Wisconsin *eWIC*
Retailer Update
February 2014

Q: What are *eWIC*'s advantages?
A: WIC shoppers will appreciate that the transaction will be smoother and more discrete because using the *eWIC* card is just like many other transactions at the store. They can purchase just the amount of food they want at each store visit. It's not like the current paper checks where they have to buy everything on the check at one time or lose it. Retailers will find the WIC process to be much simpler. No more checking dates, reading descriptions, deciding if foods are allowed, and maybe making a mistake. *eWIC* eliminates costly errors!

Q: How will *eWIC* work?
A: The process is similar to credit card transactions. The families' food benefits are loaded on to the *eWIC* card.

- At the store, the WIC customer swipes the card and enters a PIN on the store's POS (point of sale device.)
- The POS sends the request to the *eWIC* host where the request is validated and the available benefit balance is sent to the store.
- Each food item's UPC is scanned and is either validated or denied.
- The transaction is authorized or denied after validating the card, the PIN, retailer authorization, and the benefits available.
- The POS sends the *eWIC* host transaction details and the balance is updated.
- The WIC shopper receives a receipt that details the purchase and an updated benefit balance.

Q: What kind of equipment is needed for *eWIC*?
A: For a WIC authorized vendor to be *eWIC* ready, the vendor must have the software and hardware in-lane that will accept and process *eWIC* transactions. Our *eWIC* contractor will work with authorized WIC vendors to determine their equipment needs and prepare for implementation.

There are two types of systems that may be used. One type is an integrated electronic cash register (ECR) system with Universal Product Code (UPC) scanning capability and a point-of-sale (POS) terminal. The POS and ECR must be capable of accepting and processing *eWIC* transactions. If a WIC vendor does not have an integrated ECR/POS with *eWIC* capability or elects not to process *eWIC* transactions through its system, it may be provided with one or more stand-beside terminals with a hand-held UPC scanner that operates independently of the vendor's ECR.

Q: How will retailers be paid?
A: Every day through an automatic function, a summary of the day's purchases is processed. Reimbursement for the *eWIC* purchases will be electronically deposited into the retailer's bank within two business days.

Q: What can we do to be informed?
A: Sign up for email notifications to find out when new updates are posted at https://www.wicvendorwi.org/

Wisconsin ***eWIC*** Retailer Updates are periodic updates from the Wisconsin WIC Program.
If you have any questions or concerns, please call the Wisconsin ***eWIC*** Team at 608-261-6382 or
e-mail chris.grover@wisconsin.gov