



WIC RETAIL STORE HANDBOOK
BUREAU OF
WOMEN, INFANTS AND CHILDREN
eWIC Version



This institution is an equal opportunity provider.
WIC provee igualdad de oportunidades.

Effective February 18, 2019

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WIC RETAIL STORE HANDBOOK

Purpose of Handbook

This handbook was designed to inform owners, managers and staff of WIC authorized stores about the nutritional aspects of the WIC Program and about important procedures the redemption of WIC benefits. Use this handbook to help you train staff about WIC Program procedures.

Information concerning authorization/reauthorization, selection criteria, terms and conditions of participation, sanctions and disqualifications, along with other information essential to the successful operation of a WIC approved store in Pennsylvania can be found in the Pennsylvania WIC Program Regulations. These Regulations were provided to your store when you applied to be on the WIC Program and are the final authority in any discrepancy between them and this handbook. The Pennsylvania WIC Program Regulations and other reference materials are available on the Vendor Assistant website (<https://wic.health.state.pa.us/vendorassistant/>).

Use of the WIC Acronym and the WIC Logo

Stores may not use the WIC Acronym in the store's name, registered or not registered, nor can stores use the letters "W", "I" and "C" in that order in the store's name. The purpose of this restriction is to avoid giving the impression to WIC customers that the business is affiliated with or sponsored by the State agency, USDA, or the WIC Program, when this is not true.

The WIC Acronym and the WIC Logo are registered service marks of the USDA for USDA's WIC, Registration Nos. 1,630,468 and 1,641,644, respectively, hereinafter referred to collectively as the "service marks." Private organizations may not use the service marks in ways likely to cause confusion in regard to their involvement with the WIC Program. It is USDA policy to avoid endorsements, directly or indirectly, of any commercial product, service, or enterprise.

WIC-authorized retail vendors are not permitted to use the service marks, including close facsimiles thereof, in total or in part, either in the official name in which the vendor is registered or in the name under which it does business, if different. The purpose of this restriction is to avoid giving the impression to program participants that the business is affiliated with or sponsored by the State agency, USDA, or the WIC program, when this is not true.

Example of prohibited use of the service marks include using the letters "W," "I" and "C"; or "W," "I" "K" in that order next to one another in the vendor's name, or these letters in that order but not next to one another, with the letters made to stand out in some fashion, such as with a different color or size than other letters. There may be other examples of inappropriate use of the service marks.

WIC-authorized food vendors may describe themselves as such only with the use of The WIC decal distributed by the State or Local Agency. The WIC decal must be placed in the front window of the store and is the only sign that is allowed to be used to identify the store as WIC-authorized.

WIC-authorized food vendors are also prohibited from using the service marks in their advertising and other promotional materials.

Minimum Technology Standards

Pursuant to 28 Pa. Code § 1103.4 (15) (relating to selection criteria for authorization and reauthorization), a store applying to become a WIC Authorized store must have all of the following to be considered for Authorization:

Minimum Technology Standards

Have an existing, active, hard wire telephone line on the store's premises

An active email account for the store owner or manager on the store's premises

Internet connection on store premises (one of the following):

- Dial-up through an internet provider
- Broadband DSL
- Broadband cable

A personal computer on store premises:

- Internet browser capable of accessing the WIC Vendor Assistant web site
- Adobe Reader software
- SmartCard EBT certified Point of Sale (POS) device

Upon Authorization, Prior to Initial Training, a store must obtain and maintain an active WIC Vendor Assistant account by following the instructions below:

Vendor Assistant getting an Account

Go to: <https://wic.health.state.pa.us/VendorAssistant/>

Click on: New users click here

Click on: Apply for a user account now

Then apply for a single store account by:

entering your e-mail address
confirming your e-mail address
Entering the store's five digit WIC store number
Then enter the store's Federal Tax ID number

Finally click on Submit Application

You will receive an e-mail containing a link to the website, your user name and password. Please copy the password from the e-mail and paste it into the password field on Vendor Assistant when you sign in.

Foods Available in the Pennsylvania WIC Program

Foods allowed in the WIC Program have been carefully chosen to provide good sources of vitamins, minerals, and protein most often lacking in the diets of women, infants and children at nutritional risk. The following chart shows these nutrients and the WIC foods which provide them.

Nutrient	WIC Foods Which Supply the Nutrient
Protein	infant formula, milk, eggs, cheese, peanut butter, legumes (beans), canned fish
Iron	WIC-allowed brands of cereal, legumes (beans), eggs, iron-fortified infant formula
Vitamin C	WIC-allowed juices (citrus fruit juice, fruit juices fortified with Vitamin C), infant formula, fruits and vegetables
Vitamin A	milk, eggs, infant formula, fruits and vegetables, canned fish
Calcium	cheese, milk, infant formula, soy products
Fiber	fruits, vegetables, whole grains, whole grain cereal

The types and quantities of food provided to WIC customers varies according to individual need. Exact amounts and kinds of foods for a WIC customer are determined by a WIC program professional (nutritionist or a nurse) at the WIC office, or by a physician. The WIC clinic loads the eWIC card with the food benefits.

Stores must display the current shelf price of each allowable food either on the allowable food, on the shelf immediately above or below the allowable food, or prominently on an allowable food price list easily located by WIC customers and clearly visible to them. A receipt for each transaction should be provided to the WIC customer.

The types and brands of foods WIC customers are allowed to buy appear on the current WIC Food List. Each authorized retail store must ensure that the current WIC Food List is maintained at each cash register for easy reference. There are several special points to remember about the foods allowed:

1. As a result of a contract entered into for a WIC infant formula cost savings initiative, infant formula purchased by WIC customers will be primarily Similac Products; specifically Similac Advance and Similac Soy Isomil. Other brands of infant formula may be prescribed for WIC customers by their physicians. The brand and type of formula the WIC customer is authorized to purchase will be loaded onto the eWIC card. Only that brand and type (i.e. concentrate, ready to feed, or powder) may be purchased.
2. Cheeses must be natural, domestic cheese. WIC does not allow cheese food, cheese spread, cheese products, cream cheese, cottage cheese, deli service cheese, individually wrapped slices of cheese and cheese with pimento, bacon bits, jalapeno peppers or other seasonings or spices. Cheeses must be purchased in 8 or 16 oz. packages and be specified on the WIC Food List. Stores are required to stock the minimum inventory in 8 or 16 oz. packages (see WIC Foods Minimum Inventory Requirements).
3. Specific brands and names of cereals are specified on the WIC Food List. Only those that are high in iron and low in sugar are included on the WIC Food List. The total weight of the cereal(s) chosen by the WIC customer may be no more than the number of ounces loaded on the eWIC card. All cereal must be purchased in 12 oz. or larger packages.
4. Only 48 oz. or 64 oz. single strength and 11.5 oz. to 12 oz. frozen concentrate or 11.5 oz. shelf stable concentrate juices are allowed. Only the brands listed on the WIC Food List or otherwise **authorized in writing** by the State Agency or Local Agency may be purchased.
5. Only those WIC customers whose benefits specify lactose free milk, kosher milk, evaporated milk, dry milk or soy beverage may purchase those types of milk. Container size is specified on the eWIC card and/or the WIC Food List.

The fat level of milk for all types of milk is specified on the eWIC card as whole, 2%, or 1% or Skim (fat free) milk.
6. Eggs must be raw shell chicken eggs, white or brown, sized small, medium or large.
7. Canned fish may be purchased only if it is specified on the eWIC card. Any brand chunk light tuna, pink salmon, or sardines, not packed in oil, in 3.75, 5 or 6oz. cans are allowed.
8. Fruits and Vegetables will be distributed through the Cash Value Benefit (CVB). The CVB is used to purchase fresh, frozen, and/or canned fruits and vegetables. WIC customers may purchase more than the value of the CVB if the WIC customer chooses to pay the difference with cash, check, credit, SNAP (formerly Food Stamps) benefits, or some other form of payment.
9. All other WIC foods may be purchased in any brand desired by the WIC customer and shall not be limited by the store to the store brands or generic labeled products.

WIC Foods Minimum Inventory Requirements
(Requirements must be available at or below the current competitive price)

Food Item	Minimum Brand/Type Standard	Minimum Quantity Standard
FORMULA		
Milk Based-Iron Fortified		
Liquid Concentrate	Similac Advance	17 – 13 oz. cans*
Powder	Similac Advance	10 – 12.4oz. cans*
Soy Based		
Liquid Concentrate	Similac Soy Isomil	17 – 13 oz. cans*
Powder	Similac Soy Isomil	10 – 12.4oz. cans*
INFANT FOODS:		
Cereal	2 varieties, Any Brand	24oz. in 8oz. containers
100% Fruit	2 varieties, Any Brand	32 – 4oz. containers
100% Vegetable	2 varieties, Any Brand	32 – 4oz. containers
100% Meat	2 varieties, Any Brand	31 – 2.5oz. containers*
FRUITS & VEGETABLES		
Fresh, Frozen or Canned	2 types of Fruits 2 types of Vegetables	Totaling at least \$16.50 worth of fruits and vegetables
COW'S MILK:		
Fluid Whole	1 brand	8 – ½ gallons
Fluid Skim, Fat Free, 1%	1 brand	18 – ½ gallons
NATURAL DOMESTIC CHEESE	Any brand in 8oz. (½ lb.) or 16oz. (1 lb.) packages	Three (3) Types, 4 pounds Total
GRADE "A" or "AA" CHICKEN EGGS	Any brand, white or brown, small, medium or large	3 - 1 dozen containers
JUICES:		
Single Strength	2 allowable varieties	5 – 48oz. containers
	2 allowable varieties	2 – 64oz. containers
Concentrated, Frozen or Shelf Stable	2 allowable varieties	5 – 11.5 to 12oz. containers
CEREAL:		
Adult	5 allowable varieties at least one whole grain variety, In 12oz. or larger packages	60oz. Total
WHOLE GRAINS	2 allowable varieties	2 – 16oz. packages
PEANUT BUTTER	Any brand labeled "peanut butter"	2 – 16 to 18oz. containers
LEGUMES		
DRIED PEAS AND BEANS	2 varieties	1 lb. each, 2 lb. Total
OR		
CANNED BEANS	2 varieties	4 – 15.5oz. to 16 oz. Cans
CANNED FISH	Any brand chunk light tuna, pink salmon, or sardines, not packed in oil, in 3.75, 5 or 6oz. cans	At least 45 ounces*

Stores applying to become WIC Authorized are required to have all of the above listed inventory.

(*) WIC Authorized stores may be granted an exception to stocking these items based on proven lack of WIC customer need. Excepted products specified on a WIC check must be available within 48 hours.

Other standard formulas, kosher formulas and alternative products specified on the WIC check are not minimum inventory requirements. The store must be able to provide these within 72 hours after being presented with a WIC check for that item. These Items are as follows:

Other Standard Formulas

Similac Sensitive
Similac Total Comfort

Similac Go & Grow
Similac For Spit-Up

Similac Go & Grow Soy

Alternative Products

Soy Beverage (32 or 64 ounce containers):

Pacific Natural Foods - Ultra Soy (Original or Vanilla flavored) Shelf Stable

8th Continent (Original or Vanilla) Refrigerated Section

Silk – (Original) Refrigerated Section

Tofu (16 ounce containers):

House Foods Premium:	Medium Firm, Firm, Extra Firm
Nasoya:	Silken
Azumaya	Firm, Extra Firm, Silken

Dry Milk Container size printed on the WIC check

Evaporated Milk in 12oz. cans

Yogurt (32 ounce containers only)

Whole Fat Yogurts:

Dannon	All Natural Plain, Strawberry and Vanilla
ShopRite	Plain

Lowfat Yogurts:

Best Yet	Plain, Vanilla
Coburn Farms	Plain, Vanilla
Dannon	Plain, Vanilla
Essential Everyday	Peach, Plain, Raspberry, Strawberry, Vanilla, Blended Blueberry
Giant	Plain
Giant Eagle	Plain, Vanilla
Great Value	Peach, Strawberry, Strawberry Banana, Vanilla
Lucerne Dairy Farms	Strawberry, Vanilla
Markey Pantry	Vanilla
ShopRite	Plain, Vanilla
Shurfine	Plain, Vanilla
Weis Quality	Peach, Plain, Strawberry
Yoplait	Harvest Peach, Strawberry, Strawberry Banana, Vanilla

Nonfat Yogurts:

Best Yet	Plain, Vanilla
Dannon	Plain, Strawberry, Strawberry Banana
Essential Everyday	Plain
Giant	Plain, Vanilla
Giant Eagle	Plain
Great Value	Plain
Lucerne Dairy Farms	Plain
Market Pantry	Plain
ShopRite	Plain, Vanilla
Shurfine	Plain, Vanilla
Weis Quality	Plain, Vanilla
Yoplait	Plain

eWIC Smart Card

This is a WIC card. At one time, WIC customers and cashiers were required to complete WIC transactions using paper vouchers (much like a check). Now, WIC benefits are loaded onto an eWIC (WIC Electronic Benefits Transfer) Chip Card, more like the debit cards used today by most Americans.



It's worth pointing out that this allows the cashier to process the transaction without stating aloud that it is a WIC purchase, and even more so allows the WIC customer to shop like every other customer, even with coupons!

eWIC Transaction Procedure

Let's look at a basic WIC transaction. There are three receipts within the transaction. The first two, Beginning Balance and Utilization Receipt (Or WIC Foods Purchased) print after all items have been scanned and totaled; these receipts allow the customer a moment to review what is not covered by their benefits if any items scanned as "non-WIC".

This is not always something the reader displays to the WIC customer, so it's the job of the cashier to provide these slips to the WIC customer after totaling WIC items and before completing the transaction.

WIC Beginning Balance	WIC Utilization Receipt	WIC Ending Balance																																																																																																																																																						
<p style="text-align: center;">Victor's PA Grocery and Pharmacy 233 Easterly Parkway, State College</p> <hr/> <p style="text-align: center;">WIC Beginning Balance</p> <hr/> <p>02/01/2018 12:40 *****6123</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 10%;">7.00</td><td style="width: 15%;">Half G</td><td style="width: 15%;">1% / Skim(FF) Mlk</td><td style="width: 15%;">allon</td><td style="width: 45%;"></td></tr> <tr><td>1.00</td><td>Quart</td><td>1% or Skm Milk - Qt</td><td></td><td></td></tr> <tr><td>1.00</td><td>Dozen</td><td>Eggs</td><td></td><td></td></tr> <tr><td>8.00</td><td>CVB</td><td>Fruit and Veg</td><td></td><td></td></tr> <tr><td>2.00</td><td>Can</td><td>Juice Child</td><td></td><td></td></tr> <tr><td>1.00</td><td>Jar</td><td>Pea Butter 16-18oz</td><td></td><td></td></tr> <tr><td>5.00</td><td>Can</td><td>Sim Advance Pwd</td><td></td><td></td></tr> <tr><td>36.00</td><td>Ounce</td><td>WIC Cereal</td><td></td><td></td></tr> <tr><td>2.00</td><td>Pound</td><td>WIC Whole Grains</td><td></td><td></td></tr> <tr><td>32.00</td><td>Ounce</td><td>Yogurt - Low/Non Fat</td><td></td><td></td></tr> </table> <p style="text-align: center;">These benefits expire at MIDNIGHT on 02/28/2018</p> <hr/> <p>Cashier #: 5 Tran #: 57 Trace #: 57 Lane id: 7 CAID: 50010000000000</p> <hr/> <p style="text-align: center;">!!!!THANK YOU!!!!</p> <hr/>	7.00	Half G	1% / Skim(FF) Mlk	allon		1.00	Quart	1% or Skm Milk - Qt			1.00	Dozen	Eggs			8.00	CVB	Fruit and Veg			2.00	Can	Juice Child			1.00	Jar	Pea Butter 16-18oz			5.00	Can	Sim Advance Pwd			36.00	Ounce	WIC Cereal			2.00	Pound	WIC Whole Grains			32.00	Ounce	Yogurt - Low/Non Fat			<p style="text-align: center;">Victor's PA Grocery and Pharmacy 233 Easterly Parkway, State College</p> <hr/> <p style="text-align: center;">WIC Utilization Receipt</p> <hr/> <p>02/01/2018 12:40 *****6123</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 10%;">1.00</td><td style="width: 15%;">Dozen</td><td style="width: 15%;">Eggs</td><td style="width: 15%;"></td><td style="width: 45%;"></td></tr> <tr><td>1.00</td><td></td><td>HANN GRDA LGB EGG</td><td></td><td></td></tr> <tr><td>1.00</td><td>Jar</td><td>Pea Butter 16-18oz</td><td></td><td></td></tr> <tr><td>1.00</td><td></td><td>RICHFOOD PEANUT BUTT</td><td></td><td></td></tr> <tr><td>1.00</td><td>Pound</td><td>WIC Whole Grains</td><td></td><td></td></tr> <tr><td>1.00</td><td></td><td>PEPPERIDGE FARM WHOL</td><td></td><td></td></tr> <tr><td>32.00</td><td>Ounce</td><td>Yogurt - Low/Non Fa</td><td>t</td><td></td></tr> <tr><td>32.00</td><td></td><td>SHURFINE LOWFAT YOGU</td><td></td><td></td></tr> <tr><td>1.00</td><td>Can</td><td>Juice Child</td><td></td><td></td></tr> <tr><td>1.00</td><td></td><td>IGA ORANGE JUICE</td><td></td><td></td></tr> </table> <p style="text-align: center;">These benefits expire at MIDNIGHT on 02/28/2018</p> <hr/> <p>Cashier #: 5 Tran #: 57 Trace #: 757 Lane id: 7 CAID: 50010000000000</p> <hr/> <p style="text-align: center;">!!!!THANK YOU!!!!</p> <hr/>	1.00	Dozen	Eggs			1.00		HANN GRDA LGB EGG			1.00	Jar	Pea Butter 16-18oz			1.00		RICHFOOD PEANUT BUTT			1.00	Pound	WIC Whole Grains			1.00		PEPPERIDGE FARM WHOL			32.00	Ounce	Yogurt - Low/Non Fa	t		32.00		SHURFINE LOWFAT YOGU			1.00	Can	Juice Child			1.00		IGA ORANGE JUICE			<p style="text-align: center;">Victor's PA Grocery and Pharmacy 233 Easterly Parkway, State College</p> <hr/> <p style="text-align: center;">WIC Ending Balance</p> <hr/> <p>02/01/2018 12:42 *****6123</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 10%;">7.00</td><td style="width: 15%;">Half G</td><td style="width: 15%;">1% / Skim(FF) Mlk</td><td style="width: 15%;">allon</td><td style="width: 45%;"></td></tr> <tr><td>1.00</td><td>Quart</td><td>1% or Skim Milk - Qt</td><td></td><td></td></tr> <tr><td>0.00</td><td>Dozen</td><td>Eggs</td><td></td><td></td></tr> <tr><td>8.00</td><td>CVB</td><td>Fruit and Veg</td><td></td><td></td></tr> <tr><td>1.00</td><td>Can</td><td>Juice Child</td><td></td><td></td></tr> <tr><td>0.00</td><td>Jar</td><td>Pea Butter 16-18oz</td><td></td><td></td></tr> <tr><td>5.00</td><td>Can</td><td>Sim Advance Pwd</td><td></td><td></td></tr> <tr><td>36.00</td><td>Ounce</td><td>WIC Cereal</td><td></td><td></td></tr> <tr><td>1.00</td><td>Pound</td><td>WIC Whole Grains</td><td></td><td></td></tr> <tr><td>0.00</td><td>Ounce</td><td>Yogurt - Low/Non Fat</td><td></td><td></td></tr> </table> <p style="text-align: center;">These benefits expire at MIDNIGHT on 02/28/2018</p> <hr/> <p>Cashier #: 5 Tran #: 57 Trace #: 757 Lane id: 7 CAID: 50010000000000</p> <hr/> <p style="text-align: center;">!!!!THANK YOU!!!!</p> <hr/>	7.00	Half G	1% / Skim(FF) Mlk	allon		1.00	Quart	1% or Skim Milk - Qt			0.00	Dozen	Eggs			8.00	CVB	Fruit and Veg			1.00	Can	Juice Child			0.00	Jar	Pea Butter 16-18oz			5.00	Can	Sim Advance Pwd			36.00	Ounce	WIC Cereal			1.00	Pound	WIC Whole Grains			0.00	Ounce	Yogurt - Low/Non Fat		
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After providing the WIC customer with the first two slips, the register will be waiting for the WIC customer to "Accept" the WIC total on the card reader at this point.

The Ending Balance Receipt shown here, will print out once the WIC customer presses the "accept" button to finalize the WIC tender.

WIC Foods Not Scanning

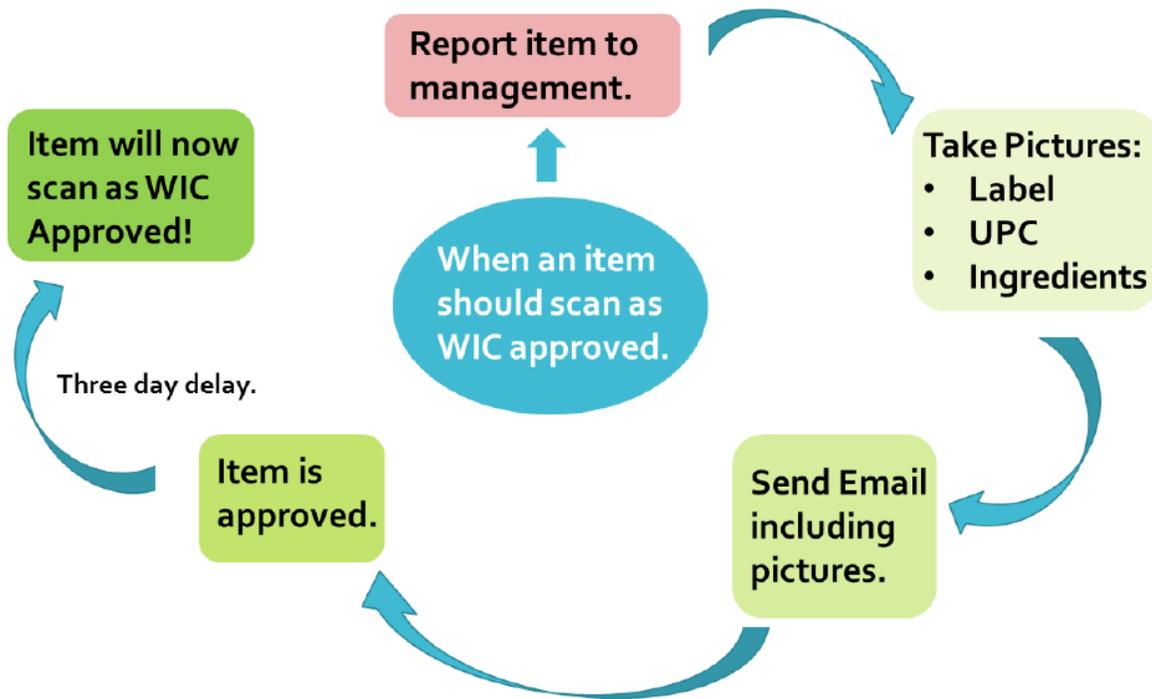
Have you ever had a WIC customer come to the register and some of their food items would not scan as WIC approved?



This happens for one of three reasons: It could be that the item is not WIC approved, it could be that the WIC customer does not have the benefits to pay for the item, or it could even mean that the item is approved, but has not been added to the system as a WIC item.

What should I do if an item is not scanning as “WIC Approved”? Just remember the three reasons and apply these steps.

1. The product may not be approved. Check the PA WIC Food List & Shopping Guide to determine if the item is approved by WIC.
2. The WIC customer may not have the benefits left for the purchase. Check WIC customer’s WIC Beginning Balance to see if the card has the benefits remaining for the purchase.
3. If you have checked the first two steps and it appears that the item should scan as WIC Approved, then reach out to a manager and the UPC/POS team will be contacted to have the item added to the approved list.



If it has been confirmed that an item should be approved but is not scanning as a WIC approved item, management should email the State WIC office to have the item added to the Approved Products List or (APL).

The email must include a clear picture of the label, a clear picture of the UPC, and a clear picture of the ingredients found on the item.

If the item is approved, an email will be sent to your store confirming that the item has been entered into the Approved Products List and that there is a three-day delay before the item will scan as WIC approved.

Basic Rules and Regulations

1. **You may not give rain checks** for allowable foods that are unavailable or charge for foods not provided.
2. **You may not give cash or credit** for WIC benefits instead of the food prescribed.
3. **You may not substitute non-allowable foods or non-food items** in place of allowable foods loaded on the eWIC card.
4. **You may not require personal identification such as a driver's license or telephone number as a condition for accepting eWIC cards.**
5. **You may not deny use of cents-off coupons** for WIC transactions. Cents-off coupons must be deducted from the total purchase price.
6. **You may not require the WIC customer to pay for WIC foods**, for which purchase is authorized, for any reason.

You may not treat WIC customers differently from cash customers, for example, by not allowing WIC customers to take advantage of special manufacturer or store promotions such as “Free Ounces of product as marked on container” or “Buy One-Get One Free”.

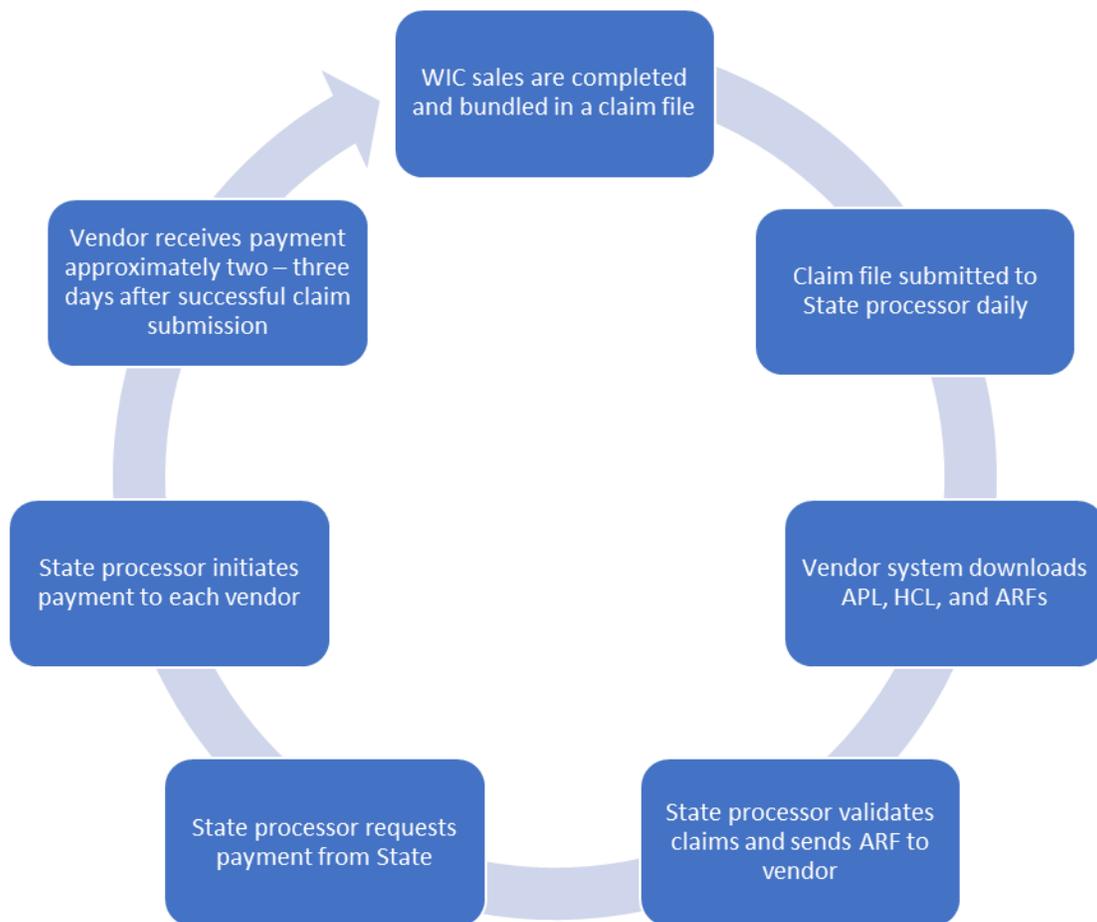
eWIC System Claims Process

After a WIC sale is completed, the sale is automatically stored (“bundled”) in a claim file by the store’s cash register system and submitted to the State for electronic payment. The claim file is normally submitted at a pre-determined time of day by the store’s cash register system to the State’s processor. The State’s processor performs certain edits and verifications on the claim file to ensure its validity and integrity.

Simultaneously, while the vendor’s claim is submitted to the State, the vendor’s system also downloads the current APL and the Hot Card List (HCL) for eWIC cards reported as lost or stolen. The Auto-Reconciliation File (“ARF”), which tells the vendor what they will be paid for the claim submitted the day before, is also downloaded. Following the edits/verifications, the State’s processor requests payment from the State. The State will pay the processor who then initiates an electronic payment to each store.

These claims transactions are all handled electronically without human intervention.

How often a vendor is paid depends on how often a vendor submits a claim; typically one claim is submitted per day. Final payment to the vendor is usually completed within three – five days.



Hot Card List (HCL) & Lost Cards

The Hot Card List is an electronic file that lists eWIC cards that have been reported lost or stolen. The State requires the store to download an updated HCL every 48 hours. However, the State recommends vendors check the HCL file date every day to ensure that it is not older than 48 hours.

What Happens if a WIC Customer Tries to Use a Hot Card?

If a customer tries to use an eWIC card on the current HCL, he/she will receive the system message “Card Error–Return to Clinic”. The system also locks the card if it is on the HCL and the customer will not be able to use it anywhere else.

Please refer the customer to the local WIC clinic. The same message appears if the card is damaged; the cashier will not know the reason for the card problem and should avoid any confrontation in the lane with the customer.

What Happens if the Store Accepts a Hot Card?

As long as the store has downloaded the HCL within the last 48 hours, the WIC State Office will honor and pay hot card transactions. However, if a store’s Hot Card List is over 48 hours old, the store is liable for any hot card transactions accepted. The WIC State Office will not pay for these transactions and there is no appeal process for this issue.

WIC Smart Cards Found in the Store (Returning Lost Cards)

If a customer leaves their WIC EBT Smart card in your store:

1. Hold the lost card for 24 hours. If the customer does not return within 24 hours, drop the card in any U.S. mailbox for return to the State. You do not need a stamp or envelope. **Please hold the cards for at least 24 hours and do not return them to the WIC clinics.**
2. If the customer returns to claim the lost card, insert the card into the terminal and have the customer enter their PIN. If the system accepts the PIN and generates a beginning balance receipt, you may return the card to the customer.

Contacting the WIC Program

Retail stores are encouraged to contact the WIC program whenever questions or problems arise. Questions regarding the operation of the program should be directed to the State Agency.

Pennsylvania Department of Health
Bureau of WIC
Retail Store Management Unit
625 Forster St.
7 West Health & Welfare Bldg.
Harrisburg, PA 17103
(717) 783-1289

Questions about conditions of participation, WIC allowable foods, minimum inventory and transaction of WIC checks may be referred to the local agency. **Complaints about WIC customers** should also be reported to the local agency.

A Tech support phone line is available to help with set-up and assistance with MICR Reader problems;

Tech Support: (866) 407-4370

A Vendor Help Desk is available via e-mail or telephone as follows;

Email: wicvendorhelp@state.pa.us

Telephone: **Help Desk Phone: (866) 407-4370**

Nondiscrimination Statement

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

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To file a program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](#), (AD-3027) found online at:

http://www.ascr.usda.gov/complaint_filing_cust.html, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

(1) mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights

1400 Independence Avenue, SW
Washington, D.C. 20250-9410;

(2) fax: (202) 690-7442; or

(3) email: program.intake@usda.gov.

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