Iowa WIC Vendor Newsletter

Volume 15 Issue 2 November 2013

- eWIC Update
- Approved Foods Reminder
- Additions to Approved Foods
  - Cereal
  - Soy Beverage
- Formula Inventory Levels
- WIC Contacts

eWIC (WIC EBT) Update

Selecting the right eWIC system for Iowa began with a close analysis of the current system and processes in use by IDPH, Iowa WIC clinics, Iowa retail vendors, and Iowa WIC participants. Currently there are two eWIC systems in use in other states: online eWIC using magnetic stripe cards, and offline eWIC using chip embedded "Smart Cards".

Planning for eWIC (January, 2011 - June, 2013)

The Iowa WIC program began the process of exploring eWIC implementation in early 2011. Analysis and planning activities continued through early 2012. The product of this analysis was documented in a feasibility study approved by the Food & Nutrition Service of the U.S. Department of Agriculture (FNS) in May 2012. Findings from the feasibility study have provided insight and guidance in planning for eWIC.

The Iowa WIC program submitted a plan outlining the steps to be taken to pursue eWIC for the State of Iowa and received approval of the plan from FNS in October 2012. Based on the approved plan, the Iowa WIC program intends to select the eWIC solution that best meets the needs of the Iowa WIC program through a competitive bid process. Once a solution is chosen, implementation will begin with a "pilot" test, with state-wide expansion to follow.

June 2013 Iowa eWIC Planning Phase completed

The Iowa WIC program partnered with the Colorado WIC program to produce a joint request for proposal (RFP) in the first step of the process to procure a contractor for eWIC implementation. The two states worked collaboratively from August, 2012 until FNS provided approval of the RFP in June, 2013. The approval of the RFP marks the conclusion of the planning phase of the eWIC project; however, the 2014 USDA federal budget does not include funding for eWIC implementation. What this means for the Iowa WIC program is that work toward an eWIC environment will continue, although the impact of such efforts will be minimally visible until federal funding is available to fully fund implementation activities. Once funding is made available, the Iowa and Colorado WIC programs will proceed to procure an implementation contractor through the approved joint RFP.

What does this mean - is eWIC going to happen or not?

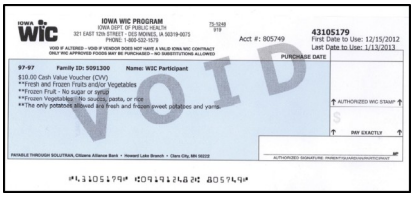
Yes. Despite the unavailability of implementation funding, the USDA has maintained the 2020 mandate for WIC EBT; therefore, it is expected that the Iowa WIC program continue to make progress toward implementation. During the remainder of 2013 and into early 2014, Iowa eWIC efforts will be concentrated on preparing for the Approved Product List (APL) requirement of eWIC. In an eWIC environment, the program must be able to provide an electronic file to all Iowa WIC approved retailers identifying all products by universal product code (UPC) that are eligible for purchase with WIC benefits. The tasks and equipment associated with the ability to produce and provide an APL include capture of UPC and product data, creation and maintenance of a database of Iowa WIC UPC data. Completing the APL project prior to full eWIC implementation will allow the Iowa WIC program to carefully manage the collection of UPC data to ensure that all WIC approved products are included in the APL when eWIC implementation proceeds.

Source: Iowa Department of Public Health-WIC Website-eWIC, Brandy Benedict

Reminder: WIC Approved Food

Fruit and Vegetable checks (CVV):

- Can be used to buy any combination of fresh and frozen fruits and vegetables (no white potatoes and no added ingredients though).
- If a participant spends less than the dollar amount printed on the check ($6, $10, or $15) the participant /proxy or the store associate should write the exact value of the purchase on the check.
- If a participant spends more than the dollar amount printed on the check they can pay the difference with cash, SNAP, etc. If a participant has more than one fruit and vegetable check they could combine them as well. The participant or the store staff should write $6, $10, or $15 (the amount the check is for) on the check in this case and then the participant will pay what is left.
- The store cannot issue any change back, an IOU or any form of credit for the unspent amount.



- Check accepted within Valid Dates
- Correct Items Purchased
- Correct Value Entered
- Checked signed by an authorized person
- WIC ID Stamp Applied / Check deposited within 15 days of purchased date.

Baby Food Fruits and Vegetables:

- Single flavors or blend of fruits/vegetables are allowed (no added cereals, meats, sugars, etc.)
- 4oz. Jars/containers only – no twin packs, multi packs, or pouches

Examples of Approved 4-ounce Containers

Infant Cereal

- Participants may purchase 3-8oz. Containers Or 1-8oz.container and 1-16oz container.
- Authorized varieties: Barley, Oatmeal, Rice, or Whole Wheat, plain only
- Infant cereal with added flavor, fruits or formula based are NOT authorized

Oatmeal

- Quick or Old Fashioned in 16 oz. containers only
- Approved brands

Mom's Best (Multiple Warehouses)

Quick Oats	0-42400-01692-2
Old Fashion Oats	8-83978-15285-4

Best Choice (AWG)

Quick Oats	0-70038-63170-5
Old Fashion Oats	0-70038-63169-9

Our Family (Nash Finch)

Quick Oats	0-70253-29905-6
Old Fashion Oats	0-70253-29907-0

Soy Beverage:

8th Continent Vanilla	0-53859-07013-7
8th Continent Original	0-53859-07012-0

Infant Formula

As a WIC authorized vendor, you may only purchase infant formula from wholesalers, distributors, or retailers who are licensed in accordance with Iowa law. You may also buy infant formula directly from one of the following manufacturers:

- Abbott Laboratories
- Applied Nutrition Corporation
- Mead Johnson and Company
- Nestle/Gerber
- Nutricia North America
- Vitaflo, USA

Incentive Items

Grocery and Special Purpose WIC vendors shall not single out WIC participants and offer incentives to only WIC participants using WIC FIs (checks). Examples of incentives would include offering cash, gifts, or using a point system for FIs when redeemed by participants in exchange for free or reduced retail items. Incentives offered to WIC participants must be offered to all customers. The reverse is also true, if an incentive is offered to non-WIC customers, the same incentive must be offered to a WIC participant. Examples such as Buy One/ Get One (BOGO) offers, and the use of national or store generated coupons. If an authorized WIC product is purchased using a WIC checks and a non-WIC authorized item is linked to the purchase, the WIC customer would also get the non-WIC product.

Vendor Complaint Process

To report Program abuse or fraud, or to file a complaint against another vendor, local WIC agency or WIC shopper you may use one of the following- options:

- **Call:** State WIC Program, Vendor Section at 515-281-6650 or toll free within Iowa 1-800-532-1579
- **Write:** Submit stamped/addressed Vendor Comment Card or write to
  Iowa Department of Public Health
  Attn: WIC Vendor Section
  321 East 12th Street
  Des Moines, Iowa 50319-0075
- **FAX:** Submit Vendor Comment Card via FAX at 515-281-4913
- **Email**: Donald.Gourley@idph.iowa.gov

When filing a complaint please include as many details as possible: when, where, who was involved and how the activity was inappropriate.

Violation points

Program violation points are detailed in your signed Iowa WIC Agreement. Violation points will be discussed in a later Vendor Newsletter issue.

Inventory Requirements

Program inventory level requirements are detailed in your signed Iowa WIC Agreement. Retailers are required to maintain minimum Inventory levels through-out the 3-year Agreement period. Minimum inventory levels will be discussed in detail in a future Vendor Newsletter.

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
November 2013 WIC Newsletter Vol 15 Issue 2

Iowa Program Vendor Contacts

WIC Vendor Coordinator—Don Gourley	515-281-6205	donald.gourley@idph.iowa.gov
WIC Vendor Representative—Ken Kane	515-281-3929	kenneth.kane@idph.iowa.gov
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.

Formula Stocking Requirements

- Approved Grocery Vendors are required to inventory a minimum of twenty-four (24) 13-ounce cans of any current rebate contract concentrated formula **OR** six (6) cans of any current rebate contract powdered formula.
- Approved Special Purpose Vendors are not required to maintain a minimum inventory level. Special Purpose vendors are required to provide the specified formula within 48 hours or within 72 hours if a weekend or holiday is involved. Special formula inventory must be maintained for as long as there is a participant in the area that requires the special formula.
- Prices charged to WIC participants must be equal to or less than the prices charged to all other customers.
- Contract Formulas:
  - Milk Based: Abbott/Similac
  - Soy Based: Nestle/Gerber