

WIC'S WORLD

Colorado Department of Public Health & Environment
WIC Program



2013 Issue #1: January to April

The WIC
Retailer
Handbook
is a great
resource!!!

Retailer
Handbook

Colorado WIC



This edition of the newsletter is a short reference guide to complement the details in the Retailer Handbook.

Purpose of the Program

WIC stands for the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). WIC was established by Congress in 1972 in recognition of the need for better nutrition during pregnancy and early childhood development.

WIC provides Federal grants to States for supplemental foods, breastfeeding support, health care referrals, and nutrition education for low-income pregnant, breastfeeding, and postpartum women, and to infants and children up to age five who are found to be at nutritional risk.

Supplemental Foods Authorized by Colorado WIC

Supplemental foods are prescribed for WIC clients based on the nutrient content. Food items must meet strict federal nutrient requirements (as outlined in 7 CFR Part 246) in order to be considered for the Program. Checks are issued to WIC clients and list the type of foods and quantities they are authorized to purchase.

- The specific supplemental foods offered by the Program are listed on the *Colorado WIC Program Allowable Foods List (Allowable Foods List)*.
- The WIC video: "Partnering with WIC for Colorado Kids" provides details on WIC, including the allowed WIC items and the steps in taking a WIC check. Each store employee must see the video.
- There is also a short video: "A Closer Look: Allowable Foods List" in both English and Spanish that can be found at: www.coloradowic.com under the 'Retailers' section and 'General Information'.
- Only approved WIC foods in the quantities and sizes prescribed on the check may be purchased. Both the WIC customer and retail cashiers should refer to the *Allowable Foods List* during a WIC transaction.
- Your store is responsible for ensuring that each register has the most current Allowable Foods List. Additional copies (in English and Spanish) of the list can be obtained by calling the State Office (303.692.2400) or your Local Agency WIC office.
- Your WIC customers may only purchase the specific approved foods listed on their check and in the foods list in the amounts indicated. Your WIC customers may purchase less than what is prescribed on their checks. The Allowable Foods List shows the specific brand, size, and amounts of the items allowed.
- Please refer your WIC Retailer Handbook for more information on allowable foods.



Minimum Varieties & Quantities of Authorized Foods that Must be Stocked

Retailers are required to stock certain authorized items at all times in sufficient quantities to meet WIC client demand. Specific Colorado WIC-authorized brands and sizes are defined in the current *Allowable Foods List* and as shown on the WIC check. Failure to meet stocking requirements could lead to sanctions and/or agreement termination.

Please refer to page 7 of your Retailer Handbook to see the specific minimum stocking requirements for the various types of food items.

Minimum Stocking Requirements	
All items must be WIC-authorized. Waters on specific items must be pre-approved.	
Non-Fortified Infant Formula Milk-based contract brand Size: 12 to 16-ounce powder Soy based contract brand Size: 12 to 16-ounce powder	Infant Cereal Beechnut, Gerber, or Nature's Goodness Two varieties (Rice, Oatmeal, Barley, Whole Wheat, Mixed) Size: 8-ounce box
Baby Food: Fruits and Vegetables Any brand Two varieties Size: 4-ounce jar	Baby Food: Meats Any brand Two varieties Size: 2.5-ounce jar
Cheese Store Brand Two varieties Size: One pound (16-ounce) package	Eggs Grade A or AA white, Small, Medium, or Large Size: Dozens
100% Fruit Juice One variety Size: 12-oz frozen (Store Brand: Orange Juice) One variety Size: 64-oz container (carton or bottle)	Milk Two varieties of fat content (Must include: whole) Size: Gallon
Cereal Two cold cereals (Must include: one whole grain cereal) Size: Any size (larger than single-serving)	Peanut Butter Any brand One variety Size: 18-ounce jar
Beans Two varieties Dry or Canned (Must include: one dry) Size: 16-ounce	Canned Fish Two varieties (Tuna, Pink Salmon, or Sardines) Size: Any size
Fruits & Vegetables Fruit: Two varieties Vegetable: Two varieties (except potatoes); Fresh or Frozen Size: Any size	Whole Grains Two varieties Bread, brown rice, or corn tortillas (Must include: one bread item) Size: Any size

Requirement: Vendors Must Obtain Infant Formula Only From Sources Included on List Provided by the State Agency

Retailers must purchase infant formula from approved suppliers. A list of approved formula vendors can be found at www.coloradowic.com under the 'Retailers' section and 'Retailers Authorization' titled: 'Approved Suppliers of Infant Formula'.

Procedures for Transacting and Redeeming Food Instruments and Cash-Value Vouchers

WIC checks are generally issued for up to three months at a time to WIC clients for the purchase of food items prescribed on the check. The specific foods and quantities to be received by each WIC client are determined by WIC based on their specific needs. The WIC clients use the checks at a Colorado WIC-authorized grocery store, pharmacy, farm, or commissary.

In order to receive payment for WIC checks it is important that store staff are trained to follow the correct procedures. The Program contracts with a bank for check processing services.

WIC checks may either list: a) the specific, prescribed WIC food items and quantities to be purchased (for example: one jar of peanut butter, 16-ounces of whole grains) or b) a fixed-dollar amount used by a WIC customer to purchase authorized fruits and/or vegetables. The WIC checks that list a fixed dollar amount of fruits and/or vegetables are sometimes referred to as cash value vouchers. Retailers are under the same obligations for cash value vouchers as for other WIC checks including redemption procedures, violations and sanctions, and appeal procedures. WIC customers may use other forms of payment (such as cash, personal check, credit, SNAP benefits, and/or gift cards) for produce purchases over the amount of their WIC fruit and vegetable check.

Shelf Price List:

The *Shelf Price List* (in the Retailer Handbook, Exhibit E) must be submitted to CO WIC at least every six months. (Many chain stores submit the Price List for all their stores through their Headquarters office.) Retailers are encouraged to submit an updated price list when prices change significantly. Prices must reflect the full shelf price—sales or promotions should not be included. Grocery stores and commissaries must mark the prices clearly on the product or shelf at all times. Violations will be assigned to retailers that do not submit a price survey at least once every six months.

Shelf prices must be found at application and remain competitive with other Retailers in the peer grouping to within 10%. A peer group is based on criteria that classifies the store type (i.e., supermarket, small grocery, supercenter, pharmacy, commissary), the geographic area (based on US Census Bureau), and the number of WIC-authorized stores owned and operated in Colorado.

The Program will evaluate Retailers' prices throughout the agreement period. If Retailers' prices are not competitive, one request will be made to the Retailer asking for a reevaluation of their prices and resubmission of an updated *Shelf Price List*.

Exhibit E PRICE LIST - WIC ALLOWED ITEMS				
SPECIAL SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS, AND CHILDREN (WIC)				
(Also Available Electronically)				
Store Name:	WIC ID No.	ITEM	ITEM TYPE	PRICE
000	000	Infant Cereal	Must Express of Items Listed in APL	\$
001	001	Breakfast Cereal	Cheerios (Multi-grain)	\$
			Cheerios	\$
			Kix	\$
			Kix	\$
010	010	Bread, Rolls or Pizza	Must Express of Items Listed in APL	\$
011	011	Bread, Rolls or Pizza	Must Express of Items Listed in APL	\$
012	012	Corn Tortillas	Must Express Allowed - Any Brand	\$
013	013	Brown Rice - Bag	Must Express Allowed - Any Brand	\$
014	014	Raisins	Must Express Allowed - Any Brand	\$
020	020	Baby Food: Fruit & Veg	Must Express of Items Listed in APL	\$
030	030	Baby Food: Meat	Must Express of Items Listed in APL	\$
040	040	100% Juice - Frozen	Walsh's Orange	\$
			Dole Pineapple	\$
050	050	100% Juice - Mixed Cereal	Must Express of Items Listed in APL	\$
060	060	100% Juice - Berries or Citrus	Must Express of Items Listed in APL	\$
070	070	Milk	Whole - Must Express Allowed	\$
080	080	Milk	Whole - Must Express Allowed	\$
090	090	Milk	Whole - Must Express Allowed	\$
100	100	Milk	Whole - Must Express Allowed	\$
110	110	Milk	Whole - Must Express Allowed	\$
120	120	Milk	Whole - Must Express Allowed	\$
130	130	Milk	Whole - Must Express Allowed	\$
140	140	Milk	Whole - Must Express Allowed	\$
150	150	Milk	Whole - Must Express Allowed	\$
160	160	Milk	Whole - Must Express Allowed	\$
170	170	Milk	Whole - Must Express Allowed	\$
180	180	Milk	Whole - Must Express Allowed	\$
190	190	Milk	Whole - Must Express Allowed	\$
200	200	Milk	Whole - Must Express Allowed	\$
210	210	Milk	Whole - Must Express Allowed	\$
220	220	Milk	Whole - Must Express Allowed	\$
230	230	Milk	Whole - Must Express Allowed	\$
240	240	Milk	Whole - Must Express Allowed	\$
250	250	Milk	Whole - Must Express Allowed	\$
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370	370	Milk	Whole - Must Express Allowed	\$
380	380	Milk	Whole - Must Express Allowed	\$
390	390	Milk	Whole - Must Express Allowed	\$
400	400	Milk	Whole - Must Express Allowed	\$
410	410	Milk	Whole - Must Express Allowed	\$
420	420	Milk	Whole - Must Express Allowed	\$
430	430	Milk	Whole - Must Express Allowed	\$
440	440	Milk	Whole - Must Express Allowed	\$
450	450	Milk	Whole - Must Express Allowed	\$
460	460	Milk	Whole - Must Express Allowed	\$
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500	500	Milk	Whole - Must Express Allowed	\$
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830	830	Milk	Whole - Must Express Allowed	\$
840	840	Milk	Whole - Must Express Allowed	\$
850	850	Milk	Whole - Must Express Allowed	\$
860	860	Milk	Whole - Must Express Allowed	\$
870	870	Milk	Whole - Must Express Allowed	\$
880	880	Milk	Whole - Must Express Allowed	\$
890	890	Milk	Whole - Must Express Allowed	\$
900	900	Milk	Whole - Must Express Allowed	\$
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950	950	Milk	Whole - Must Express Allowed	\$
960	960	Milk	Whole - Must Express Allowed	\$
970	970	Milk	Whole - Must Express Allowed	\$
980	980	Milk	Whole - Must Express Allowed	\$
990	990	Milk	Whole - Must Express Allowed	\$
1000	1000	Milk	Whole - Must Express Allowed	\$

Vendor Sanction System

The Program has designed systems to detect Retailers who abuse or defraud the Program. These systems also identify Retailers who, through misinformation or lack of training, may intentionally or unintentionally violate Federal regulations, Program policies and procedures, or the terms of the Retailer Agreement. Violations that trigger sanctions do not require the Program to distinguish between fraudulent (intentional) and abusive (unintentional) violations because both types of violations result in loss of Program funds.

The Program determines the type and level of sanctions to be applied against Retailers based upon the severity, nature, and pattern of the Program violations observed, and such other factors as appropriate (for example: whether the offenses represented Retailer policy or whether they represent the actions of an individual employee who did not understand the Program rules). The objectives of the Program can best be met through education, training, and the voluntary cooperation of Retailers, your WIC customers, and the state and local WIC Programs.

To ensure the integrity of the Program it is necessary to impose sanctions consistently against Retailers who are in violation of Program policies and procedures. There are five types of sanctions/actions:

1. Nonpayment of WIC checks,
2. Corrective action plans (CAP),
3. Mandatory training,
4. Civil Money Penalty (may be imposed if the Program determines that disqualification would result in inadequate WIC client access), and
5. Disqualification.

Vendor Complaint Process

If you have questions, comments or concerns, contact your Local Agency Retailer Coordinator (LARC). If you are calling about a WIC customer, please try to have their name and ID number. This information assists WIC to identify the correct individual. This information is listed on the WIC check, along with the clinic number.

Colorado WIC Program
Colorado Department of Public Health & Environment
4300 Cherry Creek Drive South
Denver, Colorado 80248-1530
(303) 692-2400

Act #: 805116 98765432
Date to Use: 1/1/2011
Date to Use: 1/31/2011

Clinic ID: 01 - 0001 Name: Jane Doe
Up To \$10.00 Fruits and Vegetables

Family ID: 1234

Security State Bank
1000 17th Street
Denver, CO 80202

Pay To The Order Of
\$

ONLY THE AUTHORIZED WIC FOODS LISTED MAY BE PURCHASED
Vendor Must Deposit Within 60 Days From First Date To Use

Authorized Signature (Must Be Signed @ Retail Counter)
Signature Must Match Signature On WIC ID Card

⑈987654321⑈ 12091912482⑈ 805116⑈

Claims Procedure

Checks are reviewed before payment to determine if Program policies and procedures have been met. Checks that meet Program policies and procedures are approved and paid. Checks that do not meet Program policies and procedures are rejected and are not paid.

A retailer that has a high percentage of rejected WIC checks is considered a high-risk retailer. Compliance investigations may be conducted on high-risk retailers, as well as randomly, to document compliance with Program policies and procedures.

Checks will not be paid by the Program's bank if they are:

- Accepted outside the valid dates,
- Submitted for payment later than sixty (60) days after the "First Date to Use",
- Over-the-maximum dollar amount,
- Unsigned/missing WIC customer signature,
- Altered, or
- Stamped incorrectly (missing or unreadable WIC vendor ID stamp imprint).

WIC checks accepted outside the valid dates or submitted for payment later than sixty (60) days after the "First Date to Use" will not be paid. However, in the other four cases listed above, WIC may be able to assist your store with the check. Please refer to Section V of the Retailer Handbook for more detailed information.

Policies and Procedures Regarding the Use of Incentive Items

Incentive items are not to be offered solely to WIC customers by any WIC-authorized vendor.

Stores must offer WIC customers the same courtesies as offered to other customers, e.g., no separate lines or hours. Any practice that singles out your WIC customers from other customers is prohibited. Such practices include keeping lists of your WIC customers, having them sign cash register receipts, having specific register lines WIC customers must use, keeping folders for each WIC customer, keeping WIC customer receipts, or the offering or denial of incentives solely to WIC customers. In accordance with Federal law and U.S. Department of Agriculture policy, all authorized Retailers are prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability.

Changes to Program Requirements

1: Pay the Difference: WIC customers may use other forms of payment (such as cash, personal check, credit, SNAP benefits, and/or gift cards) for produce purchases over the amount of their WIC fruit and vegetable check.

- These methods are only applicable to WIC checks that list a dollar amount for fruits and vegetables.
- At no time should the purchase amount on the WIC check ("Actual Amount of Sale") be more than the dollar amount that is listed on the check. If so, the check will be rejected. The purchase amount written on the check is the actual amount of the purchase up to the amount listed.
- If the WIC customer spends less than the dollar amount they **must not** receive any money back.
- The forms of payment accepted are the same forms of payment allowed for other non-WIC customers.
- Each WIC check is required to have the transaction date and specific store location name entered on the check (i.e., handwritten or printed by register).
- The WIC amount must not include tax. No sales or use tax of any statutory or home rule city, town, or county shall apply to the sale of food purchased with funds provided by the WIC Program. Tax should be added to the non-WIC part of the purchase as appropriate for your store and the payment type.
- The retailer may accept additional WIC fruit & vegetable produce checks as a form of payment in these transactions; however, this is not required. This method is also referred to as 'combining' WIC fruit and vegetable checks.

2. Shelf Tags: WIC authorized retailers are permitted to use shelf tags (i.e., shelf labels, flags, talkers, channel strips, or clings) stating WIC approval on grocery shelves.

- The tags must be placed at the exact spot(s) of the shelf that contains the WIC approved items.
- Retailers who wish to develop and use shelf tags must obtain written permission from Colorado WIC by submitting a copy or sample of the final version for approval prior to use.
- WIC tags/labels are not permitted on individual item containers.
- WIC approved labels created by manufacturers are not permitted.
- Throughout the WIC agreement period, the retailer shall be responsible for ensuring that the food items tagged or represented as WIC approved are listed on the current Colorado WIC Approved Foods List.
- Retailers are responsible for the placement of shelf tags.
- Retailers may decide which food categories in the store to use the shelf tags. For instance a retailer may find that the bread category needs shelf tags but the cheese category does not. If using shelf tags in the food categories of breakfast cereal, bread, or 100% juice, retailers must place WIC approved shelf tags under all WIC approved products that are stocked within that food category. Stores are not allowed to promote one product over another in these categories.
- Sanction points for misuse of shelf tags are noted in your Retailer Handbook.

**Thank you to all of our Retailers
who work so hard to make WIC a
successful program!**

