Iowa WIC Vendor Newsletter

Volume 15 Issue 7 April 2014

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Electronic Benefits Transfer (eWIC) Update

On February 24, 2014 a Notice of Intent to Award was issued in the joint procurement of WIC Electronic Benefits Transfer (eWIC) services for the States of Colorado and Iowa. The States of Colorado and Iowa WIC programs selected FIS/CDP to provide eWIC services for each state respectively. The selection was made following a thorough evaluation process focused on the qualifications and experience of the company, the overall strength of proposed eWIC solution, services to be provided, and pricing.

The FIS/CDP solution is an online eWIC solution utilizing magnetic stripe cards to redeem WIC benefits. In the coming weeks the Iowa WIC Program will begin to work through the contracting process with FIS/CDP. The estimated date that the Iowa WIC Program and FIS/CDP will begin working together is July 1, 2014. Details of the eWIC services to be provided will be shared in the coming weeks and months.

Frequently asked eWIC questions:

- When will Iowa eWIC be functional?
    - The State Program and the contractor (FIS/CDP) will be developing a schedule of implementation that will be shared with stores, POS providers and suppliers. The Program will have a more definite answer in the summer of 2014.
- When will stores receive training regarding WIC EBT (eWIC)?
    - The State Program and FIS/CDP will be developing training materials and training schedules . This information will be shared with all retailers and corporate offices later this summer.
- Who will maintain WIC Approved Products Listing (APL) and UPC information?
    - The Iowa WIC Program is developing a State APL file that will be used during eWIC transactions.
    - When new items and/or UPC information changes, the Program would appreciate it if the major suppliers/warehouses supplying Iowa stores would submit product information to the Iowa WIC Program.
- What are the equipment specifications for accepting eWIC?
    - The State Program and the contractor (FIS/CDP) will be developing equipment specifications that will be shared with stores, POS providers and suppliers. The Program will have a more definite answer in the summer of 2014.
- Will WIC and SNAP (Food Stamps) be on the same card?
    - No, WIC and SNAP (Food Stamps) will not share a card.

Reminder regarding Similac WIC Check description and Similac Label changes:

Similac has made changes to their infant formula labels. These changes were initiated in March 2014 and should be completed by December 2014.

The Similac label changes will necessitate changes to the WIC food instrument script (FIs).

WIC Check Description changes:

- Containers 12.4 oz. Powder Similac Advance **OR** Similac Advance Stage 1
- Containers 13 oz. Concentrate Similac Advance **OR** Similac Adv. Stage 1
- Containers 32 oz. RTU Similac Advance **OR** Similac Advance Stage 1

UPC information:

- Similac Advance Stage 1 13 oz. Concentrate 0-70074-56974-1
- Similac Advance Stage 1 12.4 oz. Powder 0-70074-55958-2
- Similac Advance Stage 1 32 oz. RTU 0-70074-53364-3

Iowa Peer Group Criteria

Iowa WIC Approved stores for reimbursement purposes are placed into Peer Groups — grouping "like" stores for price point comparisons. Iowa WIC peer groups are calculated based on the following:

Business Structure, Type of store, Number of Registers, Type of Ownership, Total Gross Retail Sales, Store Square Footage, and Geographic .

The Iowa WIC data system electronically assigns each vendor to one of 9 peer groups based on:

- Types of vendors
  - **Grocery Vendors**—may redeem WIC checks for food packages, cash value vouchers and formula. Grocery peer groups are 1, 2, 3, 4, 5, or 6.
  - **Special Purpose Vendors**—may only redeem WIC checks for formula and special needs products. Special Purpose peer groups 7, 8 or 9.
- Number of registers (**primary registers, not specialty department registers**)

  Grocery Vendors – redemption of any WIC Benefit (food or formula)
  - Peer Group 1 1 Register, Partnership **or** Sole Owner
  - Peer Group 2 1-2 Registers, Corporate Owner
  - Peer Group 3 2 Registers, Partnership **or** Sole Owner
  - Peer Group 4 3-8 Registers, Partnership **or** Sole Owner
  - Peer Group 5 3-8 Registers, Corporate Owner
  - Peer Group 6 9+ Registers, Partnership, Sole Owner **or** Corporate

  Special Purpose Vendors – redemption of formula/special needs products only
  - Peer Group 7 1 Register, Corporate Owner
  - Peer Group 8 1-5 Registers, Partnership. Sole Owner, ***OR*** 2-5 Registers Corporate Owner
  - Peer Group 9 6+ Registers, Corporate Owner
- Type of Ownership
  - Sole Owner,
  - Partnership, or
  - Corporation (Chain stores)
- Total Gross Sales
- SNAP (Food Stamp) Eligible Sales
- Square Footage -- total store including storage area and selling area
- Geographic criteria
  - Ranking from 1 to 5 with 1 being most rural and 5 being most urban
  - The geographic ranking defines vendors in 10 mile increments from the edge of the nine major Iowa metropolitan areas.
  - Major Iowa Metropolitan Areas are: Ames, Cedar Rapids, Davenport, Des Moines, Dubuque, Iowa City, Council Bluffs, Sioux City, and Waterloo/Cedar Falls

Changes to WIC Approved Products (APL) Effective May 1, 2014

WIC Approved Cereal Changes

The Program authorizes the following cereals:

Store brand/Private Label are approved in 10oz. size or larger.

*Always Save, *Best Choice, *Centrella, Clear Value, *Essential Everyday/Flavorite, *Fareway/Fastco, *Food Club, *Great Value, *HyTop, *Hy-Vee, *IGA, *Kemach, *Kiggin's/ *Save-A-Lot, Mornin' Gem/Save-A-Lot, *Nature's Crunch , *Market Pantry, *Midwest Country Fare, *Our Family, *Shurfine, *Schnuck's

Approved variety of cereals for the above brands include:

Corn Flakes, Crisp(y) Rice, Crispy Hexagons, Bran Flakes, Wheat Bran Flakes, Toasted Oats, Tasteeos, Happy O's, Rollin Oats, Frosted Shredded Wheat, Frosted Bite-Size Shredded Wheat, Crunchy Oat Squares, Oat Wise, Toasted Corn Biscuits, Corn Biscuits, Rice Biscuits, and Toasted Rice Squares

May 1, 2014 — Approved 14 ounce or larger National Brand Cereal

As of May 1, 2014 the following national brands will be added to the Iowa WIC Approved national brand cereals in packages 14oz. size or larger: ▼▼Added National brands/types ▼▼

- General Mills– Cheerios, Multi Grain Cheerios, Wheaties, Corn Chex, Rice Chex, Multi-Bran Chex, Wheat Chex, and Kix
- Kellogg's– Corn Flakes, Rice Krispies, Crispix, Frosted Mini-Wheats (Regular, Big Bites, Bite Size), and Special K
- Malt-O-Meal– Frosted Mini Spooners
- Post– Bran Flakes, and Grape-Nuts
- Quaker– Life, and Oatmeal Squares

New Description for WIC Cereal Checks

"36 oz. or less Cereal-Approved Brands, Types & Sizes Only– Cold or Hot "

WIC Approved Soy Beverage

▼▼NEW WIC Approved item▼▼

Added to WIC APL
Soy Beverage
64-ounce
SILK Original
0-25293-60039-3

Soy Beverage
64-ounce
8th Continent Vanilla
0-53859-07013-7
8th Continent Original
0-53859-07012-0

8th Continent Vanilla and Original Soy Beverage continue to be approved by the State of Iowa WIC Program.

New Soymilk Check Description

"64 oz. Soymilk- Silk Original or 8th Continent Original or Vanilla Only"

2012-2015 Iowa Approved Product List

- The State WIC Program will not be reprinting the 2012-2015 WIC Approved Flyers
- WIC Participants have been informed of the above changes
- Iowa WIC Approved Product List is available by contacting Iowa WIC Program 515-281- 6650 or In-State 800-532-1579.

Source: Participant Update Insert Nikki Davenport

Iowa Department of Public Health
WIC Program
Lucas State Office Building
321 East 12th Street
Des Moines, Iowa 50319-0075

Attn: Store Management and Store Associates
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Iowa Program Vendor Contacts

WIC Vendor Coordinator—Don Gourley	515-281-6205	donald.gourley@idph.iowa.gov
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WIC Vendor Nutritionist—Nikki Davenport	515-725-2642	nikki.davenport@idph.iowa.gov
WIC Bureau Secretary—Sherry Smith	515-281-6650	sherry.smith@idph.iowa.gov

In-State Toll Free #: 800-532-1579 **State WIC FAX#: 515-281-4913**
Iowa Web site: www.idph.state.ia.us/wic

The Iowa WIC Program reserves the right to limit the purchase of products that cost more than average price of similar products, in order to serve as many participants as possible under USDA guidelines. Products with special claims may not be approved.

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