



Welcome to the WIC vendor virtual training. To comply with federal regulations, a store representative is required to participate in virtual training every other year.

## What's Your Favorite WIC Cereal?



We're going to start with a fun question. What is your favorite WIC cereal?

Honey Bunches of Oats honey roasted and with almonds are 2 WIC family favorite cereals. Over 18,000 boxes were bought per month last year! Frosted Mini Wheats cereal is the most popular whole grain cereal.

## About WIC



WIC is the Special Supplemental Nutrition Program for Women, Infants and Children. WIC provides limited-income families with nutritious foods, information on healthy eating, breastfeeding support, and healthcare referrals. It is a short-term intervention program and is aimed to help improve the health of pregnant and breastfeeding women, new mothers, infants, and children up to age 5. WIC serves around half of all infants born in the United States.

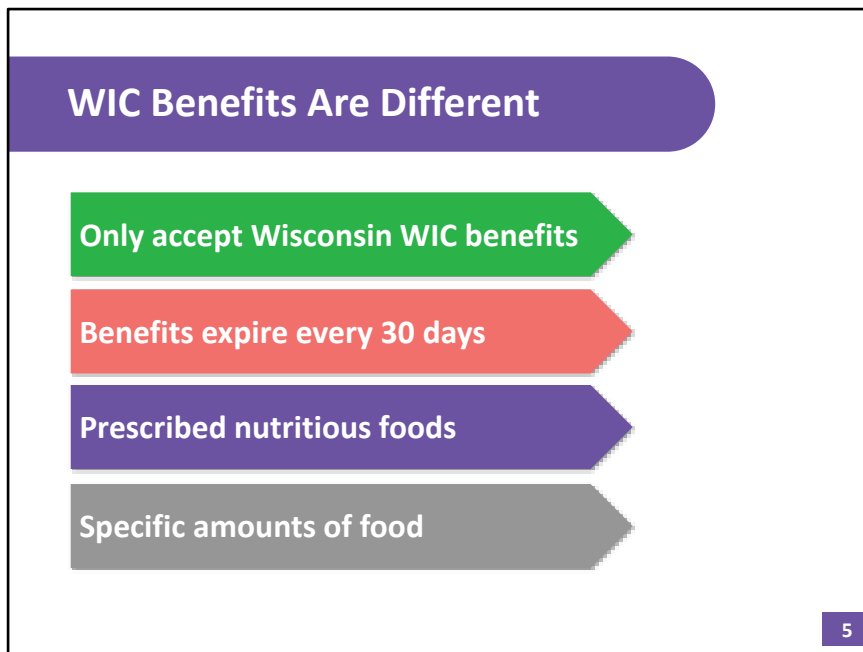
WIC benefits are issued to families by local WIC clinic agencies. The benefits issued are unique for each family based on factors such as: the age and number of children, and whether mom is pregnant or has recently given birth.

WIC helps working families, single parents, foster parents, military families, students and many more. WIC helps these families stay healthy during hard times and avoid having to make hard choices, like paying rent or buying food.

## What Do You Know About WIC?



Our next question for you is – What are some differences between the SNAP program, which we call FoodShare in Wisconsin, and the WIC program?



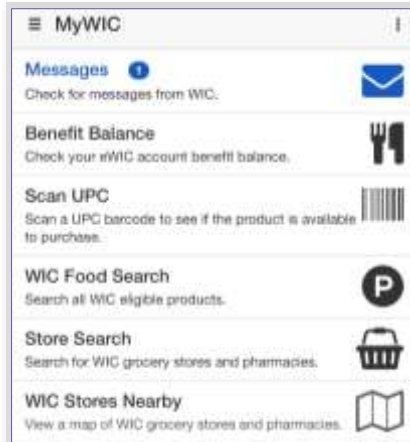
Nice job everybody! I'm going to take a moment to review the ways WIC is different than other assistance programs.

SNAP EBT, known as FoodShare in Wisconsin, is a program to prevent and reduce hunger and allows a wide variety of food choices. Because WIC prevents nutrition-related illness and improves overall health outcomes, it has different requirements than SNAP EBT.

Some of the ways WIC is different are:

- Wisconsin WIC families can only shop at approved stores in Wisconsin. WIC benefits from other states cannot be used in Wisconsin.
- Benefits expire if they are not used during the 30-day period. Families choose which approved foods to purchase and buy as many or as few items as they wish.
- The types and brands of foods are limited to *"prescribed"* specific, nutritious foods.
- Families receive specific amounts of foods like 4 gallons of low-fat milk, one dozen eggs, \$26 dollars for fruits and vegetables, etc.

## Shopping Guide and MyWIC App



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Selecting the healthy foods that WIC provides can be challenging, but WIC provides some tools to help. The WIC Shopping Guide is a great resource for participants and store associates to identify WIC-approved foods because it includes allowed and not allowed items in each food category. WIC families can also use the MyWIC app to check their benefit balance and scan the UPC bar code to determine if the item is allowed or not.

The Approved Products List, also called the APL, contains all the approved UPC and PLU codes. These codes are downloaded into the cash register system. Only the system determines what WIC will buy and associates cannot override the system.

## Vendor Minimum Stock 10 or Fewer Registers

Food Category	Container Size/Type	Required Minimum Stock
Fruit and Vegetables	Fresh, frozen or canned	<ul style="list-style-type: none"> <li>• 2 fruit varieties</li> <li>• 2 vegetable varieties</li> </ul>
Juice	64 ounces	<ul style="list-style-type: none"> <li>• 64 ounces of 1 flavor</li> </ul>
Peanut Butter Beans, Lentils and Peas	16 – 18 ounces 15 – 16 ounces	1 type: <ul style="list-style-type: none"> <li>• Peanut butter</li> <li>• Canned beans</li> <li>• Dried beans, lentils &amp; peas</li> </ul>
Cereal	12 ounces or larger	<ul style="list-style-type: none"> <li>• 2 varieties</li> <li>• 1 must be whole grain</li> </ul>
Milk	Gallon	<ul style="list-style-type: none"> <li>• 1 unflavored 1% or skim</li> </ul>
Eggs	Dozen	<ul style="list-style-type: none"> <li>• 1 carton of any size or grade</li> </ul>

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One important way you can support WIC families is to stock the WIC foods they need. Maintaining a variety of WIC foods in appropriate quantities allows for more sales and better customer service.

The WIC Program requires all grocery stores with 10 or less registers to meet these minimum stock requirements. These 6 required food categories must be available at all times. Failing to meet the minimum stock requirements may result in program sanctions, including losing your WIC authorization.

Only approved foods are counted to meet the requirement. Next, we'll discuss which foods are approved and the minimum stock requirement for each category. You don't need to worry about writing down these details. We'll provide you with a link for this information at the end of the training.

We also recommend stocking any additional types of WIC foods when requested by WIC families, such as infant formula. Feel free to ask families if they have preferred brands or flavors. Adding more food choices creates opportunity for more repeat sales.

## Vendor Minimum Stock 10 or Fewer Registers

### Fruits and vegetables:

- 2 fruit and 2 vegetable varieties required
- Options may be fresh, canned, or frozen
- Not required to carry fresh produce



Let's take a few minutes to talk about the foods your store is required to carry.

Two varieties of fruit and 2 varieties of vegetables are required. Fruit and vegetables may be fresh, frozen, or canned, including organic options. Stores are not required to carry fresh varieties.



## Vendor Minimum Stock 10 or Fewer Registers

### Juice:

- 1 variety
- 64-ounce container required



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One variety of 64 oz juice is required.

## Vendor Minimum Stock 10 or Fewer Registers

### Peanut butter, beans, peas and lentils:

- Considered 1 category
- 1 type required



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Peanut butter, canned beans, or dried beans, peas, and lentils are combined into 1 group. Stores must stock 1 of these foods. For example, you can carry creamy peanut butter, canned pinto beans, or dried black beans. You do not need to carry all 3.

## Vendor Minimum Stock 10 or Fewer Registers

### Cereal:

- 2 varieties required
- 1 variety must be whole grain
- 12 oz. or larger cold cereals
- Any size hot cereals



Find the whole grain  
symbol for options in the  
WIC Shopping Guide!



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Two varieties of approved cereal must be on the shelf. At least 1 variety must be a whole grain cereal. Whole grain varieties are marked in the WIC Shopping Guide with a whole grain symbol, as shown on this slide. Examples of whole grain cereals include Frosted Mini Wheats and instant oatmeal.

Only the 12 oz or larger cereals meet the minimum stock requirements, but WIC families may choose approved cereals in smaller packages. Any package size is allowed for hot cereal.

## Vendor Minimum Stock 10 or Fewer Registers

### Milk:

- 1 gallon of 1% or skim required
- Must be unflavored



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Stores are required to carry at least 1 gallon of 1% or skim milk, which must be unflavored.

## Vendor Minimum Stock

### 10 or Fewer Registers

#### Eggs:

- 1 dozen carton of white eggs required
- Any size and grade allowed
- May be regular or cage free



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One package of a dozen white eggs is required. Any size or grade is allowed and may be regular or cage free.

## eWIC Transactions



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eWIC is the most complicated payment type and only WIC-certified systems can be used.

The system must rapidly determine if:

- The store is an authorized vendor
- The eWIC card is active
- The correct PIN was entered
- The UPC is a WIC approved item
- The item is available in the WIC benefits

All of this happens *before* the system approves the payment.

## eWIC Transactions

### What went wrong?

#### Beginning Balance Receipt

1.00	DOZ	Eggs
36.00	OZ	Cereal
1.00	CTR	Beans or Peanut Butter
32.00	OZ	Bread or Whole Grains
14.50	\$\$\$	Fruits and Vegetables
4.00	GAL	Milk, 1% or Skim
2.00	CTR	Juice, 64 oz.



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Sometimes shoppers have problems when using their WIC benefits. Let's see if you can help them get their WIC foods.

Picture this - A customer is at the register and you're scanning their items. The device displays a message, "not WIC approved, invalid WIC item." The customer asks why the milk with the red cap pictured in the slide isn't allowed. You see they have 4 gallons of 1% or skim milk on the beginning balance receipt. Can you tell them why it isn't allowed?

One reason purchases fail is if the food is not in the customer's WIC benefits. In this case, they selected whole milk, not 1% or skim milk. They selected the wrong type.

If they've selected the right type of milk, also check that they have the benefits remaining. Other possible reasons a WIC transaction might not go through include buying the right food but in the wrong size, like attempting to buy half-gallons of milk when the benefits are for gallons of milk.

## eWIC Transactions

### What went wrong?

#### Beginning Balance Receipt

1.00	DOZ	Eggs
36.00	OZ	Cereal
1.00	CTR	Beans or Peanut Butter
32.00	OZ	Bread or Whole Grains
14.50	\$\$\$	Fruits and Vegetables
4.00	GAL	Milk, 1% or Skim
2.00	CTR	Juice, 64 oz.



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A customer wants to use their WIC benefits to purchase the Cheerios and Kix pictured here. Take a look at their beginning balance receipt. Now look at their cereal choices. At check-out, you scan the 20 oz. box of Cheerios first. Upon scanning the 18 oz. box of Kix, you receive a “not WIC approved, invalid WIC item” message. What went wrong with this WIC purchase? Can you tell the customer why the second box isn’t allowed?

Some foods like cereal, whole-wheat bread, and whole grains are listed as a total number of ounces that may be purchased. These 2 boxes of cereal equal 38 oz. and they only have 36 oz. in their benefits. That’s why only one went through. They could select another smaller box if the combined boxes are 36 oz. or less.

Check to be sure the family has benefits available for any items they are questioning. They may have already spent these earlier in the benefit period.

You can contact the Vendor Unit for further assistance if families have problems with their purchases. We look forward to helping you.



## Which fruit is sold most often?



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Which fresh fruit had the greatest sales among WIC families in July 2024:

- Grapes?
- Strawberries? or
- Watermelon?

Strawberries topped the list as the most popular fruit purchased by WIC families in July 2024. Grapes and watermelon were the next most popular. WIC families receive more fruit and vegetable benefits to help support a healthy diet. Families want to purchase a variety of fruits and vegetables, especially fresh ones. Please consider including some fresh fruits and vegetables in your store.

## Fruit and Vegetable Purchases Sold by Weight or Piece



Fruits and vegetables are processed differently than other WIC items on the stand-aside device. For fruit or vegetables sold by weight or by the piece, enter the product look-up code or PLU. Some products may have a bar code sticker as shown in this picture. Do not scan the small bar code on the sticker.

You must enter the price on the terminal any time you use a PLU code. You cannot set up prices in the device for items sold using a PLU code.

## Fruit and Vegetable Purchases Common PLU Codes

Fresh Fruit or Vegetable	Four-digit PLU Code
Apple	4200
Banana	4011
Carrot	4564
Lettuce	4641
Onion	4670
Pepper	4710
Potato	4730
Tomato	4808

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When the PLU code isn't on the produce item, you can enter a PLU that matches the item. We suggest you print the two lists of PLU codes found on the WIC vendor website and keep a copy by the register. You can find the most common fruits and vegetables on these lists.

Here's an example. If a family is buying apples, you can use the PLU code for apples found on the list or on the sticker. It doesn't matter if they are buying a Granny Smith apple or a Honey Crisp apple; any PLU code for apples is fine. But you shouldn't use a PLU code for apples if the family is buying potatoes. If you need a PLU code that isn't on these lists, contact the WIC Vendor Unit.

## Fruit and Vegetable Purchases

### Fresh Packaged Produce

Fresh Fruit or Vegetable	Four-digit PLU Code
Apple	4200
Banana	4011
Carrot	4564
Lettuce	4641
Onion	4670
Pepper	4710
Potato	4730
Tomato	4808



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For packaged fresh fruits and vegetables, scan the UPC code. If the terminal approves the UPC, you can enter the price and it will be paid by WIC. If the terminal doesn't approve the UPC, you can enter a PLU code matching the produce in the package. In this example, enter PLU code 4730 for potatoes and then enter the price. Contact the WIC Vendor Unit if you can't find a matching PLU code to use.

## Fruit and Vegetable Purchases Canned and Frozen



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You must scan the UPC bar on canned or frozen fruits and vegetables to determine if it is a WIC allowed item. If the stand-beside device accepts the UPC, you enter the price. If the device doesn't accept the UPC, you cannot sell it to WIC customers until it is approved. We encourage you to use the New UPC Submission Request form if you wish to recommend adding foods to the approved products list. Find the link on the Key Forms slide toward the end of this presentation.

For more information about allowable fruits and vegetables, refer to the WIC Shopping Guide.

## Other Point-of-Sale Systems



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There are point of sale systems store may use to process WIC purchased other than the stand-beside device. Integrated cash register systems can process all payment types including WIC and can assist you with other business needs. Some are very economical and are designed to meet smaller grocery store needs. If you are selecting a new system, be sure it is certified by the Wisconsin WIC Program. A link to a list of certified systems on the WIC Vendor website will be shared at the end of the training. Be sure to notify the Vendor Unit if you purchase a new system. We'll have you do a test purchase to make sure you will get paid properly and help you return the stand-beside device.

## Approved Suppliers



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Stores may purchase WIC foods from reputable food retailers and distributors.

Formulas and medical nutrition products must be purchased only from the suppliers named on the WIC Authorized Infant Formula Suppliers list. These suppliers have demonstrated a safe supply chain for obtaining formula from the manufacturer.

An updated list of authorized suppliers may be found on the DHS WIC Vendor website. You may also request a copy be sent to you.

## Shelf Talkers



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Families recognize the WIC logo and report a more positive shopping experience when shelf talkers are used. These tags identify approved foods and make it easier to select the right foods. Shelf talkers are especially helpful in the juice, cereal, infant foods, bread, and other whole grain sections.

Please only use the shelf talkers provided by WIC and make sure to identify all eligible products in the section. Because WIC customers can choose any approved product, it is not appropriate to promote some approved brands and not others.





Substitutions are not allowed. If a customer has questions or issues with the foods on their benefits, they must contact their local WIC office to discuss their concerns. You are not allowed to provide anything other than the product that was scanned and approved by the system.

Refunds, returns, or exchanges are also not allowed. There is an exception – if the product was past its expiration date when it was purchased, you must replace it with the exact same product in the same size container.

Contact the WIC Vendor and Integrity Unit if you're unable to properly replace the product.

## Scan Every Product UPC



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You must scan the UPC barcode on the label of the item being purchased to help ensure the customer is provided with the correct items. You may not use the quantity key or scan the UPC from a similar item or reference sheet.

Let's run through a quick example to help avoid potential errors. A customer is attempting to buy 8 containers of Similac Advance and 1 container of Similac Total Comfort formula using WIC benefits, but only one type of formula is approved for this family. Instead of scanning each product, you assume all 9 cans of formula are the same and enter the quantity, resulting in a food substitution which is not allowed.

It is important to train store staff to scan each item to help prevent food substitutions like this.

## Receipts



There are few other things you need to know about WIC .

Make sure to provide the customer with a printed or electronic receipt.

Receipts include important information, including items paid by WIC and a list of the customer's remaining WIC benefits.

Remember to provide a WIC customer's benefit balance upon request, even if there is no purchase.

## eWIC Card Must Be Present



The physical eWIC card must be present for all transactions. Electronic wallets or pictures of the card cannot be used to manually enter the card number.

However, if a family swipes the card 3 times and the pin pad doesn't read the card, then you must manually enter the card number.

The customer must enter their own PIN. You should never ask for a cardholder's PIN, another form of identification, or keep a customer's WIC card.

If a customer forgets their eWIC card at your store, mail the card back to the State WIC office using the PO box listed on the back of the card.

## No Incentives



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Vendors are prohibited from offering any incentives requiring WIC benefits to be used.

This includes offering cash, credit, or other items only available to customers paying with WIC.

However, you are required to offer participants the same courtesies offered to other customers, including money-saving promotions like coupons, price matching, free ounces, “buy one, get one free deals” and reward programs.

These is more information about this in the Vendor Manual, which is a linked resource towards the end of this presentation.

## Claims



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The WIC Program may adjust payments or request repayment.

Vendors must charge competitive prices comparable with the average price charged by like-sized vendors. Vendors who continually charge maximum prices may be subject to a vendor claim or other sanctions.

All WIC food items have a not-to-exceed value (or NTE), which is the most WIC will pay for that item. The system will automatically adjust the price and will not reimburse more than the maximum amount. WIC can adjust the maximum price if there is a sudden price increase, like egg shortages.

You may contact the WIC Vendor and Integrity Unit if you feel a price adjustment was done incorrectly. However, the Unit's decision is final and cannot be appealed.

## Complaints

### Vendors and participants

- May use the complaint form to report concerns
- Do not ask for personal identifying information
- Save and use receipt details or note the date and time

The image shows a 'Vendor/Participant Complaint Form' with several sections. The top section is for 'Complainant Information' and includes fields for Name, Address, Phone, and Email. The middle section is for 'Complaint Information' and includes fields for Date, Time, Location, and a description of the complaint. The bottom section is for 'Resolution' and includes fields for Date, Time, and a description of the resolution. There are also checkboxes for 'Resolved' and 'Not Resolved'.

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We expect WIC customers to treat store personnel with the same courtesy and respect we expect of vendors. If you have an issue with a participant, we'd like to know about it.

The Vendor/Participant Complaint form may be used to report WIC participants who mistreat staff, ask to violate program rules (such as asking for food substitutions), or cause other issues at your store. The form is linked at the end of this presentation for your convenience.

You may not ask WIC participants for their personal identifying information, such as: name, phone number, and address. However, if you have an issue with a WIC customer, please save the transaction receipt or note the date and time. The Vendor Unit will use the information to identify the individual.



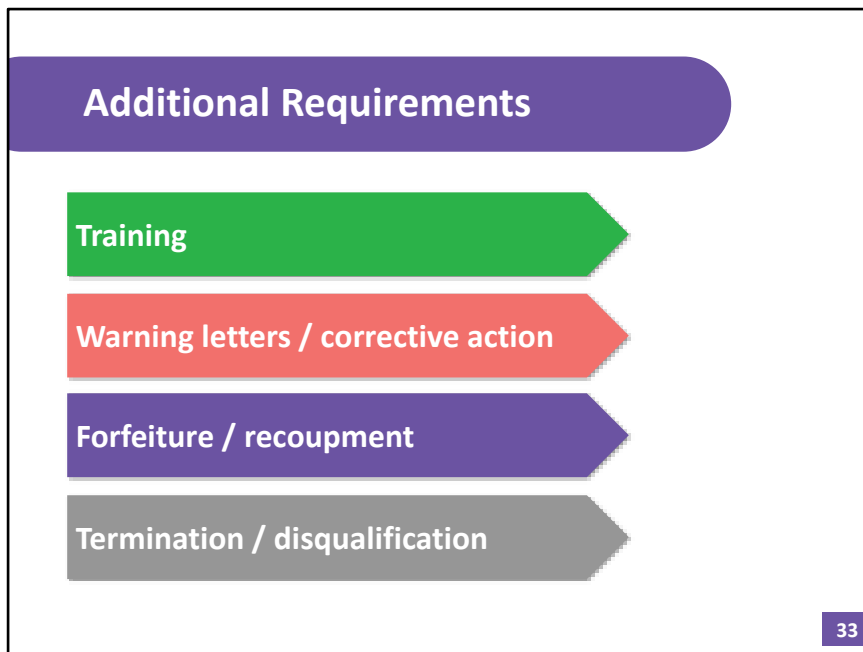
Other requirements of vendor authorization include demonstrating business integrity and complying with all federal, state and local health laws and ordinances.

Vendors must remain current and in good standing with the Wisconsin Department of Financial Institutions (DFI) as this defines the business entity. Any changes to ownership or business entity must be reported to the WIC Vendor and Integrity Unit within 15 days.

Vendors also must remain in good standing with the Wisconsin Department of Revenue (DOR). Tax delinquency may affect your eligibility for WIC vendor authorization.

Vendors must also maintain a current food retail license to sell potentially hazardous foods such as milk and eggs. Food retail licenses are generally issued by the city or county health department.





Vendors who are found to have violated WIC program rules and regulations may be sanctioned based on the severity of the issues identified. This includes but is not limited to:

Attending training,  
Receiving a warning letter or be required to implement a corrective action plan,  
Paying a forfeiture and/or recoupment,  
Or being terminated or disqualified from WIC.

Providing cash, alcohol, or tobacco in exchange for WIC benefits will result in termination and disqualification with immediate suspension of WIC authorization. Disqualification from the WIC program may also result in disqualification from SNAP.

Remember, the owner of the store is responsible for the actions of all employees. Make sure to train your employees on proper WIC procedures.

## Communications



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The state WIC office supports retailers by keeping you updated. We'll provide you information through training sessions like this one, in letters, or email messages we send to your corporate office.

## Key Resources

- WIC Vendor Home Page:  
<https://www.dhs.wisconsin.gov/wic/vendor/index.htm>
- MyWIC App:  
<https://www.dhs.wisconsin.gov/wic/vendor/mywicapp.htm>
- Vendor Applicants Cash Register System Information:  
<https://www.dhs.wisconsin.gov/wic/vendor/cash-register.htm>

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We encourage you to use these key resources:

- The WIC Vendor Home Page is your central hub for accessing program participation information and resources.
- Wisconsin's MyWIC app is free and works for vendors, too! The app works on Android or Apple devices and may be downloaded from the Google Play or Apple App stores. For more information, click on the link for the MyWIC app.
- The Vendor Applicants Cash Register System Information lists other systems you may use to process eWIC transactions.

## Key Publications

- WIC Shopping Guide:  
<https://www.dhs.wisconsin.gov/publications/p4/p44578.pdf>
- Vendor Manual:  
<https://www.dhs.wisconsin.gov/publications/p4/p44537.pdf>
- Minimum Stock Requirements:  
<https://www.dhs.wisconsin.gov/publications/p0/p00371.pdf>
- Authorized Infant Formula Suppliers:  
<https://www.dhs.wisconsin.gov/publications/p4/p40146.pdf>

Here are some links to helpful publications on our website.

## Key Forms

- New UPC Submission Request:  
<https://www.dhs.wisconsin.gov/forms/f01473.docx>
- Vendor/Participant Complaint:  
<https://www.dhs.wisconsin.gov/forms/f4/f44322.pdf>

Here are a few links to key forms, like the New UPC Submission Request we mentioned earlier.

## Contact Information

- Contact the WIC Vendor and Integrity Unit at (608) 266-6912 or [dhswicvendor@wisconsin.gov](mailto:dhswicvendor@wisconsin.gov).
- Report suspected WIC fraud by calling the hotline at (866) 260-1727.

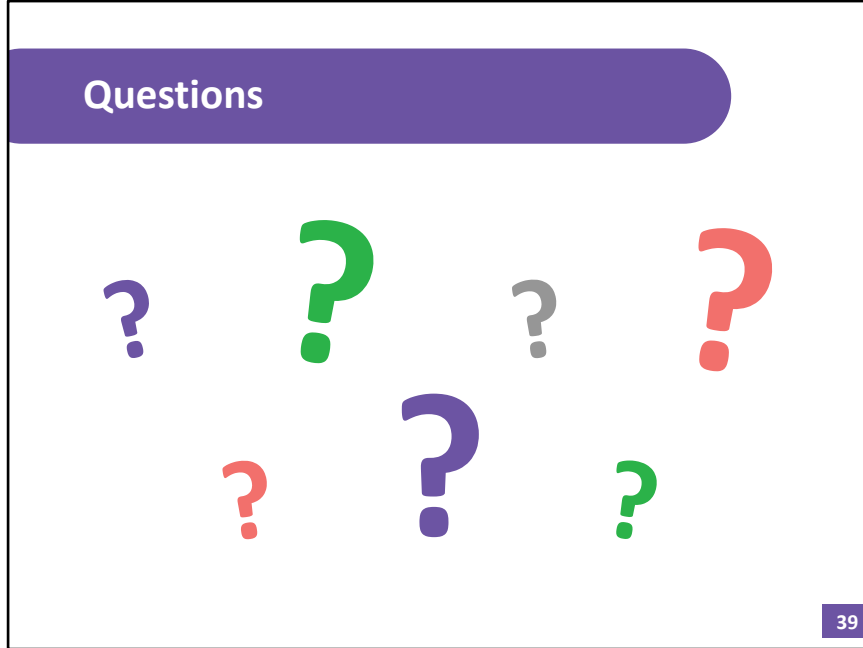
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If you have questions or need assistance, please contact the WIC Vendor and Integrity Unit by:

Calling (608) 266-6912 or

Emailing [DHSWICVendor@Wisconsin.gov](mailto:DHSWICVendor@Wisconsin.gov)

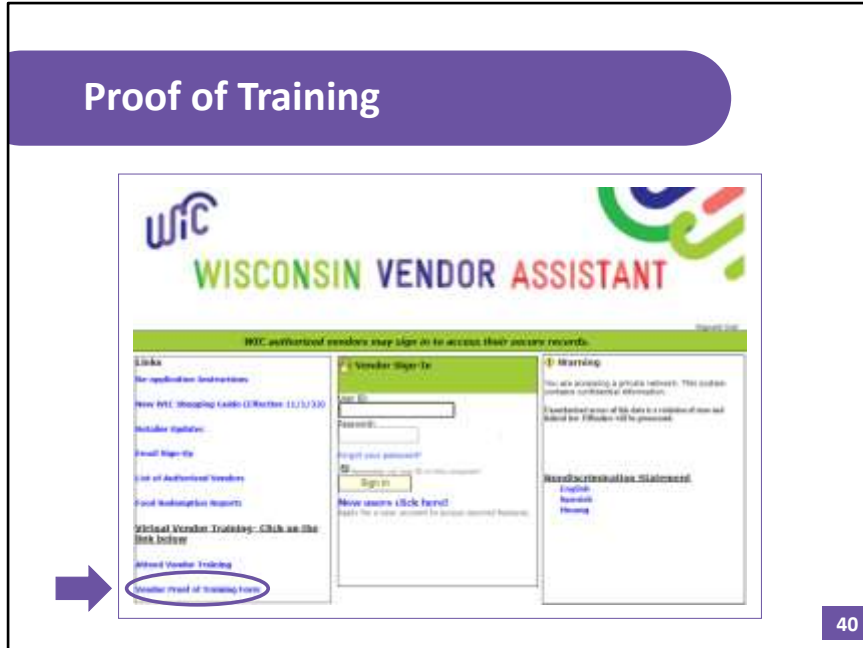
We also encourage you to report suspected WIC fraud by calling our hotline at (866) 260-1727.



Please don't leave the call yet. After we answer any questions the group has, we'll discuss how to get credit for attending this training.

If you joined virtually through Teams, you can unmute yourself by clicking on the microphone icon at the top of the browser or if you joined by phone you can press \*6 to mute and unmute your microphone. You can also type your question into the chat box if you joined virtually.

## Proof of Training



Now we will discuss how to receive credit for attending this training session.

You can access the “Vendor Proof of Training form” on the WIC Vendor portal. The web address is displayed in the chat. It is [www.wicvendorwi.org](http://www.wicvendorwi.org)

If you are attending by phone, the link is included in the notice you received for this training.

Once you get to the portal, click on the link “Vendor Proof of Training” in the lower left corner.



## Proof of Training

The image shows a screenshot of a web form titled "Proof of Training". The form contains several input fields: "Store - Name", "Store - Street Address", "Store - City", "Store - ZIP Code", "Store - Phone Number (include area code)", and "For WIC Office use: WIC Vendor Number". A purple circle highlights the "Reset Form" button, with a purple arrow pointing to it from the right.

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To complete the form:

Type a portion of your store name or the beginning numbers of your store's street address in the appropriate boxes.

A dropdown list with store options will display. Select your store from the list. The remaining fields will auto-fill with the store information WIC has on file.

Verify this information is correct. If you chose the wrong store, click on the "reset form" button to clear all fields and start over.

The auto-filled fields cannot be changed. Contact the WIC Vendor and Integrity Unit if the information is no longer correct.

## Proof of Training

The screenshot shows a web form titled "Proof of Training". At the top, there is a purple header with the title. Below the header, there is a text box with instructions: "Type the full name of the person who completed the training, their job title and the actual training date. Once you have finished completing the form, click on the 'submit' button below. The message 'Proof of Training added successfully' will display at the bottom of the page, confirming the information was saved. Scroll to the bottom of the page and click the 'print' button to print a copy for your records. You will not be able to view or print your completed form after you leave this page." Below the instructions are three input fields: "Person who completed training, Name (type or print full name)", "Job Title/Position" (a dropdown menu), and "Date = SOC Training" (a date picker). There are two buttons: "Submit" and "Print". A blue oval highlights the "Print" button, and a blue arrow points to it from the right. Another blue oval highlights the text "Proof of Training added successfully." below the "Submit" button, with a blue arrow pointing to it from the bottom left. Below the form is a small pop-up window titled "Message from webpage" with a yellow warning icon and the text "Proof of Training added Successfully. Please print a copy for future records." and a "Close" button. In the bottom right corner of the screenshot, there is a purple box with the number "42".

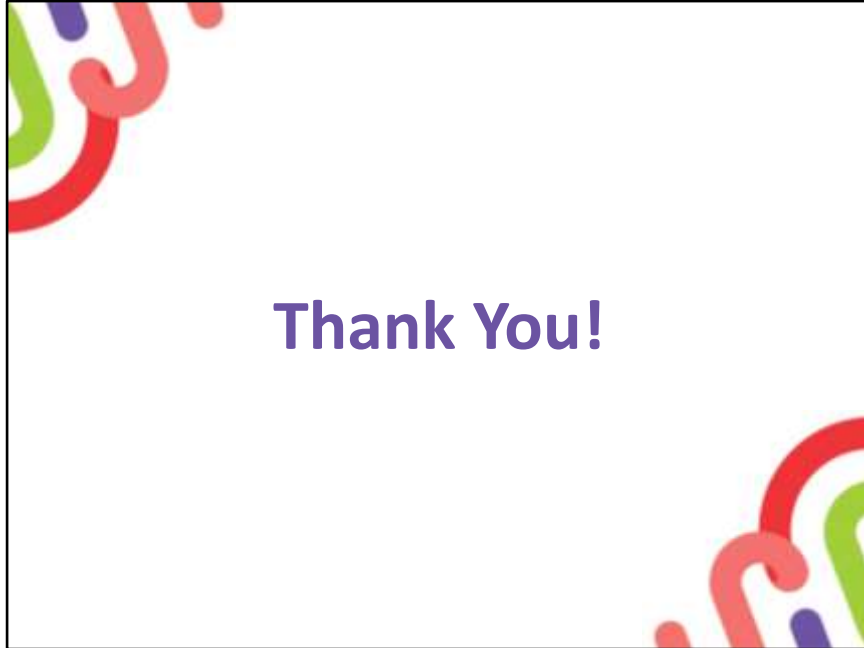
Then, scroll to the bottom of the page and type your full name, select your job title, and select today's date on the calendar.

Click on submit. A pop-up window may display with a message that the proof of training was added successfully. This will also display at the bottom.

Click on the print link if you would like a printed copy of the form for your records. You will not be able to view or print the completed form after you leave this page.

Nothing further needs to be done. There is no need to call us to verify the form went through, as long as you saw the message that the proof of training was added successfully.

If you are not able to submit the proof of training form, it may be because too many people are trying to access it at the same time. We recommend you try again a half hour later. Please submit the form no later than 8pm today.



WIC families depend on you to provide the foods they need. Thank you for all you do to help!

This concludes today's training. We appreciate your participation.