IOWA WIC

WIC Vendor Newsletter

Volume 14 Issue 4 February 2013

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WIC Electronic Benefits Transfer

Name change for WIC EBT

- In the future, the Iowa WIC Program (The Program) will refer to Iowa WIC Electronic Benefits Transfer as ***eWIC***.

UPC and APL Questions

Q — When will authorized UPCs be available to WIC Authorized stores?

A — The Program is in the process of collecting UPC's for WIC Approved Foods and Formulas. This information will be shared with retailers at the time of completion. The list will be referred to as the Program **A**pproved **P**roducts **L**isting (APL)

Q — Who will make changes to the APL? And how often will the APL be updated?

A — The APL will be maintained by the State WIC Program and will be available to all WIC Approved Vendors on a daily basis. It will be of the utmost importance for retailers to contact the State WIC Program with product line changes and/or UPC adjustments/changes, The Program will add and remove foods from the APL as needed and will continue to review WIC approved foods every 3-years.

Q — Who will have access to the APL file?

A — All WIC Approved Vendors, wholesale/supplier headquarters and corporate/regional chain headquarters will have access to the APL on a daily basis. It will be the responsibility of the Programs contractor and the Program to make additions, deletions and corrections to the APL file.

Card Quality

Q— How will the issue of poor quality cards be addressed?

A — All EBT cards (regardless of the format) must comply with International Organization for Standardization (ISO) and will be consistent with Europay, MasterCard, VISA (EMV) 3.0 or later standards. Card quality is an important criteria of the Iowa Request For Purchase (RFP). All EBT cards produced for the Iowa WIC Program are required to have a high-coercivity magnetic stripe for both the online and offline card solutions. High coercivity protects against data loss on cards due to accidental erasure.

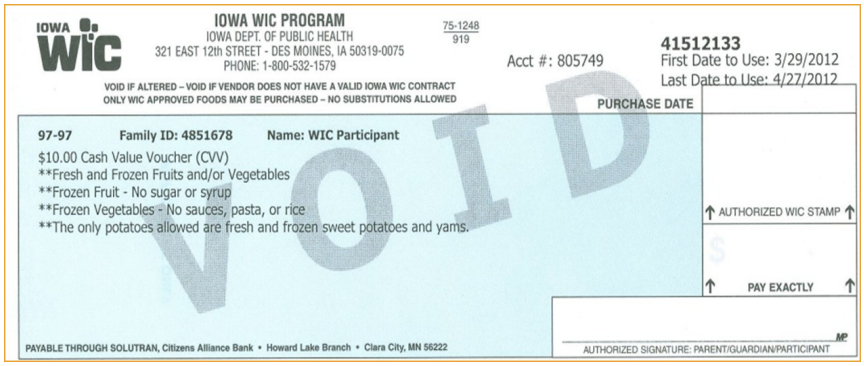
Q — Will the process to replace eWIC cards be a difficult and time consuming issue for participants?

A — The time required to accomplish this process will in part depend on the card format selected by the Iowa WIC Program. The process of issuing new or replacement cards as well as card quality will be be addressed during the card design/development phase.

WIC Transaction

- WIC participants may purchase only the items listed on the WIC check
- Substitutions are not allowed
- WIC participants sign the WIC check **after** the amount of the purchase and the date of the purchase have been entered
- WIC participants must present their signed WIC Identification (WIC ID) folder at the start of the WIC purchase
- Persons using Iowa WIC checks must have signed the WIC ID folder prior to using the WIC check
- Signature on the check must match one of the signatures on the WIC ID folder.
- WIC participants may use in-store or manufacturer coupons to reduce the cost of the purchase
- WIC participants are not required to purchase all items on the WIC checks
- WIC participants do not receive credit, IOU's or rain checks for items not purchased
- Out of State WIC checks may not be redeemed at Iowa WIC Authorized vendors
- No WIC ID = No Purchase — retailers should refuse to accept Iowa WIC checks if the customer does not have a WIC ID folder

Cash Value Voucher


IOWA WIC PROGRAM
IOWA DEPT. OF PUBLIC HEALTH
321 EAST 12th STREET - DES MOINES, IA 50319-0075
PHONE: 1-800-532-1579
75-1248
919
Acct #: 805749
41512133
First Date to Use: 3/29/2012
Last Date to Use: 4/27/2012
VOID IF ALTERED – VOID IF VENDOR DOES NOT HAVE A VALID IOWA WIC CONTRACT
ONLY WIC APPROVED FOODS MAY BE PURCHASED – NO SUBSTITUTIONS ALLOWED
PURCHASE DATE
97-97 Family ID: 4851678 Name: WIC Participant
$10.00 Cash Value Voucher (CVV)
**Fresh and Frozen Fruits and/or Vegetables
**Frozen Fruit - No sugar or syrup
**Frozen Vegetables - No sauces, pasta, or rice
**The only potatoes allowed are fresh and frozen sweet potatoes and yams.
AUTHORIZED WIC STAMP
PAY EXACTLY
VOID
PAYABLE THROUGH SOLUTRAN, Citizens Alliance Bank • Howard Lake Branch • Clara City, MN 56222
AUTHORIZED SIGNATURE: PARENT/GUARDIAN/PARTICIPANT

WIC ID

- CVV's may be used to purchase only fresh or frozen fruits and vegetables. The only potatoes allowed are sweet potatoes and yams
- Items NOT authorized to be purchased with CVV's are:
  - Products with added dressing, dip, croutons, and non edible products
  - Canned or jarred fruits or vegetables
  - Salad bar, deli products or party trays
  - Dried fruits/vegetables, fresh herbs or spices
- CVV's are issued in values of $6.00, $10.00 and $15.00
- The value entered on the CVV may not exceed the subscribed value. However, a participant may purchase additional fresh/frozen fruits and vegetables and complete the transaction by using:
  - An alternative form of payment that is accepted by the vendor, such as cash, check, and SNAP benefits. OR
  - An additional CVV check.

Review the 2012-2015 Iowa WIC Approved Foods list for additional details.

Iowa WIC Approved Food List (Approved Products Listing—APL)

The Iowa WIC Approved List is the official document that outlines the foods approved on the Iowa WIC Program. The most recent version is effective October 1, 2012 through September 30, 2015. We recommend you keep a copy at each register to refer back to during a WIC transaction. Additional copies of the Iowa WIC Approved Food List are available by calling the State WIC office at the following in-state toll free number 1-800-532-1579 or by calling Sherry Smith at 515-281-6650.

The Approved Food list is also available at **www.idph.state.ia.us/wic.**

Role of The WIC Program in Iowa

With firm commitment to safeguarding and advancing the nutrition status and health of mothers and children and to promoting breastfeeding in the U.S., the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) works within each state to improve healthcare access for low and moderate income women and children with, or at risk of developing, nutrition-related health problems, including obesity and type 2 diabetes. WIC provides nutrition education and healthy foods enabling families to make lifelong healthy eating and lifestyle choices. The foods in the WIC food packages are specifically selected for their nutritional value to supplement the dietary needs of participants to ensure good health, growth and development.

Average Iowa Monthly WIC Participation October 2010 – September 2011 (FY 2011)

Pregnant Women	6,470
Breastfeeding Women	3,274
Postpartum Women	6,394
Infants	16,631
Children	38,163
Total Participation	70,931
Number of Families	23,644 (based on 3 participants per family)

Dollars spent within Iowa

Total Food Benefit Value Per Participant (monthly)	$54.14
Total Food Benefit Spent in State (Food + Rebate)	$ 46,083,222.00
Manufacturer Cost Containment Rebate	($11,168,694.00)
Net Federal Food Cost	$ 34,914,528.00
Nutrition Service Benefits	$ 15,563,505.00

HEALTHY EATING

20% of Iowa children are food insecure. Food insecurity refers to a lack of access, at times, to enough food or nutritionally adequate food.

- WIC helps families combat food insecurity and nutrition-related health problems including obesity and type 2 diabetes.
- WIC provides nutrition education and healthy foods to help families make healthy choices. The WIC food package includes fruits, vegetables, low-fat dairy, and whole grains. The food package helps combat food insecurity, and contributes to healthy diets which aid in reducing obesity and chronic disease.
- WIC is the largest public breastfeeding promotion program in the nation, providing mothers with education and support. Research shows that breastfeeding provides numerous health benefits to both the mother and her baby, helping to reduce healthcare costs.
- Breastfeeding lowers a child's risk of obesity, type 2 diabetes, and asthma.

Thank you for supporting the Iowa WIC Program!

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

Attn: Store Management
February 2013 WIC Newsletter Vol 14 Issue 4

Iowa Program Vendor Contacts

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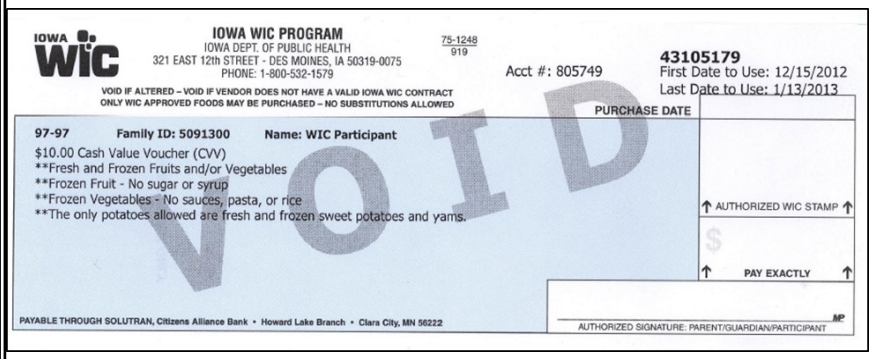
WIC Vendor Representative—Ken Kane kenneth.kane@idph.iowa.gov	515-281-3929
WIC Vendor Nutritionist—Nikki Davenport nikki.davenport@idph.iowa.gov	515-725-2642
WIC Bureau Secretary — Sherry Smith sherry.smith@idph.state.gov	515-281-6650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321 EAST 12th STREET - DES MOINES, IA 50319-0075
PHONE: 1-800-532-1579
75-1248
919
Acct #: 805749
43105179
First Date to Use: 12/15/2012
Last Date to Use: 1/13/2013
VOID IF ALTERED – VOID IF VENDOR DOES NOT HAVE A VALID IOWA WIC CONTRACT
ONLY WIC APPROVED FOODS MAY BE PURCHASED – NO SUBSTITUTIONS ALLOWED
PURCHASE DATE
97-97 Family ID: 5091300 Name: WIC Participant
$10.00 Cash Value Voucher (CVV)
**Fresh and Frozen Fruits and/or Vegetables
**Frozen Fruit - No sugar or syrup
**Frozen Vegetables - No sauces, pasta, or rice
**The only potatoes allowed are fresh and frozen sweet potatoes and yams.
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MP
AUTHORIZED SIGNATURE: PARENT/GUARDIAN/PARTICIPANT
PAYABLE THROUGH SOLUTRAN, Citizens Alliance Bank • Howard Lake Branch • Clara City, MN 56222

No WIC ID = No Purchase

In-State Toll Free # 800-532-1579
State Office Direct # 515-281-6650
FAX#: 515-281-4913
Website www.idph.state.ia.us/wic
We are now on Facebook

WIC Transaction Steps

1. Participant presents WIC ID and check
2. Confirm dates are valid
3. Confirm correct items are purchased
4. Participant or store associate enters transaction date and transaction value
5. Participant signs check after items have been rung up and above information has been entered
6. Compare signature to signature on ID
7. Return WIC ID folder to participant
8. Store applies 5-digit WIC stamp prior to depositing check.