

Iowa WIC Vendor Newsletter

Volume 15 Issue 8 May 2014

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eWIC Update

The Iowa WIC program is changing the way WIC food benefits are purchased by moving from paper checks to a plastic card, similar to a debit card. Currently the states of Michigan, Kentucky, West Virginia, Florida, Texas, New Mexico, Nevada and Wyoming issue and redeem food benefits using a WIC Electronic Benefit Transfer (eWIC) system. All states are required to make the transition from paper to plastic by October 1, 2020 to comply with the Healthy, Hunger-Free Kids Act of 2010.

The Food and Nutrition Service division of the USDA approved the Iowa Department of Public Health's plan to implement eWIC in October, 2012. Since that time the Iowa WIC program, in partnership with the Colorado WIC program, sought to procure a contractor to provide the essential systems, services and equipment necessary to implement eWIC. Through a competitive bid process, the proposal submitted by Fidelity National Information Systems, Inc. (FIS) and sub-contractor Custom Data Processing, Inc. (CDP) was selected.

The eWIC solution FIS/CDP will implement in Iowa will utilize plastic cards with a magnetic stripe and a participant selected personal identification number (PIN) to access and redeem WIC food benefits at the local grocery store. Brandy Benedict, eWIC Project Manager, anticipates FIS/CDP to begin working on the project in July, 2014 and complete the implementation within approximately 18 months. Benedict credits the input from Iowa grocers, clinics, and other partnerships and key stakeholders with the progress made to date.

The WIC program is a federally funded program, and the implementation of eWIC will be made possible through a federal technology grant. However, eWIC brings welcomed changes to Iowa WIC participants, clinics, and retailers. WIC clinics and participants are excited for this change because the participant can choose which WIC approved food items to purchase during a shopping trip and the experience of the electronic transaction is much like that of any other form of card payment. WIC Director Jill Lange explains, "Shopping will be better for a participant because they won't have to purchase everything as they do now. If they only need one gallon of milk then they can just buy one gallon".

WIC Vendor Coordinator Don Gourley has worked closely with retailers who accept WIC in the State of Iowa, and shares "WIC Vendors are looking forward to eWIC. They believe eWIC will improve the efficiency of their cashiers when accepting WIC payments". Iowa retailers have voiced preference for the electronic payment because it is more efficient and faster than WIC paper checks. *Source: Brandy Benedict, eWIC Project Manager*

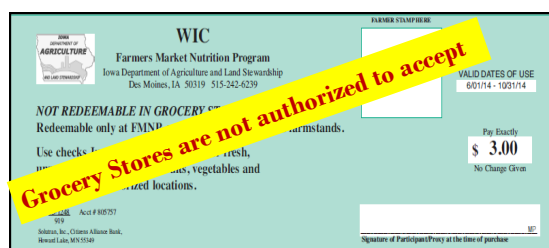
IDALS Farmers Market Nutrition Program—FMNP Senior Vouchers and FMNP WIC Vouchers

Reminder !!!!

IDALS Farmers Market Season June 1, 2014 through October 31, 2014



Iowa WIC Vendors are NOT authorized to accept IDALS FMNP vouchers.



Iowa WIC Authorized Vendors are NOT authorized to accept FMNP Vouchers

Iowa WIC Approved Cereals

Iowa WIC Authorized **Store Brand Cereals must be in packages 10-ounces or larger**

- Approved varieties include: Corn Flakes, Crispy Rice, Bran Flakes, Wheat Bran Flakes, Toasted Oats, and Shredded Wheat, products.

Effective May 1, 2014

Iowa WIC has approved a limited number of **National Brand Cereals in 14-oz. packages** or larger

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

****Gluten Free products may be purchased but will no longer appear on separate WIC checks.**

Effective May 1, 2014

- Iowa WIC has added 64-ounce Silk Original Soy Beverage
- UPC for **Silk Original Soy Beverage 0-25293-60039-3** — **CORRECTED UPC**

Purchase of WIC Approved Formulas

Iowa WIC Authorized Vendors may sell only infant formula that was purchased from wholesalers, distributors, or retailers who are licensed in accordance with Iowa law. Iowa WIC Authorized Vendors are required to verify that distributors, wholesalers and retailers have a valid seller's permit in Iowa. Iowa WIC Authorized Vendors may also buy infant formula directly from one of the following manufacturers:

- Nestle/Gerber, USA
- Mead Johnson and Company
- Nutricia North America
- PBM Nutritionals
- Solus Products, LLC
- Abbott Laboratories

If an Iowa WIC Authorized Vendor purchases infant formula outside of Iowa, the formula must be purchased from a wholesaler, distributor, or retailer that is a licensed supplier in the state of purchase, and is included on that State's WIC Program.

Purchase of WIC Approved Baby Food Fruits and Vegetables

- Single flavor or a blend of single flavor fruits/vegetables are allowed (no added cereals, meats, sugars, etc.)
- "Any Brand" (Most common brands in the market are Beechnut, Gerber and Tippy Toes)
- 4oz. Jars/containers only (**Twin packs, multi packs, squeeze tubes or pouches are not authorized**)



▲▲ Examples of Authorized Baby Food ▲▲

- 4-Ounce Containers
- Single ingredient Fruit and Vegetables OR
- Single ingredient Blends of Fruits and Vegetables
- Any Brand including Store Brand



▲▲ Examples of Not Authorized Baby Food ▲▲

- 3.5 oz Twin Packs
- Pouches/Squeeze Tubes
- Special Claims/Organic Baby Food
- Dinners or Desserts

Iowa WIC check guidelines

- First Date to Use and Last Date to Use
Checks may only be accepted during the dates indicated on the check. Checks presented outside of the printed dates should not be accepted.
- Checks may only be accepted for the items issued
WIC vendors are not authorized to make substitutions.
- Check value
WIC participants do not receive cash back, IOU's or credit of any type for items not purchased.
- Stores are not authorized to accept WIC checks issued from States other than Iowa.

Identification “WIC Folder”

- Store associates are required to match the signature on the WIC check with one of the authorized signatures on the participant’s WIC Identification folder.
- If the participant does not have a WIC Identification folder, the participant should not be allowed to use the WIC checks.
- The WIC participant should sign the WIC check **AFTER** the product has been rung up.

Cash Value Voucher (CVV) — Fruit and Vegetable WIC Check

8 → IOWA WIC logo

1 → 43105179 (Check Number)

2 → First Date to Use: 12/15/2012, Last Date to Use: 1/13/2013

3 → \$10.00 Cash Value Voucher (CVV)

4 → PURCHASE DATE

5 → \$10.00 Cash Value Voucher (CVV) details

6 → AUTHORIZED SIGNATURE: PARENT/GUARDIAN/PARTICIPANT

7 → AUTHORIZED WIC STAMP

VOID watermark across the center.

CVVs may only be used to purchase fresh or frozen fruits and vegetables.

Participants are required to present their Iowa WIC ID folder at the time of any WIC purchase.

1. This is the assigned check number (example is 43105179).
2. This is the first day to accept and the last day to accept.
3. The fruits and vegetables food instrument (FI) is the only FI with a dollar amount. Only the actual amount of the purchase (NOT to EXCEED the prescribed value) may be entered. WIC shoppers are allowed to pay the difference using an alternative form of payment if the total exceeds the value of the FI ; however they cannot receive change for any unused amount. CVVs are issued in various denominations, the most common are \$8.00, \$10.00 and \$15.00.
4. The cashier or WIC participant fills in the date of purchase.
5. The cashier or the WIC participant fills in the amount of the purchase.
6. The WIC participant signs the FI **after the transaction is completed. The value of the purchase and date must be entered prior to the participant signing.** The store associate is required to compare the signature on the check to one of the signatures on the ID folder.
7. The authorized WIC vendor applies their authorized Iowa WIC Vendor Number to the check, prior to depositing the check.
8. The cashier may **ONLY** accept WIC checks from WIC agencies located in Iowa.

Iowa Department of Public Health
WIC Program
Lucas State Office Building
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Des Moines, Iowa 50319-0075

**Attn: Store Management and Store Associates
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Iowa Program Vendor Contacts

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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.state.gov

In-State Toll Free #: 800-532-1579

State WIC FAX#: 515-281-4913



**Iowa Web site: www.idph.state.ia.us/wic
FNS Web site: <http://www.fns.usda.gov/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.

The U.S. Department of Agriculture prohibits discrimination against its customers, employees, and applicants for employment on the bases of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or all or part of an individual's income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Department. (Not all prohibited bases will apply to all programs and/or employment activities.)

If you wish to file a Civil Rights program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](#), found online at http://www.ascr.usda.gov/complaint_filing_cust.html, or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at program.intake@usda.gov.