

WIC Vendor Newsletter

Volume 14 Issue 2 November 2012

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Electronic Benefits Transfer (EBT)

- USDA has mandated that all states convert to WIC EBT by October 1, 2020.
- Iowa's plan to proceed with implementation (known as an IAPD) has been approved by FNS.
- Iowa WIC and Colorado WIC are working in concert to publish a joint, and technology neutral, Request For Proposal (RFP) for EBT processing services.
- The lowa WIC Program is requesting retailers submit questions and concerns regarding WIC electronic benefits transfer via letter to:

The Iowa Department of Public Health

Attn: Don Gourley, Iowa WIC Vendor Coordinator

321 East 12th Street

Des Moines, Iowa 50319-0075

- Common EBT question: What fees will be associated with WIC EBT?
 - The WIC Program will not charge retailers a fee to accept electronic benefits.
 - The Contractor who develops and maintains the lowa WIC electronic benefits card is not allowed to charge the retailer a fee.
 - Any fees incurred from Third Party Processors (TPP) who drive and maintain a retailer's POS terminals, authorizes and processes transactions, and settles retailer's accounts are negotiated by the individual store/company requesting these services.
- Status of surrounding state EBT Projects:

Illinois: Platform not announced

Wisconsin:: On-line

Minnesota: Has not begun EBT process

South Dakota: In planning stageNebraska: In planning stage

Kansas: Has not begun EBT process

Missouri: Off-line platform

- Additional WIC EBT information available at:
 - http://www.fns.usda.gov/wic
 - www.idph.state.ia.us/wic

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Electronic Benefit Transfer Definitions/Abbreviations

Terms used when discussing State WIC Program

- o USDA United States Department of Agriculture
- o FNS Food and Nutrition Services
- o IWIN lowa WIC Information Network, Iowa's WIC Management Information System
- o WIC Supplemental Nutrition Program for Women, Infants and Children

Terms currently being used when discussing WIC paper checks

- o ACH Automated Clearing House, a central financial agency for settling, collection, classification distribution of fund transfers electronically
- o Check-21 Imaged check document—once check reaches a point that can create an electronic image of a check, the document becomes an electronic document.
- CVV Cash Value Voucher will now be known as CVB, Cash Value Benefit in EBT
- o EBT Electronic Benefit Transfer, an electronic system under which a program recipient authorizes transfer of government benefits from a government account to a retail account in payment for authorized products.
- o MIS Management Information System
- o NTE Not To Exceed value—allowable maximum dollar value of product
- o POS Point of Sale (Front-end systems/cash registers)

Terms used when discussing WIC EBT documentation/development of system

- o APD Advance Planning Document
- o IAPD Implementation Advance Planning Document
- o RFP Request for Proposal
- o APL Approved Product List also know as Approved Food List

Terms used when discussing WIC EBT

- o IFPS International Federation of Produce Standards-organization responsible for rules and standards for the assignment and maintenance of fruit and vegetable PLU's.
- o NUPC National Universal Product Code —USDA-FNS is developing a NUPC for use by all states.
- o Off-Line Processing Also known as SMART card processing. Participants benefits are stored on a chip imbedded in a card.
- o On-Line Processing Also known as MAG card processing. Participants benefits are stored by a remote host system.
- o PIN Personal Identification Number
- o PLU Price Look-Up code used to identify items sold in bulk form.
- o TPP Third-party processor A company. other than that with which the State has contracted, that drives and maintains retailer POS terminals, authorizes and processes transactions, and settles retailer account.
- O UPC Universal Product Code. A specific barcode symbology assigned to products that is widely used in North America, the United Kingdom, Australia, and New Zealand for tracking items at retail level. The most common form, the UPC-A, consists of 12 numerical digits, which are uniquely assigned to each item. The first digit is the type of UPC, The second series of numbers (5) indicates the maker of the product. The third series of numbers (5) corresponds to a specific product and is issued by the manufacturer of the product. The last number is the check digit—this digit is used to check the integrity of the other digits in the number.

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Reminder: Additions/Changes to Approved Food List

Milk Alternatives

- Meyenberg 32-ounce refrigerated goat milk is no longer a WIC authorized item
- Soy Beverage
 - Only authorized beverage is 8th Continent Vanilla or Original
 - 8th Continent Vanilla Light, Vanilla Complete, Vanilla Low Fat and Original Light are "not" authorized
 - Store brand soy beverage and SILK are "not" authorized

Bread (100% Whole Wheat bread)

- 16-ounce and 24-ounce checks will be written for the specific size
- Category is not brand specific any brand labeled "100% whole wheat"
- Whole wheat must be the first ingredient on the nutrition facts label.
- Only commercial baked bread is authorized no in-store baked bread

Oatmeal (Quick or Old Fashioned, 16-ounce container)

- ONLY the 16-ounce package is authorized
- MOM's Best, Best Choice and Our Family (Recently Added) are approved brands.
- Oatmeal will be issued on "separate" WIC checks.
- Participants may "NOT" purchase oatmeal on a 36-ounce or less store brand cereal check.

Baby Food

- Single flavor fruits and single flavor vegetables are authorized.
- Single flavored "blends" are authorized (IE: Apples & Pears, Corn & Peas)
- Container size remains 4-ounce containers only. No multi-packs.

Peanut butter

Only store brand peanut butter is authorized.

Cereal

- Added store brand wheat bran flakes and shredded wheat additional options of store brand cereals have been added such as hexagons, biscuits, and squares.
- Added helpful hint as to package sizes that allow the participant to purchase a total of 36ounces.
- Oatmeal may "NOT" be purchased with a "36-ounce or less store brand and hot cereal" check

Cereal Gluten-Free cereals have been added

- General Mills Rice Chex and Corn Chex are the ONLY authorized national brand cereal and will appear as a separate line item on a WIC check.
- General Mills Rice Chex and Corn Chex cereals may not be purchased on a 36-ounce or less store brand cereal check.

Hot Cereal – no changes

May be purchased with a "36-ounce or less store brand and hot cereal" check

Refrigerated Orange Juice

- 59-ounce ORANGE juice containers are "NOT" authorized.
- The most readily available 64-ounce Orange Juice items are store brand and/or orange juice distributed by dairy companies.

2012-2015 Iowa Approved Food list available at www.idph.state.ia.us/wic State of Iowa WIC Office 1-800-532-1579

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Lucas State Office Building
321 East 12th Street
Des Moines, Iowa 50319-0075

Attn: Store Management

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