

Utah WIC Program

Interactive Training for WIC Vendors
Utah WIC Program 2024

Welcome to WIC

Supplemental nutrition for
women, infants, and children



This training will cover:

- the purpose of the program
 - the retailer's role
 - currently authorized foods
 - general transaction procedures and expectations
 - authorized vendor requirements
 - any recent changes to the program
 - additional WIC resources
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WIC Training



- ❖ All store employees who handle WIC transactions must be trained before serving customers and **yearly** after the initial training.
- ❖ This includes cashiers, bookkeepers, and management.
- ❖ WIC provides all training materials, including manuals and videos.
- ❖ Training materials can also be found online at – wic.utah.gov

WIC Shopper App

WIC SHOPPER APP:
<https://ebtshopper.com/download>

- ❖ Utah WIC has an app that allows customers and store employees to scan any food item to verify product eligibility.
- ❖ It is HIGHLY recommended for store front-end personnel to download the APP.



Vendor Peer Grouping

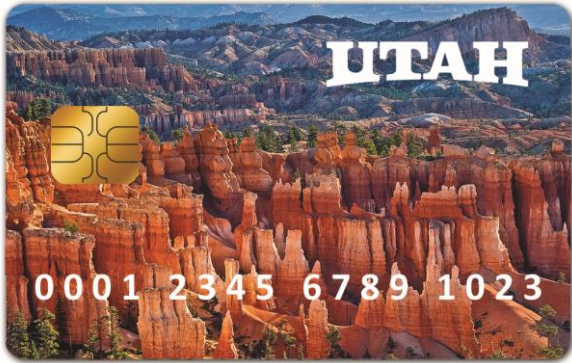
- ❖ Vendor peer grouping is based on various criteria such as: store type, size, sales volume and location
- ❖ Using a statistical formula, WIC vendors are placed into one of five peer groups.
- ❖ Peer grouping is used to determine maximum allowable prices and minimum stocking _____ requirements.

Minimum Inventory Requirements



- ❖ Each retailer must stock a variety of WIC foods in the quantities and sizes specified in the vendor agreement.
- ❖ Stores must get more contract infant formula within 72 hours they learn of need.
- ❖ Refer to the vendor agreement to determine the minimum required inventory levels for your peer group.

- ❖ The eWIC smart card is programmed with all the nutritious food participants can purchase.



- ❖ WIC purchases are only successful when there is a match between the WIC authorized foods and the items programmed on the customer's card.

eWIC Smart Card

WIC Transactions

- ❖ We hope your experiences with WIC customers are positive.



- ❖ If you run into any difficulties during a WIC transaction, work with your front end manager to solve the issues in the moment.
- ❖ On occasion, a WIC participant might violate WIC program requirements or act inappropriately.
- ❖ The WIC business reply card can be used to report any violations as soon as possible. You will need the last 4 numbers of the WIC account to file a report (you can find that on the transaction receipt). Do not take a customer's WIC card.

Balance Inquiries

- ❖ Cashiers and service desk employees **MUST** be trained on how to provide a ***balance inquiry*** for customers.
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- ❖ If a customer wants to know the available WIC benefits on their card, ALL cashiers should be able to provide them with a printed receipt of available benefits before the customer shops for groceries.
- ❖ This may require initiation from the cashier that is different than a WIC purchase transaction.

How do you check a WIC balance for customers in YOUR store?

Transaction Procedures

ALL stores will provide at least 3 receipts for each WIC transaction.



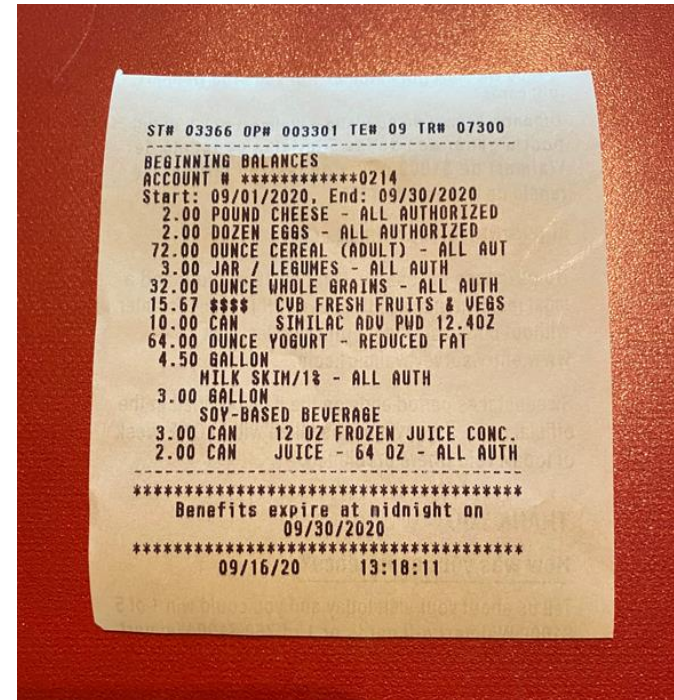
Cashiers should hand each receipt to the customer as they are printed out.

1. Beginning Balance or Balance Inquiry
 2. Utilization or Proposed Redemption Receipt
 3. Ending Balance Receipt
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Beginning Balance Receipt

- ❖ Once the WIC card is inserted and the PIN is entered, the register will automatically print out a beginning balance receipt.
- ❖ The cashier should hand this receipt to the customer.

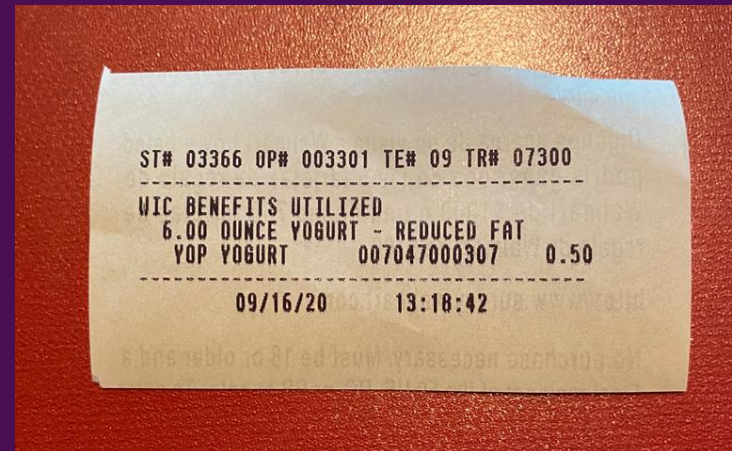
- ❖ The beginning balance receipt shows the customer the benefits available on the card.



Utilization Receipt

- ❖ Once the groceries have been rung up, the register will print a halfway point, or utilization receipt.
- ❖ The cashier should hand this receipt to the customer.

- ❖ The customer should review this receipt carefully to verify all WIC items are listed on the transaction.
- ❖ The customer will select YES or No to authorize the purchase.



Ending Balance Receipt

- ❖ Once the WIC transaction has been finalized, participants should be given an ending balance receipt.
- ❖ The cashier should hand this receipt to the customer.
- ❖ This receipt shows the updated card benefits.



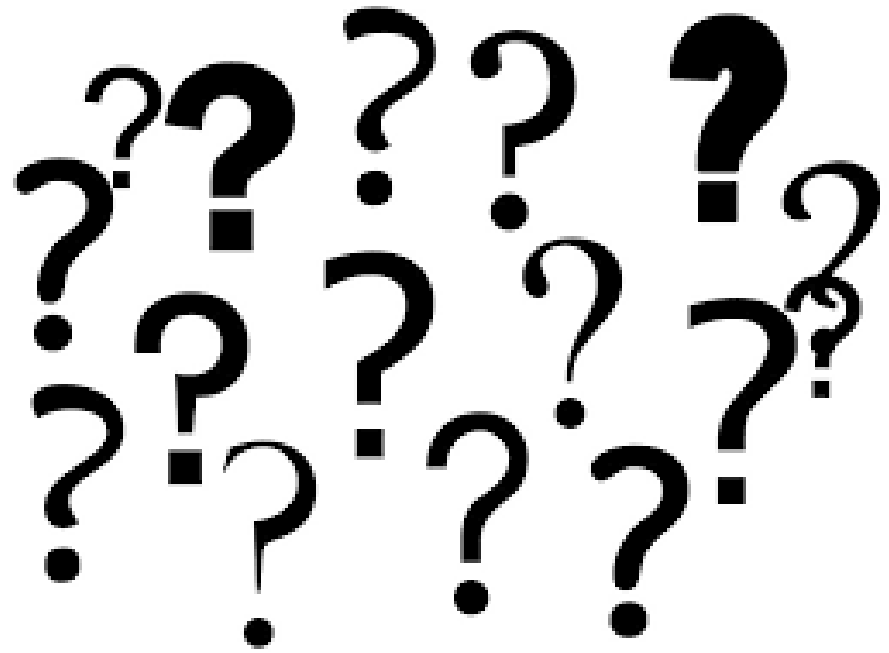
Non-WIC Receipt

- ❖ Some stores also give customers a 4th receipt that reflects both WIC and non-WIC purchases.
- ❖ Cashiers should also give this receipt to participants.
- ❖ Stores have practice cards to use when training cashiers on register transactions. Please use them!



What specific
issues does
your store
have with WIC
transactions?

Any questions?



- ❖ Many retailers use shelf labels to indicate to a customer which foods are allowed by WIC.
- ❖ Store employees should be trained on how to read store shelf labels to identify WIC products.



WIC Tags and Shelf Labels

- ❖ WIC is a nutrition based program. Specific foods authorized to meet high nutrition standards. ONLY authorized foods can be purchased with WIC benefits.
- ❖ WIC foods are low in sugar and salt.
- ❖ WIC foods are high in iron, protein, calcium and Vitamins A, C and D.

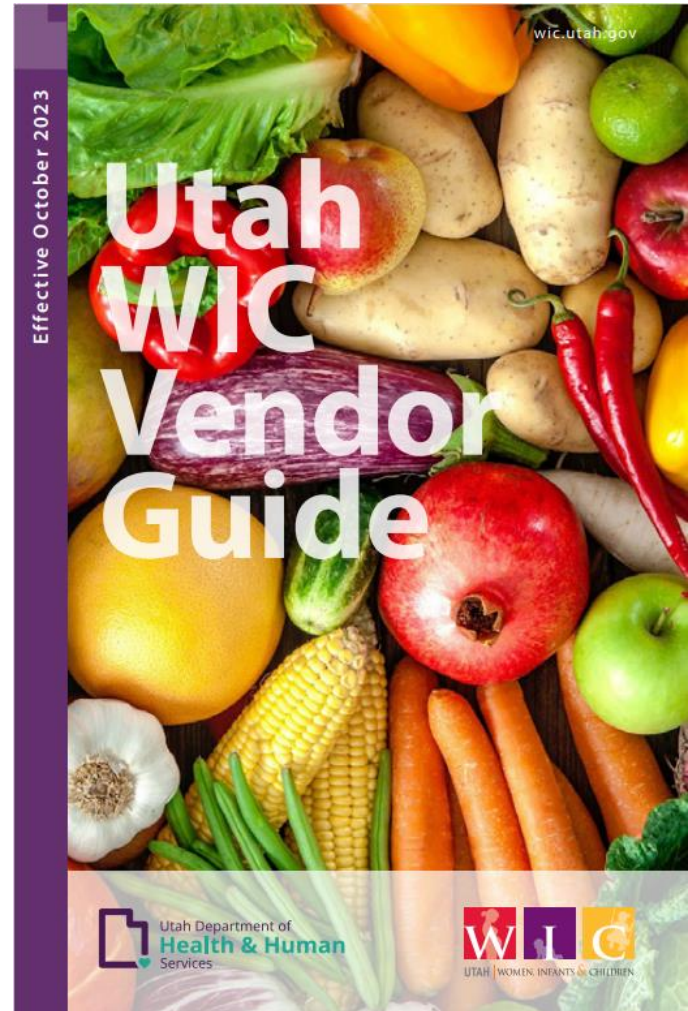
WIC Authorizes Specific Foods

Authorized Foods

The Utah WIC Vendor Guide provides a detailed list of authorized foods.

A copy should be available at each register.

It is also available on the Utah WIC website.



Authorized Foods



- ❖ WIC authorized foods are updated annually.
- ❖ The vendor will be told about any changes made to the authorized food list before the annual update.
- ❖ Changes to the foods list can be seen almost immediately on the WICShopper App.

Effective October 2023

Utah WIC Vendor Guide

wic.utah.gov

 Utah Department of
Health & Human
Services


UTAH | WOMEN, INFANTS & CHILDREN

Current Authorized Food Booklet

All previous editions
should be thrown away.

Cheese

✓ **Allowed:** *Store brand/private label; 8 oz - 16 oz

- Regular, reduced fat, whole, or part skim
- Block cheese, shredded, sliced, cubed, and stick or string cheese



- Cheddar (*mild, medium, sharp or extra sharp*)
- Pasteurized Processed American
- Colby/Colby Jack
- Longhorn Colby
- Monterey Jack
- Swiss
- Muenster
- Provolone
- Mozzarella



✗ **Not Allowed:** Deli, cheese food/spread/product, name brand string cheese, 1 oz individual string cheese, 2 lb blocks, any other variety of cheese not listed (*i.e., Pepper Jack*)



Cheese is issued in units of pounds (lb). 8 oz will take 0.5 (lb) off the card. 12 oz will take 0.75 (lb) off the card.



TIP • Cheese provides similar nutrients to milk like protein, vitamin D, and calcium.

Tofu

✓ **Allowed:** *Store brand/private label or name brand listed below; 14 oz - 16 oz all authorized tofu must meet the federal WIC guidelines by being calcium set

- Block tofu
- Organic allowed
- Tofu only if assigned and printed on eWIC receipt/benefit list



Woodstock

- Firm, Extra Firm



O Organics

- Firm, Extra Firm



Nasoya

- Super Firm, Extra Firm



House Foods

- Medium Firm, Firm, Extra Firm



Franklin Farms

- Soft, Silken, Medium Firm, Pressed Firm, Firm, Extra Firm



Azumaya

- Silken, Firm, Extra Firm



Simple Truth Organic

- Silken, Firm, Extra Firm



Wildwood Organic

- Silken, Firm, Extra Firm

✗ **Not Allowed:** Any form other than block (*i.e., cubed*), seasoned, added fat, sugars, oils or sodium

Eggs

✓ **Allowed:** *Store brand/private label; 1 dozen

- Medium, large, or extra large
- White or brown
- Regular or cage free

✗ **Not Allowed:** Omega-3, pasture raised, jumbo



Cereal

Whole Grain

✓ **Allowed:** *Store brand/private label or name brand listed below; 12 oz - 36 oz boxes and bags for cold cereal, 11.8 oz - 36 oz for hot cereal

✗ **Not Allowed:** Cold cereal box sizes smaller than 12 oz or cereal with artificial sweetener

All authorized cereals meet the Federal WIC guidelines for iron and sugar content.

Cold Cereal

Signature Select



Signature Select: Bran Flakes | Toasted Oats | Corn Flakes | Crispy Rice | Rice Pockets | Oats & More (Honey or Almonds)



WinCo: Frosted Shredded Wheat | Crispy Rice | Bran Flakes | Corn Flakes | Toasted Oats



Great Value: Frosted Shredded Wheat | Bran Flakes | Corn Flakes | Rice Crispies | Corn Squares | Rice Squares | Toasted O's

Malt-O-Meal



Malt-O-Meal: (Bags)
Frosted Mini Spooners (Original or Strawberry Cream) | Crispy Rice

Hot Cereal (Original flavor only unless specified)

Kroger



Kroger:
Instant Oatmeal (packets only)

WinCo



WinCo:
Instant Oatmeal (packets only)

Great Value



Great Value:
Instant Oatmeal (packets only)

Malt-O-Meal



Malt-O-Meal:
Original Hot Wheat | Chocolate Hot Wheat | Co Co Wheats

Signature Select



Signature Select:
Instant Oatmeal (packets only)

Food Club



Food Club: Creamy Wheat Farina | Instant Oatmeal (packets only)

Peanut Butter/Beans

Peanut Butter

✓ **Allowed:** *Store brand/private label or name brand listed below; 15 oz - 18 oz creamy, crunchy, extra crunchy or natural

- Smuckers
- Peter Pan
- JIF
- Skippy
- Adams
- Great Value
- Food Club
- Private Selection
- Freedom's Choice
- Kroger
- Signature Select
- WinCo
- Essential Everyday
- Shoppers Value
- Smart Way

✗ **Not Allowed:** Added honey/jelly, marshmallows, chocolate, or other similar ingredients, reduced fat, peanut butter spreads/reduced fat spreads



Beans and Lentils

✓ **Allowed:** *Store brand/private label;
▶ 1 lb (16 oz) dry package
▶ 15 oz - 16 oz cans, regular or low sodium

- Black
- Black-eyed Peas
- Butter Beans
- Fat Free Refried Beans
- Garbanzo (Chickpeas)
- Mayocoba
- Great Northern
- Kidney
- Lentils
- Lima
- Navy
- Pigeon Peas
- Pinto
- Red
- Split Peas
- White

✗ **Not Allowed:** Added vegetables or fruits, added sugar, fats or oils, flavored, bean soup mix, mixed beans, chili, baked beans, beans with meat, canned green peas, snap beans, green beans, wax beans, any other variety of refried beans

Canned Fish

Canned fish is an extra benefit for women who are fully breastfeeding.

Chunk Light Tuna or Jack Mackerel

✓ **Allowed:** *Store brand/private label; 5 oz - 30 oz cans

- Water or oil packed
- May include bones or skin
- Regular or lower sodium
- May include flavorings (lemon, herbs, broth)

✗ **Not Allowed:** Solid white or chunk white albacore tuna; gourmet; 2.5 oz pouches



Infant Cereal and Baby Food

Infant Cereal

✓ **Allowed:** Name brand listed below; dry 8 oz container



Gerber: Oatmeal | rice | multigrain | whole wheat



Beech-Nut: Oatmeal | corn

✗ **Not Allowed:** With added formula, fruit, yogurt, probiotics or DHA/ARA; organic

Infant Meats

Baby food meats are an extra benefit for fully-breastfed infants.

✓ **Allowed:** Name brand listed below; "single meat" variety with added broth or gravy; 2.5 oz jar, multi-packs 10 oz - 77.5 oz



Gerber



Beech-Nut



Earth's Best Organic

✗ **Not Allowed:** Meat sticks, dinners or any added ingredients except for added broth or gravy

Infant Fruits and Vegetables

✓ **Allowed:** Name brand listed below; single vegetable, single fruit, mixed vegetables, mixed fruits, or vegetables mixed with fruits; 4 oz jar, 2 oz 2-pack, 4 oz 2-pack, multi-packs up to 128 oz



Gerber

- Regular
- Organic



Beech-Nut

- Naturals
- Nothing Artificial Added
- Organic



Tippy Toes

- Regular
- Organic



O Organics



Earth's Best Organic



Simple Truth Organic



Happy Baby Organic

✗ **Not Allowed:** Medleys, dinners, delights, custards, cobblers, desserts or any added ingredients (i.e., spices, oats, etc.)



Current Utah WIC contract formulas. These items must be in stock at all times.



Infant Formula

✔ **Allowed:** Size and description as printed on eWIC receipt


WIC does provide non-contract formulas for some WIC participants. Non-contract formulas are not a required stocking requirement for stores; however, carrying non-contract formulas benefits both the stores and WIC participants. The specific brand, size, type and physical state (powder, concentrated or Ready To Feed [RTF]) of formula allowed for WIC participants will be shown on the participant's food benefit list.

Formula Authorized Wholesalers


- ❖ WIC vendors may only get infant formula from state-approved wholesalers, distributors or retailers.
 - ❖ An approved list is available on the Utah WIC website – <https://wic.utah.gov/vendors/approved-manufacturers/>
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Whole Grain Options

Brown Rice

 **Allowed:** *Store brand/private label;

- 14 oz (Instant only)
- 16 oz (Regular, quick-cooking)

 **Not Allowed:** ready-to-serve, added flavors/seasonings

Whole Wheat Pasta



 **Allowed:** *Store brand/private label or name brand listed below; 100% Whole Wheat Pasta, 16 oz

- Whole wheat flour and/or whole durum wheat flour must be the only flour ingredients listed
- Any shape



Barilla



WinCo



Ronzoni



Food Club



Kroger




Signature Select




Great Value



Essential Everyday

 **Not Allowed:** Pasta made with white flour or a mix of different types of flour or with added sugars, fats, oils, or salt (sodium)

Whole Grain Bread

 **Allowed:** *Store brand/private label or name brand listed below; 100% Whole Wheat Bread and Whole Grain Bread, 16 oz or 24 oz



TIP

Both 16oz and 24oz bread can be purchased depending on the amount on a participant's eWIC card. Some participants may need help to ensure they're maximizing their benefit usage.

Tortillas

 **Allowed:** *Store brand/private label or name brand listed below; Whole Wheat or Corn Tortillas, 16 oz

La Banderita:

Yellow Corn | White Corn |
Whole Wheat |



Rancho Market:

Whole Wheat | Corn |



Guerrero:

Whole Wheat | White Corn |



Mission:

Whole Wheat | Yellow Corn |



Don Pancho:

Whole Wheat | White Corn |



Fruits and Vegetables

✔ **Allowed:** Dollar amount as listed on eWIC receipt

- Whole, pre-cut or packaged fresh or frozen vegetables and fruits
- Fresh salsa without added sugar or oil is allowed
- Organic allowed
- Fresh ginger and garlic



✘ **Not Allowed:** Canned, dried, roasted, decorative, packages/party trays with dips, dressings, added nuts or noodles, salad bars, herbs and spices (see below), salsa with sugar or oil, pasteurized salsa

✘ **The following herbs and spices are not allowed:**
Aloe vera, anise, basil, bay leaves, caraway, chervil, chives, cilantro, dill, fenugreek, horseradish, lemon grass, marjoram, mint, oregano, parsley, rosemary, sage, savory, tarragon, thyme, vanilla bean



It is the responsibility of each WIC retailer to ensure all fresh produce is properly mapped to an authorized produce code. Failure to do so is in violation of the Utah WIC Vendor Agreement.

Yogurt

✔ **Allowed:** *Store brand/private label or name brand listed below; 32 oz containers or smaller containers in combinations that equal 32 oz

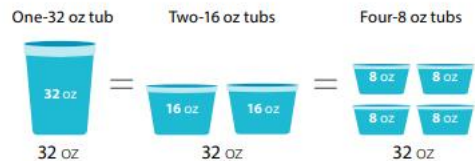
- Any flavor
- Fat content as printed on eWIC receipt
- Added fruit is allowed

✘ **Not Allowed:** Yogurts sold with accompanying mix-in ingredients such as granola, candy pieces, honey, nuts and similar ingredients, drinkable yogurts, whips

Whole Fat

 Dannon • Regular	 WinCo • Regular • Greek
 Mountain High • Original Style	 Food Club • Regular • Greek
 Oikos • Greek	 Lucerne • Regular
 Kroger • Regular • Greek	 Yoplait • Oui French Style
 Open Nature • Greek	 Chobani • Greek
 Essential Everyday • Regular • Greek	 Great Value • Greek
	 Brown Cow • Regular

Yogurt is issued in units of ounces (oz). Help customers use their full benefit by suggesting they buy a 32 oz container or packages that add up to 32 oz.



TIP

- Yogurt provides calcium, protein, vitamins A and D, and is a good source of potassium.
- Women and children 2 years and older are usually issued reduced-fat, low-fat or fat-free yogurt.
- Children under the age of 2 are usually issued whole fat yogurt.
- The type of yogurt must match the fat content of the benefit listed on a participant's eWIC card.



Milk

✔ **Allowed:** *Store brand/private label;
gallon, half gallon, or quart

• **Size, description, and fat content**
as printed on eWIC receipt

- Pasteurized
- Canned evaporated milk (12 oz)
- Powdered dry milk (9.6 oz - 64 oz)
- Buttermilk (half gallon or quart)
- Shelf stable (UHT)
- Lactose-free only if assigned and printed on eWIC receipt/benefit list
- Quart milk is allowed in any brand

✘ **Not Allowed:** Flavored, Skim Royale/Delight,
unpasteurized, raw



Soy Milk

✔ **Allowed:** Name brand listed below; half gallon or quart

- Original flavor
- Refrigerated or shelf stable (UHT)
- Soy milk only if assigned and printed on eWIC receipt/benefit list

 Silk

 Pacific Foods



8th Continent Soymilk

✘ **Not Allowed:** Organic or any flavor other than original

Milk is issued in units of gallons. A half gallon will take 0.5 gallon off the eWIC card. A quart will take 0.25 gallon off the eWIC card.



TIP

- Milk provides calcium, protein, vitamins A and D, and is a good source of riboflavin.
- Women and children 2 years and older are usually issued low-fat (1%) or fat-free (skim) milk.
- Children under the age of 2 are usually issued whole milk.
- The milk being purchased must match the milk type listed on a participant's eWIC receipt/benefit list.

Juice

- ✔ **Allowed:** *Store brand/private label or name brand listed below;
- Unsweetened, 100% juice; single flavor or blends
- Regular or low sodium for tomato/vegetable juice
- ✘ **Not Allowed:** Refrigerated juices (except orange juice), cocktails, nectars, ciders, 59 oz container

Juice 12 oz Frozen Juice Concentrate (Women)



Apple | Orange |



Apple | Grape | Orange |

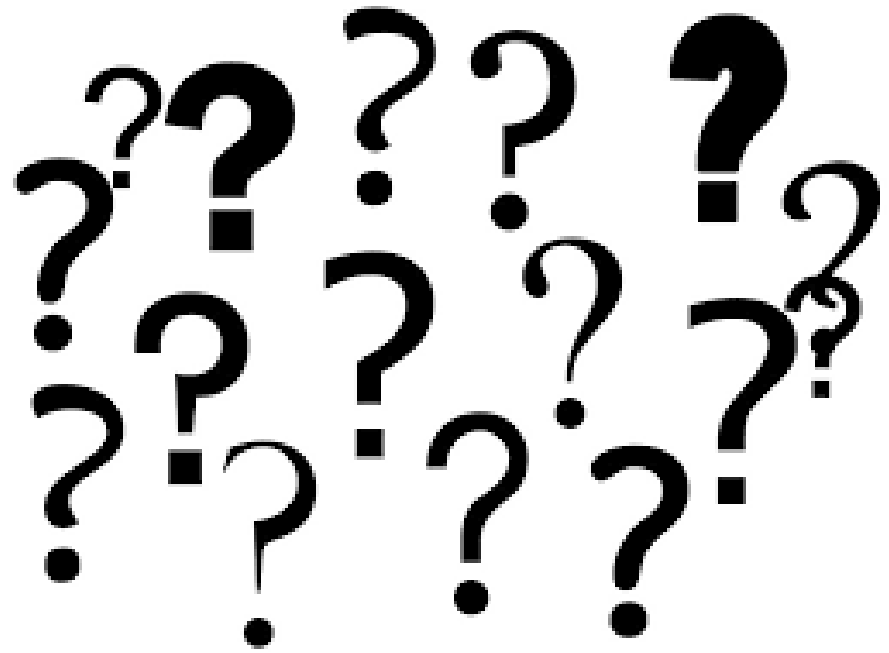


Apple | Grape | Grapefruit | Orange |
Pineapple | Pineapple Orange |



What specific
issues does
your store
have with WIC
foods?

Any questions?



Incentive Items

- ❖ Store sales prices on authorized WIC foods should apply to WIC purchases.



- ❖ WIC participants should be allowed, but not required, to participate in store loyalty programs.
- ❖ Stores cannot provide incentive items to WIC customers only.
- ❖ Buy one, get one promotions should be offered to WIC participants without counting the free item against their WIC benefits.

WIC Acronym and Logo



- ❖ The WIC acronym and logo may be used by the vendor when authorized by the state department – including shelf labels.
- ❖ Stores may not use the acronym or logo in store signs or ads.



Claims Process

- ❖ As an authorized Utah WIC vendor, your store is required to submit claims for payment on a WIC purchase within 48 hours of the transaction.



- ❖ Stores should monitor reconciliation files received from Utah WIC's host processor to verify claims are paid.
- ❖ Any claims submitted more than 60 days after the date of transaction will not be paid.
- ❖ Any disputes on payments received should be addressed with the state WIC office.

Compliance: Secret Shoppers



- ❖ The state department is required to conduct compliance purchases.
 - ❖ Investigators posing as WIC participants will check to see if stores allow WIC violations to occur. (Secret Shopper)
 - ❖ Stores may be chosen at random or based on high risk criteria including excessive point of sale (cash-register) system errors.
 - ❖ A pattern of violations may result in program disqualification.
 - ❖ The store can be held accountable for all actions of its owners, managers, and employees who commit WIC violations.
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Civil Rights Complaints

- ❖ Civil rights complaints will be investigated and may result in violation points, sanctions and/or disqualification from the Utah WIC program.
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Read This!!



- ❖ 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.
- ❖ 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/ad-3027.pdf>,

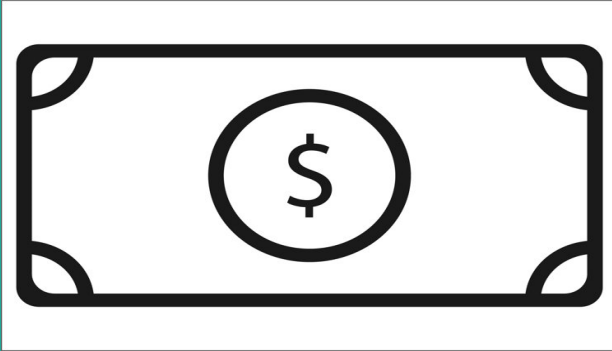
Required SNAP Eligibility



Supplemental
Nutrition
Assistance
Program

- ❖ WIC will disqualify a vendor who has been disqualified from SNAP.
- ❖ The state WIC office is notified of stores that have been disqualified. The state WIC office will share this information with the local vendor coordinator.
- ❖ SNAP – Supplemental Nutrition Assistance Program –
—food stamps

Fraudulent WIC Activities



- ❖ Trafficking WIC benefits for cash, non-WIC items, or store credit will result in program disqualification.
- ❖ To remain an authorized vendor with the Utah WIC program, do not engage in trafficking WIC benefits.

Vendor Violations and Sanctions

- ❖ State department violation points can be assigned for each documented violation.
 - ❖ Violation points are cumulative and can lead to sanctions and/or money penalties.
 - ❖ Violation points will be removed two (2) years after the violation.
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How can your
store better
train all
employees on
WIC
transactions?

Any questions?



Thank you for
all you do to
help the
families in your
community!

We appreciate your
continued partnership!



Utah WIC Program Resources wic.utah.gov

- ❖ WIC Program
P.O. Box 141013
SLC, Utah 84114-1013
- ❖ 1-877-WIC-KIDS