operation of the store, having a financial interest in the store, or prohibiting relatives from redeeming eWIC benefits at a specific location. Conditional Authorizations are a binding contract in addition to the Vendor Agreement.

### Vendor Contract Period

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The current contract period for the Vendor Agreement is November 1, 2025, through October 31, 2028. New vendors authorized during the current contract period will have the same contract end date of October 31, 2028.

You must reapply for each three-year contract period to remain authorized. If you do not reapply, the authorization expires at the end of the contract period. Expiration of a vendor's authorization is not subject to appeal, and you are required to submit a new application to be considered for authorization.

The Department may deny a vendor's reapplication for authorization for failure to comply with program requirements and may terminate or disqualify a vendor based on [Title 7 CFR 246](#), [Wis. Stat. § 253.06](#), and [Wis. Admin. Code DHS 149](#).

### Minimum Requirements of Authorization

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You must always maintain the minimum requirements of vendor authorization throughout the entire contract period. Failure to do so may result in sanctions, up to and including termination of the Vendor Agreement. The minimum requirements for vendor authorization are pursuant to [Wis. Admin. Code § 149.05](#). The Department may verify you are continuing to meet minimum

requirements at any time during the contract period.

## **Maintain Good Standing with WI Department of Revenue**

WIC authorized vendors must maintain good standing with the Wisconsin Department of Revenue (DOR). If the WIC Vendor & Integrity Unit receives notice a vendor is adjudged delinquent in the payment of Wisconsin taxes, then they are not meeting the minimum requirements to be a WIC Vendor.

## **Reporting Business Changes**

You are responsible for notifying the WIC Vendor and Integrity Unit of any changes in the business that may affect authorization eligibility. This includes any changes to the retail space (total number of cash registers, cash register system provider, or store square footage); changes to the business name, email address, status of business entity registered with Wisconsin Department of Financial Institutions (DFI), and corporate officers or managers; or other changes as listed below.

To report a change, you must complete an amendment form and send it to the WIC Vendor and Integrity Unit within 15 days of the change. The [Retail Vendor Application Amendment form \(F-40108\)](#) is available on the DHS WIC Vendor website or by request.

### **Change in Location**

Changes in location must be submitted at least 15 days prior to the move. The Department will review the information and determine if a new application is needed. The new application may be waived if the new location is within a five-mile radius of the previously authorized location. To be considered under the current authorization, the old and new locations may not be open for business at the same time.

### **Change of Ownership and Permanent or Temporary Closings**

If you sell your store to another person or group of persons, or there is a change in majority owner/shareholder, whether by gift, purchase, or lease, you must report the change to the WIC Vendor and Integrity Unit within 15 days of the change. The Department will determine if a new application should be submitted. Examples of a change of ownership include: New sole owner, partner, stockholder, or LLC member; asset purchase of a corporation or LLC; new FEI number; new Seller's Permit or taxpayer's number; new food dealer's license; retirement or death of a sole owner, partner, stockholder, or LLC member.

You must immediately report a permanent or temporary store closing to the WIC Vendor and Integrity Unit including if the store is closed due to fire, extended power outage, flood, or other natural disaster.

On the date of a change of ownership, the WIC Vendor number and X9 number will be terminated at 11:55 p.m. Central Time. If any WIC transactions are conducted under the previous ownership after this time, the new ownership may be sanctioned for operating without WIC authorization.

## **Minimum Stock Requirements**

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WIC authorized grocery stores must always carry the required minimum stock, on the shelves or coolers in the customer area of the store. The [Vendor Minimum Stock Requirements publication \(P-00371\)](#) is available on the DHS WIC Vendor website or by request.

Infant formula may be kept in a secure location that is not in the customer area of the store. A sign must be posted where customers would normally find formula with a list of the available formulas, prices, and the location where the formula is located, such as the customer service desk.

You must only provide food that is fresh and within its expiration date or sell by date. Expired WIC foods must be removed from the customer area of the store. The sale of infant formula after its expiration date is also prohibited by the [Federal Food, Drug, and Cosmetic Act](#) and [Wis. Admin. Code § ATCP 75 Appendix](#).

WIC authorized pharmacies are not required to maintain minimum stock. However, you must demonstrate the ability to order formula in a timely manner and must order special infant formulas and liquid nutritional/ medical products within a reasonable time when requested by an WIC shopper.

Refer to the [WIC Shopping Guide \(P-44578\)](#), located on the DHS WIC Vendor website or by request, for more detailed information about the approved foods.

## Section 3 – eWIC Transactions

### **eWIC Benefit Redemption**

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WIC shoppers pay for WIC approved foods using their eWIC card, or other food instrument. Vendors receive payment for WIC foods electronically. All vendors must have an eWIC capable system, either through their cash register system or by using the eWIC contractor stand-beside system. All commercial approved eWIC capable systems are multi-function systems while some eWIC contractor leased stand-beside systems are single-function, WIC only terminals, approved only when the vendor is determined to be necessary for participant access.

### **Accepting eWIC cards**

- You must accept eWIC payment from any person presenting an eWIC card. You may not require any form of identification or proof of participation status.
- WIC shoppers choose how often they want to shop during the benefit period and may use as many or as few of their benefits as they want to in a single transaction. You may not require a minimum purchase or that all benefits be used at once.
- eWIC transactions are processed by either swiping the eWIC card or manually entering the PAN. Vendors must not ask for nor enter the eWIC shopper's PIN.
- The physical eWIC card must be present during the transaction.
- If approved by the Department, internet-based transactions with curbside, in-store, or online payment are allowed with a separate signed Vendor Agreement Addendum.
- Department approved self-checkout lane cash register systems may be used for eWIC transactions.
- The WIC Shopping Guide provides detailed information about approved foods. A copy of the WIC Shopping Guide should be kept at each staffed register to assist with any issues or questions that may arise during an eWIC transaction.

**Note:** Wisconsin eWIC benefits may be redeemed anywhere in Wisconsin, provided they are redeemed at an authorized vendor location.

### **Processing Transactions**

Not all cash register systems are the same. Processing an eWIC transaction will be different depending on the software developer and maker of the point-of-sale (POS) register system or device.

#### **Integrated System**

If you use an integrated system, you must contact your POS provider for eWIC transaction instructions. You must report any transaction issue affecting eWIC purchases to your POS provider for correction. The store or corporate entity must also notify the WIC Vendor and Integrity Unit of any cash register technical issues that affect eWIC purchases.

#### **Stand-Beside System**

If you use a stand-beside system, you will receive over-the-phone training from the eWIC contractor on how to operate the terminal and process WIC transactions. You must report any transaction or terminal issues affecting eWIC purchases to the contractor by calling their Help

Desk. Contact the WIC Vendor and Integrity Unit if the eWIC contractor is unable to resolve the issue.

## **Lane Requirements**

You must always have at least one cash register lane open capable of processing eWIC transactions. Self-checkout lanes must be approved by the Department if there are no full-service staffed lanes open. You may not label a checkout lane to be used only for WIC purchases. The Wisconsin "WIC Accepted Here" register decal must be displayed at all registers capable of processing eWIC payment.

## **Transaction Requirements**

- You must provide WIC shoppers with a receipt for foods purchased with eWIC benefits. The receipt must include a list with the remaining benefit balance. The receipt may be printed or offered electronically.
- You must provide a balance inquiry when requested by a WIC shopper. You cannot require a minimum purchase to process a balance inquiry.
- Stores using an integrated system must allow WIC shoppers to purchase both WIC and non-WIC foods together in one transaction (mixed basket). You must allow WIC shoppers to use another form of payment (SNAP, cash, or debit/credit card) to pay for anything not covered by WIC.
- You must scan the actual UPC attached to each item presented for sale by the WIC shopper.
  - The multiple quantity key should not be used for WIC transactions.
  - You can only provide foods that are allowed by the cash register system. You must not override or allow any substitutions by scanning a barcode from another authorized product or by scanning a barcode from a pre-printed sheet.
- Stores cannot provide incentive items that are only available to WIC shoppers or based on redeeming some or all WIC benefits at once.

## **Online Ordering**

When approved by the Department, an eWIC card and approved authentication method may be used to complete internet-based ordering with in-store or curbside payment or an internet-based transaction with pick-up or delivery of foods. Online ordering may use an eCommerce platform. All online ordering or internet-based transactions must be separately approved by the Department before use and will require a Vendor Agreement Addendum.

## **Approved Product List (APL)**

The APL contains UPCs and PLUs for all WIC approved food items. The most current APL is available

daily for download to POS integrated systems and stand-beside systems. APLs should automatically update. However, vendors are ultimately responsible for ensuring the most current version of the APL is available at all registers that process eWIC transactions. Contact your cash register system provider or eWIC Help Desk if your APL file is not up to date.

Items presented for purchase with eWIC must be scanned or hand keyed during the transaction. The POS will determine whether items are WIC approved, and the WIC shopper has available benefits. Items not approved by the system must not be provided as part of the eWIC transaction.

If a food item is not available as WIC approved in the APL, you may contact the WIC Vendor and Integrity Unit to see if it should be added. The [New UPC Submission Request \(F-01473\)](#) form is available on the DHS WIC Vendor website.

A test card is available to help stores confirm if the APL file is up to date. The test card contains real benefits, linked to the live system. For instructions on how to use the live eWIC test card, see “eWIC Live Test Card” under [Section 6 – Training Materials](#) in this manual.

## **Cash Value Benefits (CVB)**

Fruits and vegetables are redeemed as cash value benefits. If the value of the fruit/vegetable purchased in a single transaction is more than the CVB balance, the WIC cardholder may choose to pay for the remaining balance by using another form of payment (i.e., SNAP, credit, debit, gift card, or cash), or may choose to remove the item from the purchase. For example, a WIC shopper wants to purchase a bag of apples for \$2.99, and there is only \$2.00 CVB available. The shopper must be given the option to pay for the remaining \$0.99 with another form of payment, or to remove the bag of apples from the order.

## **Mapping**

Mapping is a relatively easy process in the integrated POS system that makes fresh produce items immediately available for sale to WIC shoppers. Mapping links the UPC of an approved fresh fruit or vegetable that is not in the WIC APL, to an existing produce PLU that is in the APL. For example, a UPC for a package of blueberries that is not in the APL could be linked/mapped to PLU 4240 for blueberries. When the UPC is scanned at the cash register, the WIC system would recognize it as PLU 4240, which is allowed in the APL. Mapping fresh produce items to a PLU for the same fresh produce item is preferred. However, if there is not a known PLU for the produce item, partial mapping to the generic PLU 4469 is allowed in limited circumstances.

Vendors are required to use mapping, and it may only be used for fresh fruits and vegetables. It may be used with UPCs, retailer assigned UPCs and Global Trade Item Numbers (GTIN).

Mapping can be done at the store or corporate level. Contact your cash register system provider with any questions about the mapping process.

## Discounts and Coupons

Any coupons and discounts available to non-WIC customers must also be available to WIC shoppers. Discounts and coupons for food items that are WIC approved must be applied to the transaction when available. Any discounts and/or coupons must be applied to the purchase transaction before processing eWIC payment. The dollar amount for the WIC food item must reflect all posted store specials, coupons, discounts, and other reduced prices extended to non-WIC shoppers. Stores that do not normally accept manufacturer coupons are not required to accept them from WIC customers. Discounts and coupons must follow the [WIC EBT Operating Rules and Technical Implementation Guide](#), located under the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) section of the USDA FNS website.

## Transaction Voids

You must void or cancel the purchase of a single WIC food item, a method of payment, or the entire transaction at the WIC shopper's request.

For integrated systems, eWIC payment may be voided if the transaction is a mixed basket and another form of payment has not yet been made. Once eWIC payment has been voided, the system should allow individual food items to be voided.

For stand-beside systems, the most recent eWIC transaction may be voided, as long as a new transaction has not been completed on the terminal.

Contact the WIC Vendor and Integrity Unit for assistance if there is a transaction issue and you were not able to complete a payment or food item void. Contact your POS system provider with any questions about the process for voiding eWIC transactions.

## Exchanges and Refunds

You cannot provide refunds or allow exchanges for authorized WIC foods once an in-store purchase is complete and the WIC cardholder has left the store. You are prohibited from providing cash or other consideration for a return of items purchased with eWIC.

The exception to this rule is if the food is defective, spoiled, or has exceeded its "sell by" or "best if used by" date. These are the only situations where the food item may be replaced with the exact same brand and size as the item returned by the WIC cardholder. If the food item was part of a manufacturer safety recall, the vendor may replace the recalled food item with another WIC approved food of the exact same type and size, but different brand. These types of situations are between you and the customer, and no transaction will occur.

In rare cases, the USDA FNS may allow states to request a waiver which would allow stores to provide alternative food items. For example, during the 2022 Similac infant formula recall, additional infant formula brands and varieties were temporarily approved for sale with WIC payment. WIC customers were also allowed to return recalled formula for cash or store credit. These

types of situations are only allowed with prior approval from the Department.

## **eWIC Card Handling**

WIC cardholders must have the ability to securely enter their eWIC card PIN. Any eWIC card found in the store or on store property, if left unclaimed for 24 hours, should be returned to the State WIC Vendor and Integrity Unit by mailing the card to:

Wisconsin WIC Vendor and Integrity Unit  
PO Box 2659  
Madison, WI 53701-2659

## **Damaged eWIC cards**

The eWIC card number should be manually keyed if the magnetic stripe does not work after three swipe attempts. The physical card must be present at the time of purchase. The WIC cardholder may contact their local WIC agency for a new eWIC card if their card is damaged or unreadable.

## **PIN Entry Failure**

If an eWIC card PIN is entered incorrectly four times, the card will be locked. The WIC participant will need to contact the local WIC Agency for assistance in unlocking the eWIC card.

## **Confidentiality**

Per 7CFR 246.26 (d)(1) You may not disclose confidential participant information without proper consent. You may not ask for nor require a WIC shopper's driver's license, telephone number, address, Social Security Number, or any additional personal identifying information or information as part of the WIC transaction. You may only capture or use the information available from the eWIC transaction for building client files with the eWIC shopper's express permission (for example, use of a store loyalty card that the shopper signed up for). You may use available information contained on the eWIC card, such as the card number, to file a complaint against a cardholder who does not follow established WIC Program procedures.

If a manager's assistance is needed during a WIC transaction, you may not publicly identify the transaction as WIC. For example, you may not use a store loudspeaker system to announce, "manager to the front for help with WIC."

## **Emergency Procedures**

You must contact the WIC Vendor and Integrity Unit as soon as possible about any emergency that limits store operations, including but not limited to: equipment, technical, and electrical failures; natural disasters; fires; flooding; public health emergencies; or other adverse conditions.

## **WIC Cardholder Responsibilities**

WIC participants receive education from their local WIC agency about the approved foods and how to shop for foods. Participants and WIC shoppers have several responsibilities related to the shopping trip and transaction:

- Treat store personnel with courtesy and respect.
- Ask for a balance inquiry if they are unsure of their benefits.
- For stores with a stand-beside system, tell the cashier they are using eWIC payment before starting the transaction.
- Use eWIC as the first form of payment.
- For stores with integrated cash register systems, verify the food items on the mid-transaction receipt are correct prior to approving the eWIC payment.

Contact your local WIC agency or the WIC Vendor and Integrity Unit for guidance if you have issues with a WIC shopper and you think they need additional education or counseling in using eWIC food benefits such as: understanding which foods are approved, reading their benefit balance, and using their eWIC card.

## Section 4 – Store Visits

Store visits may be conducted by USDA FNS, the Department or their representative, or the local WIC agency at any time during the contract period. There are several reasons why a store visit may be conducted, including, but not limited to:

- Check-in to see whether vendor has any questions or concerns
- Training
- Response to a complaint
- Inspection to ensure store is meeting WIC minimum requirements
- Request for inventory records
- Investigation to determine whether a store is complying with eWIC processing and redemption procedures

### **Pre-Authorization Site Visit**

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Pre-authorization site visits are conducted as part of the application process for new vendors seeking WIC authorization. Once the Department determines a vendor's application is complete and they are eligible for WIC authorization a pre-authorization inspection of the store is scheduled. This inspection consists of verifying WIC minimum stock requirements are being met, prices are posted, and WIC foods are fresh and within their expiration date. Following a successful inspection; training is provided; a test balance inquiry, purchase, and void are completed remotely with the EBT contractor or cash register provider; and the grocery store or pharmacy will become an authorized WIC vendor.

### **Monitoring Visits**

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The WIC program periodically conducts unannounced inspections of vendors to ensure continued compliance with WIC program rules. During a monitoring visit, a WIC program representative will identify themselves to store staff and explain the purpose of the visit, which will include verifying minimum stock requirements are being met, prices are posted, and WIC foods are fresh and within their expiration date. Additional information may be requested.

There are three types of monitoring visits: routine monitoring, state requested monitoring, and corrective action plan (CAP) monitoring. As required by USDA FNS, at least 5% of all WIC vendors must have a routine monitoring visit each federal fiscal year. State requested monitoring is conducted if there are complaints or the Department has other reasons to believe a vendor may not be complying with program rules. CAP monitoring is only conducted as follow-up to a routine or state requested monitoring visit where significant violations were found.

During a monitoring visit the following may also be requested or evaluated:

- Request to review infant formula invoices to ensure the store is purchasing formula from a Wisconsin WIC authorized infant formula supplier
- Ask about any changes at the store such as changes in ownership, management, store hours, etc.
- Verify WIC Shopping Guides are available at each staffed cash register where eWIC payment is processed
- Verify WIC Accepted Here door and register decals are being used
- Ask about in-store WIC training of new cashiers
- Evaluate use of shelf talkers for appropriate placement
- Evaluate overall cleanliness of the store and whether coolers and freezers containing WIC-approved foods are working properly

## **Compliance Investigations**

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As required by USDA FNS, the Department must conduct compliance investigations of at least 5% of all vendors each federal fiscal year based on high-risk indicators or by random selection. A compliance investigation involves an unannounced store visit in which an individual posing as a WIC participant completes an eWIC transaction to determine whether the vendor is complying with eWIC processing and redemption procedures. These individuals do not identify themselves to the vendor. Violations documented during these visits may result in sanctions, up to and including disqualification and termination of the WIC authorization.

## **Record Requests and Inventory Audits**

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You are required to provide all information requested by the Department or their designee in a timely fashion. This includes making available, upon the request of representatives of USDA FNS, the Comptroller General of the United States, the Department, or the local WIC agency, all eWIC cards in your possession and all requested inventory and accounting records for inspection and audit.

Your 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 foods and formula items, wholesale and retail, in the form of invoices, books of account, shelf price records, and other pertinent records.

All inventory purchase records for WIC foods or formula must contain the following to be accepted for audit purposes:

- Name and address of the supplier or wholesaler
- Name and address of the purchaser (if invoice is supplied by a wholesaler)
- Date of purchase, including: month, day, and year
- List of the items purchased, including: size, stock number (if available), UPC, quantity, and unit price
- Invoice payment type (for example, cash, check, money order, credit or debit card, ACH payment)
- Sales receipts for WIC foods purchased from a retail grocer (vs. a wholesaler or supplier) for resale by the WIC vendor must include the name and address of the retail store, the date of purchase, description (brand, size, and variety) of the exact items purchased, the unit price of items, and the total quantity purchased

## Section 5 – Vendor Training

Vendor training is designed to educate vendors on WIC program policies, prevent program errors, notify vendors of new policies or changes in policy, improve program service, and when applicable, provide additional education to vendors in violation of program policies. The vendor is responsible for sharing the training information with other employees.

### Authorization Training

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Following a successful pre-authorization site visit, at least one vendor representative must be present to receive in-store training by the Department or local WIC agency representative.

Authorization training covers the purpose of the WIC Program, approved foods, minimum stock requirements, requirement to purchase infant formula from the approved list, procedures for transacting and redeeming eWIC benefits, program violations and sanctions, the complaint process, claims procedure, and incentive items policy.

### Annual Training

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The Department must provide annual training to at least one representative from each vendor.

Annual training covers the purpose of the WIC Program, approved foods, minimum stock requirements, requirement to purchase infant formula from the approved list, procedures for transacting and redeeming eWIC benefits, program violations and sanctions, the complaint process, claims procedure, incentive items policy, as well as any program and food changes since the last training. Annual training may be provided in several forms, including: A newsletter, self-paced training manual, and/or interactive training such as a training video, or web-based training.

### Interactive Training

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Every other year, at least one representative from each vendor location is required to attend an interactive training session. The WIC Vendor and Integrity Unit will send information to stores with the training date(s) and time(s) and instructions on how to access the training. This training will cover the purpose of the WIC Program, approved foods, minimum stock requirements, requirement to purchase infant formula from the approved list, procedures for transacting and redeeming eWIC benefits, program violations and sanctions, the complaint process, claims procedure, incentive items policy, and changes to program requirements since the last training. Vendors who fail to attend interactive training may be sanctioned including termination of the vendor agreement.

### Store Requested Training

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You may request additional training or technical assistance from the WIC Vendor and Integrity Unit or WIC agency. Training may take place on-site at your store or at another location chosen by the Department. Vendor requested training is subject to staff availability and is conducted solely at

the discretion of Department and WIC agency staff.

## Section 6 – Training Materials

### Training Managers and Cashiers

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You are required to provide training to all managers and cashiers on eWIC transactions, redemption policies, and procedures. Managers should read all sections of this manual carefully, as well as review all applicable federal regulations, state administrative rule and statutes, and Department policies and procedures.

We encourage you to review the following materials with all managers and cashiers at least twice a year:

- This Vendor Manual, specifically [Section 2 – Program Administration](#) and [Section 6 – Training Materials](#).
- The [WIC Shopping Guide](#) (P-44578).
- Store policies and procedures related to eWIC transactions.

### WIC Transaction Troubleshooting

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If a food item is not ringing up as a WIC approved food, the store cannot override the cash register system. The following questions can help with troubleshooting the issue:

1. Is the item an approved food?

Check the [WIC Shopping Guide](#) (P-44578) to see if the food item is listed as approved. Make sure to verify the brand, variety, and sizes match.

2. Does the WIC cardholder have the correct benefits to purchase that food?

Ask the WIC cardholder if you can process a balance inquiry to see if that benefit is listed in their benefit balance.

3. Does the WIC cardholder have available benefits to purchase that food?

The WIC cardholder may have already purchased all the available benefits for that food item or may not have enough remaining benefits to purchase the food item. For example, a participant with dozen eggs listed on their benefit balance may have already purchased all available units during their benefit period. Or a participant with cereal benefits may not have enough remaining ounces left on their benefits to purchase the box size they have selected.

The system will not allow you to override foods that are not in the APL, even if you have verified the food item is approved and the WIC cardholder has available benefits. If this situation happens, you will need to submit the UPC information to the WIC Vendor and Integrity Unit for review. You should apologize to the WIC cardholder and explain there is an issue preventing you from being able to sell the food item and ask if they would like to purchase a different eligible food item. After

the transaction is complete, a manager should fill out the [New UPC Submission Request \(F-01473\)](#) and send it to the WIC Vendor and Integrity Unit.

If your store has an integrated cash register system and the item is a WIC eligible fresh fruit or vegetable with a UPC code, you may be able to use the mapping process to add the item to your system. Please see the "Mapping" paragraph under Section 3 of this manual for more information.

## **eWIC System Training**

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### **Integrated Systems**

Your POS system provider should give you instructions about how to process eWIC transactions. You are responsible for training your store employees on eWIC transaction policies and procedures. Contact your POS system provider with any questions about how your system works.

### **Stand-Beside Systems**

The eWIC contractor will provide instructions about how to process eWIC transactions. You are responsible for training your store employees on eWIC transaction policies and procedures. Contact the eWIC contractor with any questions about how to use the device.

## **eWIC Live Test Card**

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A live eWIC card number is now available to help stores provide cashier training and to check whether a specific food item is in the APL.

The messaging that appears on your integrated cash register screen or exact steps may be different based on your specific cash register system. However, the steps to complete a transaction, benefit balance inquiry, and void should be similar.

Print a balance inquiry to see which benefits are available on the test card.

1. Select the option to manually enter the card number. The card number is **5859 9200 0001 5479**.
2. Enter the PIN **9999**.

Complete a transaction for training or to test whether a specific UPC is in the APL:

1. The register should be live, not training or test mode.
2. Scan the barcode of a non-WIC item like candy, bottle of water, etc. to prevent the WIC purchase from completing at the end of the transaction.
3. Scan the barcode of at least one WIC food item that is available on the card benefits.

4. Total the purchase and prepare for payment. Select the option to manually enter the card number. The card number is **5859 9200 0001 5479**.
5. Enter the PIN **9999**.
6. If the system identifies the test food is eligible for a WIC purchase, approve the transaction or you may also decline the purchase after your system indicates the WIC benefit will be utilized.

If you approved the transaction, you must **void** the transaction before completing the tender for the non-WIC eligible item:

Void the WIC payment first, then void each food item or the entire transaction. A void is not needed when the purchase is declined.

Most POS systems are unable to void or reverse a completed eWIC purchase. You are not allowed to put benefits back on an eWIC card. Employees must be trained to provide all foods paid by WIC using the beginning and ending balances on the receipt.

Contact your ECR/POS service representative for assistance if:

- New food products are not allowed as expected.
- Assistance is needed to manually enter the card number or void the transaction.

Tip: You may trigger a manual card entry prompt by using any credit card. When you swipe the card, tip the card so the magnetic stripe does not completely swipe. After three “bad” swipes your register should prompt you to enter the card number manually.

Contact the WIC Vendor and Integrity Unit for detailed instructions about how to use the live test card with the stand-beside system.

A cashier Quick Reference Guide should be provided when you receive the terminal.

## **Cashier eWIC Quiz**

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Use the following information to answer the questions below. Answers are on the following page of this manual.

<b>Beginning Benefit Balance</b>		
12	OZ	WIC Cereal
1	QT	Yogurt, low fat/nonfat
5.00	\$\$\$	Fruits and Vegetables
2	CTR	Juice, 64oz. container
1	DOZ	Dozen Eggs
2	GAL	Whole Milk, Lactose-Free
4	CTR	12.4 oz. Similac Advance Pwd
Benefits Start: 11/1/25		
Benefits End Midnight: 11/30/25		

### **Questions**

Why weren't the following items allowed on an eWIC purchase with the above available benefits?

- 1 (14.5 oz.) box, Post® Honey Bunches of Oats with Almonds® cereal**
- 1 (64 oz.) container, Ocean Spray® cranberry cocktail juice**
- 1 dozen carton, Eggland's Best® eggs**
- 1 (32 oz) quart, Stonyfield® organic lowfat yogurt**
- 1 (30.8 oz.) container, Similac® Advance®**
- 2 half-gallons (128 oz.) Lactaid® 2% lactose-free milk**
- \$4 bag Gala apples and \$2 container organic strawberries (\$6 total)**

Why weren't the below produce items paid in full by WIC on an eWIC purchase with the above available benefits?

## Answer Key

Beginning Benefit Balance		
12	OZ	WIC Cereal
1	QT	Yogurt, low fat/nonfat
5.00	\$\$\$	Fruits and Vegetables
2	CTR	Juice, 64 oz container
1	DOZ	Dozen Eggs
2	GAL	Whole Milk, Lactose-Free
4	CTR	12.4 oz. Similac Advance Pwd
Benefits Start: 11/1/25		
Benefits End Midnight: 11/30/25		

Why weren't the following items allowed on an eWIC purchase with the above benefits available?

- 1 (14.5 oz.) box, Post® Honey Bunches of Oats with Almonds® cereal**  
*There are only 12 oz. cereal remaining on the WIC shopper's benefits. The cardholder did not have enough benefits to purchase 14.5 oz of cereal.*
- 1 (64 oz.) container, Ocean Spray® cranberry cocktail juice**  
*Only 100% juices specified in the WIC Shopping Guide are allowed. Juice cocktails and drinks are not allowed. The label should clearly specify 100% juice and juice cocktail is often written in small print.*
- 1 dozen carton, Eggland's Best® eggs**  
*Eggland's Best® eggs are not an approved WIC food brand.*
- 1 (30.8 oz.) container, Similac® Advance®**  
*The food item size is not available on the WIC shopper's benefits. Only 12.4 oz. containers of Similac Advance infant formula would be allowed.*
- 2 half-gallons (128 oz.) Lactaid® 2% lactose-free milk**  
*The food item is not available on the WIC shopper's benefits. Only lactose-free whole milk, milk would be allowed. **Note:** WIC cardholders with lactose-free milk benefits may purchase a combination of three-quart (96 oz.), half-gallon (64 oz.), and/or quart (32 oz.) size containers to equal the total number of gallons listed on the benefit balance.*
- \$4 bag Gala apples and \$2 container organic strawberries (\$6 total)**  
*There are only \$5 of fruit and vegetable cash value benefits remaining on the WIC shopper's benefits. WIC pays \$5.00 and the WIC shopper would be responsible for paying the remaining \$1 balance with another form of payment.*
- 1 (32 oz) quart, Stonyfield® organic lowfat yogurt**  
*Stonyfield® yogurt is not listed in the WIC Shopping Guide as an allowed brand because it is organic.*

## Section 7 – Vendor Resources

1. To submit an item for consideration to be added to the APL: Complete and submit the UPC Submission Request Form.
2. To submit a complaint:
  - Complete and submit the Vendor/Participant Complaint Form.
  - Contact the WIC Vendor and Integrity Unit.
3. To report program fraud/abuse:
  - Complete and send the Vendor/Participant Complaint form to the local WIC agency or WIC Vendor and Integrity Unit.
  - Call the WIC Fraud hotline at 866-260-1727.
4. To report transaction issues with an integrated cash register system: Contact your cash register system provider.
5. To report WIC foods taken off in error please contact the WIC Vendor and Integrity Unit at 608-266-6912 as soon as possible so benefits do not expire before they are returned to the WIC shopper.
6. To report transaction issues with the stand-beside system:
  - Contact the eWIC contractor at (877) 227-6347 to report problems with the device.
  - Contact the WIC Vendor and Integrity Unit at 608-266-6912 to request a payment adjustment related to a transaction issue:
  - Contact the WIC Vendor and Integrity Unit at 608-266-6912 to report issues that are not resolved by the eWIC contractor.
7. To report a change in business name, corporate officers, managers, location, or banking information:
  - Complete and submit the Retail Vendor Application Amendment Form to the WIC Vendor and Integrity Unit.
  - Stand-beside system users must also notify the eWIC contractor.
8. To report a change of ownership, temporary or permanent closing: Notify the WIC Vendor and Integrity Unit at 608-266-6912.

## **Forms, Publications and Links**

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### **WIC Program Regulations**

- [Wisconsin Administrative Code, Chapter DHS 149](#)
- [Wisconsin State Statute, Chapter 253, Section 6](#)
- [Title 7, Code of Federal Regulations, Part 246.12](#)

## **Vendor Forms**

- [New UPC Submission Request \(F-01473\)](#)
- [Retail Vendor Application Amendment \(F-40108\)](#)
- [Vendor Agreement \(F-40036\)](#)
- [Vendor/Participant Complaint \(F-44322\)](#)

## **Vendor Publications**

- [Minimum Stock Requirements \(P-00371\)](#)
- [WIC Shopping Guide \(P-44578\)](#)
- [Wisconsin Authorized Infant Formula Suppliers \(P-40146\)](#)

## **Vendor Supply Order Request**

### [WIC Vendor Forms/Publications Request \(F-44444\)](#)

WIC supplies are available to stores free of charge to promote the WIC program. Stores are recommended to keep a supply of the "WIC Shopping Guide" (English and Spanish, if needed), "WIC Approved Food" shelf talkers, "WIC Approved Fruit/Vegetable" shelf talkers, "WIC Accepted Here" register decals, and "WIC Accepted Here" door decals.

## **Local WIC Agency Directory**

### [Local WIC Agencies Directory](#)

Contact information for Wisconsin WIC agencies, listed by county.

## **Vendor Websites**

- [Wisconsin WIC Vendor Assistant](#)

This website may be used to:

- View Retailer Updates
- Sign-up for email updates
- View a list of authorized vendors
- View food redemption reports
- Access virtual vendor training (during required training periods)
- Complete vendor application (sign-in required)



# WISCONSIN VENDOR ASSISTANT

Signed Out

**WIC authorized vendors may sign in to access their secure records.**

## Links

[Re-application Instructions](#)

[New WIC Shopping Guide \(Effective 11/1/22\)](#)

[Retailer Updates](#)

[Email Sign-Up](#)

[List of Authorized Vendors](#)

[Food Redemption Reports](#)

**[Virtual Vendor Training- Click on the link below](#)**

[Attend Vendor Training](#)

[Vendor Proof of Training Form](#)

[Pharmacy Slide Handout](#)

[Stand-Beside Users Slide Handout](#)

## Vendor Sign-In

User ID:  
madseca@dhfs.state.w

Password:  
[redacted]

[Forgot your password?](#)

Remember my User ID on this computer?

[Sign In](#)

**[New users click here!](#)**

Apply for a user account to access secured features.

## Warning

You are accessing a private network. This system contains confidential information.

Unauthorized access of this data is a violation of state and federal law. Offenders will be prosecuted.

## Nondiscrimination Statement

[English](#)

[Spanish](#)

[Hmong](#)

- [Wisconsin Department of Health Services – WIC Program](#)

Information for participants and vendors

- [Wisconsin Department of Health Services – WIC Vendor](#)

Information for vendors and vendor applicants

## Vendor Contacts

- **WIC Vendor and Integrity Unit**

Phone: 608-266-6912

Email: [DHSWICVendor@dhs.wisconsin.gov](mailto:DHSWICVendor@dhs.wisconsin.gov)

- **WIC Fraud Hotline**

Voice-mail: 866-260-1727

## Section 8 – Vendor Rights and Responsibilities

### Nondiscrimination Statement

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You must comply with the requirements of title VI of the Civil Rights Act of 1964 (42 U.S.C. § 2000d et seq., Executive Order 13166 and guidance found at 65 Fed. Reg. 50123 (Aug. 16, 2000)), title IX of the Education Amendments of 1972 (20 U.S.C. § 1681 et seq.), section 504 of the Rehabilitation Act of 1973 (29 U.S.C. § 701 et seq.), title II of the Americans with Disabilities Act of 1990 (42 U.S.C. § 12131 et seq. and implementing regulations found at 28 C.F.R. part 35, title II, subtitle A), the Age Discrimination Act of 1975 (42 U.S.C. § 6101 et seq. and implementing regulations found at 45 C.F.R. part 91), and Department of Agriculture regulations on nondiscrimination (7 C.F.R. parts 15, 15a and 15b), and Food and Nutrition Service (FNS) instructions (FNS Instruction Number 113-1 Nov. 8, 2005) to ensure that no person shall, on the grounds of race, color, national origin, age, gender identity, sexual orientation, sex or disability, be excluded from participation in, be denied benefits of, or be otherwise subjected to discrimination in the WIC Program.

The Department will review and monitor your activity to ensure compliance with these nondiscrimination provisions and you must cooperate with the Department in any complaint investigations, monitoring or enforcement related to civil rights compliance of Vendor under this Agreement.

As a sub-recipient of USDA funds, you shall comply with the [FNS nondiscrimination statement](#), provided herein as [Section 9](#) of this manual.

### Customer Service

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Like any other customer, WIC shoppers can be very loyal to a vendor if the shopping experience is positive. We encourage you to use “WIC Approved” shelf talkers or Electronic Shelf Labels (ESL) to identify WIC approved items in the store, as well as creating a section with WIC items to help create a more positive shopping experience for WIC customers. Contact the WIC Vendor and Integrity Unit (608) 266-6912 for permission to use the WIC logo on your store ESL or bar code label.

### Vendor Responsibilities

During an eWIC transaction, you are expected to:

- Scan or enter the UPC/PLU for each WIC food item. Using the quantity key is not recommended.
- Ask the WIC shopper to review and approve the transaction.
- Inform the WIC shopper if the purchase exceeds the benefit balance or includes non-WIC items, notify them of the amount owed and allow them to remove the items from the transaction or use another form of payment to complete the purchase.

- Provide the WIC shopper with a detailed receipt of the eWIC transaction.
- Apply WIC changes or updates.
- Be respected. Report a complaint if you experience verbal or physical abuse by a WIC shopper.

## Participant Civil Rights

Vendors and all their employees must offer WIC shoppers the same courtesies as offered to other customers in accordance with equal opportunity guidelines under [Title 7 CFR Part 15](#).

You should not contact participants outside of the store for any reason. Contact the local WIC Agency with participant-related questions or issues.

To comply with participant civil rights laws, you should:

- Recognize cultural differences and treat people with respect. Be aware of language limitations or differences in interactions.
- Prevent misunderstandings or legal challenges by avoiding physical contact, making sexual comments or inappropriate jokes when dealing with employees or customers.
- Make sure the store is accessible to people with disabilities, whether they are applicants for employment, employees, or customers.

## Cost Containment

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You are required to:

- Complete and submit the [Stock Price Survey](#) (F-44621) to the Department upon request.
- Maintain reasonable prices consistent with prices indicated on the Stock Price Survey and charged by other vendors in the same vendor peer group.
- Display the prices of approved foods either on the foods, on the shelves in proximity to the foods, or in the immediate area where the foods are kept in the customer area of the store. Prices should be printed clearly.

## Not-To-Exceed (NTE) Prices

Vendors are reimbursed for foods purchased with eWIC payment. A reasonable price is determined based on the food item's category, subcategory, or UPC.

Vendors whose prices are higher than established NTE prices will only be paid up to NTE reimbursement levels. A request for reconsideration of NTE reimbursement levels must be submitted to the Department for review.

Settlement reimbursements paid to vendors will be for the total dollar amount as approved by the Department at the time of purchase. This amount represents the lesser of either your shelf price or the Department's NTE price.

The NTE maximum does not permit you to routinely charge the NTE amount. You must charge competitive prices comparable with the average price charged in your peer group and not exceed the posted prices and the prices charged to other customers.

Vendors may be sanctioned for charging prices that exceed eligibility requirements.

Annual total food sales are compared to WIC approved food sales. Additional records may be requested. If a vendor is determined to be an above-50-percent vendor, additional NTE limits will be imposed.

## **Payment Adjustments**

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Payment adjustment requests should be submitted to the WIC Vendor and Integrity Unit as soon as the issue is discovered. Adjustment requests must be submitted within 30 calendar days of the original transaction date. If benefits were removed from a WIC shopper's account, the foods must be provided or the adjustment request submitted immediately.

The request must include an explanation of the error, as well as the corrective action taken to prevent future occurrences.

## **Recordkeeping**

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Vendors must keep and maintain all original program records for a period of three years. You must make these records available for inspection and audit upon request by the Department, a WIC program representative, or the Comptroller General of the United States. Types of program records that may be requested include but are not limited to: Original inventory records (wholesale and retail) for all WIC approved food related purchases; books of account; cash ledgers; federal tax reporting forms; Sales and Use Tax reporting forms, and bank statements.

You must also maintain documentation of sales for all SNAP eligible items and provide documentation to the Department or other WIC program Representative upon request.

## **Compliance with Federal, State and Local Regulations**

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You must comply with:

- WIC Program requirements detailed in the [Vendor Agreement \(F-40036\)](#), the Vendor Manual, [Wis. Stat. § 253.06](#), [Wis. Admin. Code DHS 149](#), and [Title 7 CFR 246](#).
- Applicable federal, state, and local health protection laws and ordinances.

## **Failure to Comply with Program Requirements**

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WIC vendors agree to follow program policies and procedures as detailed on the [Wisconsin WIC Retail Vendor Application \(F-40034\)](#), the [Stock Price Survey \(F-44621\)](#), the [Vendor Agreement \(F-40036\)](#), this Vendor Manual, [Wis. Stat. § 253.06](#), [Wis. Admin. Code DHS 149](#), [Title 7 CFR 246](#), and other written notices. The sanctions for program violations can be found in the Vendor Agreement. WIC sanctions are required to be reported to SNAP which may result in a reciprocal disqualification from SNAP and are not subject to administrative or judicial review.

### **Summary Suspension**

**[Wisconsin Admin. Code DHS 149.17 Summary suspension.](#)** If the Department finds that public health, safety, or welfare imperatively requires emergency action and incorporates a finding to that effect in its order, summary suspension of WIC authorization may be ordered pending proceedings for revocation or other action. Such proceedings shall be promptly instituted and determined.

An Order of Summary Suspension would, upon receipt, immediately terminate WIC authorization, and authorization would remain terminated pending any further proceedings such as administrative appeal. Vendors are not allowed to accept WIC during the summary suspension. This action is only taken by the Department when it has been determined that a vendor's actions or store conditions pose an immediate health risk to WIC customers.

For example, one or more incidents of buying or selling eWIC benefits for cash, or selling alcohol, an alcoholic beverage, or a tobacco product in exchange for WIC benefits constitutes an imminent health, safety, or welfare risk to WIC participants and may result in an Order of Summary Suspension.

### **Appeal Process**

The Department informs vendors of sanctions by providing written notice by certified mail to the address of record with the WIC Program, by personal delivery, and/or by email.

A vendor applicant or authorized vendor who disagrees with an adverse action of forfeiture, recoupment, enforcement assessment; a denial, suspension, termination of authorization; or a suspension or termination of eligibility may request a hearing. The request must be made in accordance with [Wis. Admin. Code DHS 149.18](#). Instructions for filing an appeal are included on the Notice letter provided by the Department.

Hearings are conducted in accordance with [Wis. Stat. §§ 227.44 to 227.50](#). The final hearing decision is subject to judicial review under [Wis. Stat. § 227.52](#).

The hearing site will be chosen by the Division of Hearings and Appeals. Hearings are usually held in your county.

If the appeal involves the termination of the vendor agreement, unless there is a summary suspension, the vendor may continue to participate as a WIC authorized vendor until the Department issues a final administrative decision. If the final administrative decision upholds the WIC Program allegations and the vendor files a motion for judicial review, the WIC authorization will be terminated pending judicial review, unless a stay of enforcement is ordered pursuant to [Wis. Stat. § 227.54](#).

## **Reporting Complaints and Fraud**

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You are encouraged to notify the local WIC agency of participants or WIC shoppers who fail to comply with program requirements or are abusive to store personnel.

Examples of participant complaints:

- WIC shopper is verbally or physically abusive towards staff.
- WIC shopper is attempting to receive non-WIC approved foods, non-food items, cash, tobacco, or alcohol in exchange for eWIC benefits.
- Any incident where police are contacted regarding a WIC shopper's behavior, including theft or damage of store property.

You may not ask WIC shoppers for personally identifying information. Whenever possible, the transaction receipt should be used to obtain the last four digits of the eWIC card number. The complaint should be reported using the [Vendor/Participant Complaint](#) form (F-44322) and by attaching any supporting documents (i.e., cash register transaction receipt, description of person complaint is against, and eyewitness reports). The WIC shopper will receive additional training and may receive program sanctions if found to be abusing the program.

If you believe an eWIC card is being used improperly, you should report the details to the local WIC agency or State WIC Vendor and Integrity Unit using the [Vendor/Participant Complaint](#) form (F-44322) or by calling the Fraud Hotline at 866-260-1727.

## Section 9 – USDA Nondiscrimination Statement

In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation), disability, age, or reprisal or retaliation for prior civil rights activity.

Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotape, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720- 2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a [Form AD-3027](#), USDA Program Discrimination Complaint Form which can be obtained online at:

<https://www.usda.gov/sites/default/files/documents/USDA-OASCR%20P-Complaint-Form-0508-0002-508-11-28-17Fax2Mail.pdf>, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted 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; or
2. **fax:**  
(202) 690-7442; or
3. **email:**  
[program.intake@usda.gov](mailto:program.intake@usda.gov)

This institution is an equal opportunity provider.