



Welcome to the WIC vendor virtual training. To comply with federal regulations, a store representative is required to participate in virtual training every other year.

Fruit Quiz



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We're going to start with a fun question!

Which fresh fruit had the greatest sales among WIC families in December 2025:

- Grapes
- Strawberries, or
- Oranges?

Strawberries topped the list as the most popular fruit purchased by WIC families in December 2025. Grapes and oranges were the next most popular. WIC families receive more fruit and vegetable benefits to help support a healthy diet. Families want to purchase a variety of fruits and vegetables, especially fresh ones.

About WIC



WIC is the Special Supplemental Nutrition Program for Women, Infants and Children. WIC provides limited-income families with nutritious foods, information on healthy eating, breastfeeding support, and healthcare referrals. It is a short-term intervention program and is aimed to help improve the health of pregnant and breastfeeding women, new mothers, infants, and children up to age 5. WIC serves around half of all infants born in the United States.

WIC benefits are issued to families by local WIC clinic agencies. The benefits issued are unique for each family based on factors such as the age and number of children, and whether mom is pregnant or has recently given birth.

WIC helps moms and dads, working families, single parents, foster parents, military families, students and many more. WIC helps these families stay healthy during hard times and avoid having to make hard choices, like paying rent or buying food.

WIC, FoodShare, or Both?



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Next, we'll have some questions about the differences or similarities between WIC and SNAP – the Supplemental Nutrition Assistance Program which we call FoodShare in Wisconsin.

WIC, FoodShare, or Both?

Benefits expire monthly:

- A. WIC
- B. FoodShare
- C. Both



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Our first question is...

Which benefits expire monthly?

- A. WIC
- B. FoodShare
- C. Both

The answer is A – WIC.

WIC families receive new benefits every 30 days.

These benefits expire if they are not used during the 30-day period.

Families choose which approved foods to purchase and buy as many or as few items as they wish.

WIC, FoodShare, or Both?

Benefit cards can be used to purchase food anywhere in the United States:

- A. WIC
- B. FoodShare
- C. Both



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Which benefit cards can be used to purchase food anywhere in the US?

- A. WIC
- B. FoodShare
- C. Both

The answer is B – FoodShare.

Wisconsin WIC families can only shop at approved stores in Wisconsin.

WIC benefits from other states cannot be used in Wisconsin.

WIC, FoodShare, or Both?

Men can use benefit cards to purchase foods:

- A. WIC
- B. FoodShare
- C. Both



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Which benefit cards can men use to purchase foods?

- A. WIC
- B. FoodShare
- C. Both

The answer is C – Both WIC and FoodShare.

Fathers and other male caregivers are encouraged to participate in the WIC program, including shopping.

WIC, FoodShare, or Both?

Benefit cards can be used to purchase any foods except hot, ready-to-eat products:

- A. WIC
- B. FoodShare
- C. Both



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Which benefit cards can be used to purchase any foods except hot, ready-to-eat products?

- A. WIC
- B. FoodShare
- C. Both

The answer is B – FoodShare.

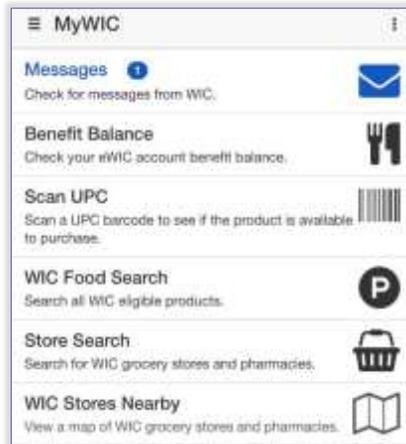
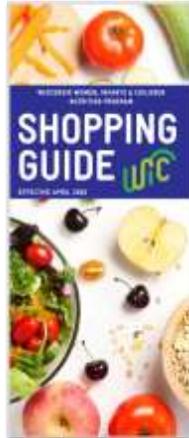
FoodShare is a program to prevent and reduce hunger and allows a wide variety of food choices. Because WIC prevents nutrition-related illness and improves overall health outcomes, it has different requirements than SNAP EBT.

The types and brands of foods received by WIC families are limited to specific, nutritious foods which are tailored to their needs.

Families receive specific amounts of foods like 4 gallons of low-fat milk, one dozen eggs, \$26 dollars for fruits and vegetables, etc.

We'll talk more about approved foods shortly.

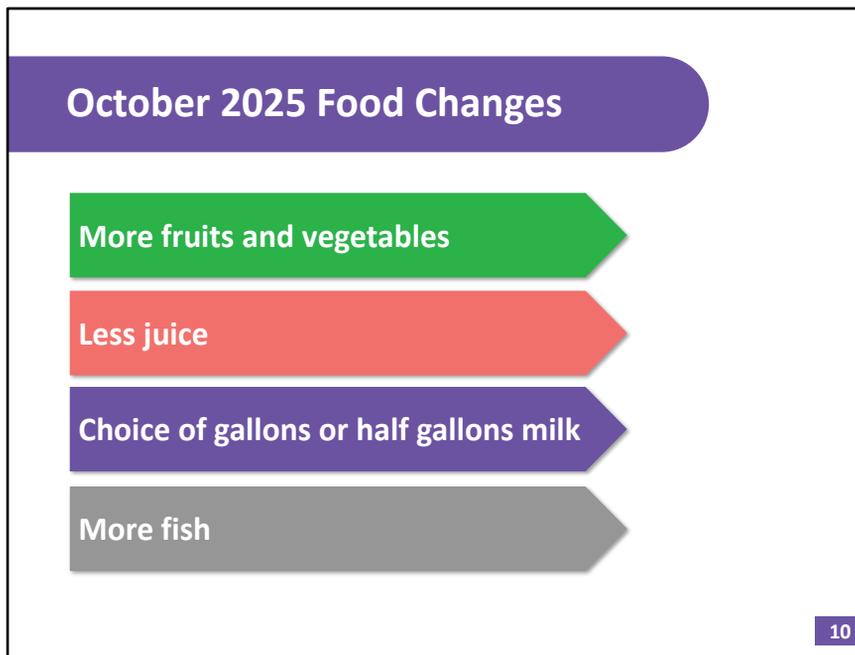
Shopping Guide and MyWIC App



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Selecting the healthy, WIC-approved foods can be challenging, but the program provides some tools to help. The WIC Shopping Guide is a great resource for participants and store associates to identify WIC-approved foods because it includes allowed and not allowed items in each food category. WIC families can also use the MyWIC app to check their benefit balance and scan the UPC bar code to determine if the item is allowed or not.

The Approved Products List, also called the APL, contains all the approved UPC and PLU codes. These codes are downloaded into the cash register system. Only the system determines what WIC will buy, and associates cannot override the system.



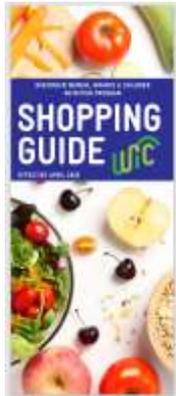
In October 2025, Wisconsin WIC implemented the first phase of changes required by the US Department of Agriculture. These changes provide WIC participants with a wider variety of types and quantities of foods that align with the latest nutritional science. Here's a summary of the changes.

Overall, WIC is providing more dollars for fruit and vegetable purchases. Families no longer receive juice unless they ask the WIC office to exchange some fruit and vegetable dollars for juice. Because of this change, stores are no longer required to have frozen juice concentrate and 48 oz. containers of juice. Families can also ask WIC to exchange infant foods to get fruit and vegetable benefits.

Families choose if they want to buy milk in gallon or half gallon containers.

All participants more than 12 months old have fish in their benefits. Sardines were added to offer more choices. Families can choose fish in pouches, cups or cans.

Upcoming New Foods



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In April, there will be many more changes. WIC participants will have a wider variety of foods to select. These changes add flexibility for special diets, as well as cultural and personal food preferences.

New shopping guides will be shipped to all stores in March or early April. The changes we will discuss next are included in the new guide. The UPCs for the new foods will be added to the approved products list. Your point-of-sale system will continue to determine which foods are allowed in the WIC shopper's benefits.

You don't need to take notes about the upcoming food changes. A link to an electronic version of the Shopping Guide will be provided at the end of the training.

Upcoming New Foods

Fruits and vegetables:

- Fresh herbs



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Fresh herbs like cilantro, basil, and rosemary will be added to the allowed fruits and vegetables.

Upcoming New Foods

Juice:

- 59 – 64 oz. refrigerated orange juice
- Mott's 100% juice – all flavors except "natural" apple



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Orange juice may be purchased in 59 - 64 oz. containers. Allowing 59 oz. containers expands the choices available for refrigerated orange juice. All flavors of 100% Mott's juice are allowed, except natural apple, which isn't vitamin C fortified.

Upcoming New Foods

Nut butter:

- Almond butter and cashew butter added:
 - 12 – 16 oz. allowed
 - Good & Gather, Sam's Choice, and Simple Truth brands only
- Peanut butter:
 - 15.5 – 18 oz.



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This category is renamed as nut butter because cashew and almond butter will be added. Only Good & Gather, Sam's Choice and Simple Truth brands in 12 – 16 oz. will be allowed for cashew and almond butter.

Peanut butter in 15.5 oz. containers like Simply Jif will be allowed.

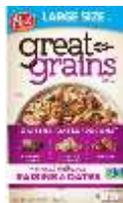
Upcoming New Foods

WG

Find this symbol
for options in the
WIC Shopping
Guide!

Whole grain cereals:

- 21 new whole grain cereals added
- Some brands of non-whole grain cereal were removed



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State WIC agencies will be required to have 75% of all breakfast cereals to be whole grain. Twenty-one new whole grain cereals will be added and be marked with the letters WG in the Shopping Guide. Some brands of non-whole grain cereal will be removed to comply with the new requirement.

Upcoming New Foods

Whole grains:

- 100% whole wheat bagels, English muffins, and pita bread
- Corn masa flour
- Wild rice
- Quinoa



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Several new whole grain foods will be available. 100% whole wheat bagels, English muffins, and pita bread will be new options. Corn masa flour, wild rice, and quinoa provide more choices for personal and cultural preferences. A wider range of sizes will be offered for other whole grain foods, too. The WIC Shopping Guide will be made available for more details.

Upcoming New Foods

Plant-based milk:

- Silk Soy – vanilla, unsweetened
- Silk Kids – original
- Ripple – original, unsweetened
- Ripple Kids – original, unsweetened



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The soy beverage category is renamed to plant-based milk. There will be several new options including Silk Soy, Silk Kids, Ripple and Ripple Kids. These products can be found in the refrigerated section.

Upcoming New Foods

Infant fruits and vegetables:

- Good & Gather
- Wild Harvest



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Good & Gather and Wild Harvest are two new brands of infant fruits and vegetables families will be able to purchase.

Upcoming New Foods

Yogurt:

- New requirements limit sugar
- Some flavored yogurts removed



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The new WIC regulations decrease the amount of added sugar in yogurt. Many flavored yogurts will no longer meet the requirements and will be removed. Activia, Chobani, and Yoplait are some brands of flavored yogurt which will meet the new guidelines. The new Shopping Guide will provide a complete listing of brands and flavors. Your cash register system will only allow approved brands and types for WIC purchases.

Vendor Minimum Stock All Stores



One important way you can support WIC families is to stock the WIC foods they need. Maintaining a variety of WIC foods in appropriate quantities allows for more sales and better customer service.

New minimum stock requirements will be effective April 1st, 2026. The WIC Program requires all grocery stores to meet the minimum stock requirements. There are 6 required food categories which must always be on the shelf in all stores. The required foods and amounts may be different depending on the store size. Failing to meet the minimum stock requirements may result in program sanctions, including losing your WIC authorization.

Only approved foods are counted to meet the requirement. Next, we'll discuss which foods will be approved and the minimum stock requirement for each category.

We also recommend stocking any additional types of WIC foods when requested by WIC families, such as infant formula. Feel free to ask families if they have preferred brands or flavors. Adding more food choices creates opportunity for more repeat sales.

Vendor Minimum Stock

All Stores

Fruits and vegetables:

- 2 fruit and 3 vegetable varieties required
- 10 or less registers – fresh, canned, or frozen
- 11 or more registers – must be fresh



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Let's take a few minutes to talk about the foods your store is required to carry.

Two varieties of fruit and 3 varieties of vegetables are required. The minimum stock requirement for vegetables will change from two to three required varieties. Stores with 10 or less registers may meet the requirement with fresh, frozen, or canned fruits and vegetables, including organic options. Stores with 11 or more registers must meet the requirement with fresh varieties.

Vendor Minimum Stock

All Stores

Juice:

- 1 variety
- 64 oz. container
- 11 or more registers – no longer required to have 3 flavors



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One variety of 64 oz. juice will be required in all stores. Stores with 11 or more registers will no longer be required to have three flavors.

Vendor Minimum Stock All Stores

Nut butter, beans, peas, and lentils:

- Considered 1 category
- 10 or less registers – 1 type required
- 11 or more registers – 2 types required



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Peanut, almond and cashew butter, in addition to canned and dried beans, peas, and lentils are combined into one group. Stores with 10 or less registers must stock 1 of these foods. Stores with 11 or more registers must stock 2 different types. You do not need to carry all types.

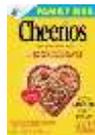
Vendor Minimum Stock All Stores

WG

Remember to
find this symbol
for options in the
WIC Shopping
Guide!

Cereal:

- 12 oz. or larger cold cereals
- Any size hot cereals
- 1 variety must be whole grain
- 10 or less registers – 2 varieties
- 11 or more registers – 4 varieties



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Only the 12 oz or larger cereals meet the minimum stock requirements for cold cereal, but WIC families may choose approved cereals in smaller packages. Any package size is allowed for hot cereal. At least 1 variety must be a whole grain cereal.

Stores with 10 or less registers are required to have 2 varieties of approved cereal on the shelf. Stores with 11 or more registers are required to have 4 varieties. At least 1 variety must be a whole grain cereal. Whole grain varieties are marked in the WIC Shopping Guide with the initials WG, as shown on this slide.

It's easy to meet this requirement since there are 46 different whole grain cereals listed in the WIC Shopping Guide, included Cheerios, Frosted Mini Wheats, Chex, and instant oatmeal. Look for the WG symbol to find options.

Vendor Minimum Stock

All Stores

Milk:

- Must be unflavored
- All stores – 1% or skim gallons
- 11 or more registers:
 - 1% half-gallons
 - Whole Vitamin D gallons



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Milk must be unflavored. All stores are required to carry 1% or skim gallons. Stores with 11 or more registers also must stock 1% half-gallons and Whole Vitamin D gallons.

Vendor Minimum Stock All Stores

Eggs:

- 1 dozen white eggs required
- Any size and grade allowed
- May be regular or cage free



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All stores are required to stock one dozen of white eggs. Any size or grade is allowed and may be regular or cage free.

Vendor Minimum Stock 11 or More Registers



Next, we'll discuss the additional requirements for larger stores. Stores with 11 or more registers also are required to have these foods on the shelf.

Vendor Minimum Stock 11 or More Registers

Whole grains in 2 of the following types:

- 100% whole wheat bread, buns, rolls, English muffins, and pita bread
- Brown or wild rice and quinoa
- Soft corn or whole wheat tortillas
- Whole wheat pasta
- Oats and corn masa flour



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Stores must carry at least 2 types of WIC approved whole grains, like

- Whole wheat bread, buns, rolls, English muffins, and pita bread
- Brown or wild rice and quinoa
- Soft corn or whole wheat tortillas
- Whole wheat pasta
- Oats and corn masa flour

Vendor Minimum Stock

11 or More Registers

Cheese:

- 8 or 16 oz. required
- Block, shredded, sliced, cheese curds, and string cheese allowed



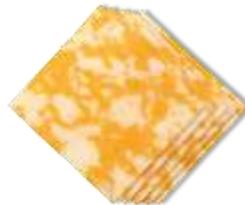
29

Eight or 16 oz. packages of cheese meet the minimum stock requirement. Block, shredded, sliced, cheese curds, and string cheese are allowed. String cheese cannot be individually wrapped.

Cheese Quiz

Which variety of cheese was purchased most by WIC families in 2025?

- A. Mozzarella
- B. Cheddar
- C. Colby Jack



30

Next, we'll have a cheese quiz. In 2025, Wisconsin WIC shoppers purchased nearly 475,000 pounds of cheese using their WIC benefits. Which kind was most purchased?

- A. Mozzarella
- B. Cheddar
- C. Colby Jack

The answer is B. Cheddar was the top selling variety of cheese among WIC shoppers in 2025. Over 250,000 packages were purchased!

Shoppers preferred shredded cheeses, which accounted for over 42% of all cheese redemptions.

Cheese is an important part of a participant's WIC food package. It provides essential vitamins and minerals crucial for growth, development, and overall health.

Stocking the varieties and styles they prefer can improve your cheese sales.

Vendor Minimum Stock 11 or More Registers

Lactose-free milk:

- 1% or skim required
- Any approved container size allowed



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One percent or skim lactose-free milk is required. Any approved container size is allowed.

Vendor Minimum Stock 11 or More Registers

Plant-based milk:

- 1 type required
- 48 – 64 oz.



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Stores must carry at least 1 brand of refrigerated, plant-based milk in a 48 – 64 oz. container. Only the brands and flavors listed in the shopping guide.

Vendor Minimum Stock 11 or More Registers

Yogurt:

- 1 type whole milk
- 1 type low-fat or non-fat
- 32 oz. container or 8-pack of 4 oz. containers



33

Stores need at least 1 type of whole milk yogurt and 1 type of low-fat or non-fat yogurt to meet the requirements. These may be a 32 oz. container or a 32 oz. multi-pack.

We recommend stores carry both plain and flavored varieties. Please refer to the new shopping guide for a listing of brands and flavors.

Vendor Minimum Stock 11 or More Registers

Fish:

- 1 variety required
- Any size container allowed
- Cans or pouches



34

Because all participants 12 months or older receive fish, a new minimum stock requirement is added. Any approved type of fish meets the requirement. Families have many more choices, including sardines and pouches of tuna and salmon that were added in October.

Vendor Minimum Stock 11 or More Registers

Infant cereal:

- 1 variety required
- 8 oz. package
- Organic allowed



35

Previously, two varieties of infant cereal were required. The new requirement is only 1 variety in an 8 oz. package. Organic is allowed.

Vendor Minimum Stock 11 or More Registers

Infant fruits and vegetables:

- 4 fruit and 4 vegetable varieties required
- Must be 4 or 8 oz. containers
- Natural and organic are allowed



36

The minimum stock requirement for infant fruits and vegetables is reduced from 6 to 4 varieties. They may be either 4 or 8 oz. containers. Natural and organic infant fruits and vegetables in approved sizes are allowed.

Vendor Minimum Stock 11 or More Registers

Infant meats:

- 1 variety required
- 2.5 oz. containers
- Organic allowed



37

The minimum stock requirement for infant meats is reduced from 2 to 1 variety in a 2.5 oz. container. Organic is allowed.

Vendor Minimum Stock 11 or More Registers

Infant formula:

- 12.4 oz. Similac Advance
- 12 cans must be stocked



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Only formula has a required minimum quantity. These minimum quantities help to ensure infants have access to the nutrition they need. Twelve cans of Similac Advance are required.

Vendor Minimum Stock 11 or More Registers



Similac Total
Comfort
=
Similac Gentle
Comfort

Infant formula:

- 12.4 oz. Similac Total Comfort or
12.5 oz. Similac Sensitive
- 6 cans must be stocked



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In addition to Similac Advance, vendors must stock 6 cans of Similac Total Comfort or Similac Sensitive. Vendors were previously required to stock Similac Total Comfort but now may choose to stock Similac Sensitive instead.

Please note, the manufacturer is changing the name of Similac Total Comfort to Similac Gentle Comfort soon. The package looks very similar and there is no change in the size or UPC.

Approved Suppliers



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Stores may purchase WIC foods from reputable food retailers and distributors.

Formulas and medical nutrition products must be purchased only from the suppliers named on the WIC Authorized Infant Formula Suppliers list. These suppliers have demonstrated a safe supply chain for obtaining formula from the manufacturer.

An updated list of authorized suppliers may be found on the DHS WIC Vendor website, which we will link to at the end of the training. You also may request a copy be sent to you.

eWIC Transactions



Let's talk about eWIC purchases, which is one of the most complicated electronic financial transactions in the marketplace. The system must rapidly determine if:

- The store is an authorized vendor
- The eWIC card is active
- The correct PIN was entered
- The UPC is a WIC-approved item
- The item is available in the WIC benefits

All of this happens *before* the system approves the payment.

eWIC Transactions

What went wrong?

Mid-Transaction Receipt

1.00	DOZ	Eggs
36.00	OZ	Cereal
1.00	CTR	Beans or peanut butter
32.00	OZ	Bread or whole grains
14.50	\$\$\$	Fruits and vegetables
4.00	GAL	Milk, 1% or skim
2.00	CTR	Juice, 64 oz.



42

Picture this - A customer is at the register and you've scanned their items. A receipt prints after they swipe their card. This is known as the mid-transaction receipt. As you look at the receipt, you notice milk isn't listed in the items to be paid by WIC. The customer asks why the milk pictured in the slide isn't allowed. You see they have 4 gallons of 1% or skim milk in their benefits. Can you tell them why it isn't allowed? Type your answer in the chat or unmute yourself to share your answer.

The mid-transaction receipt showed the family had 4 gallons of 1% or skim milk in their benefits but they were attempting to buy whole milk. One reason purchases fail is if the food is not in the customer's WIC benefits. In this case, they selected whole milk, not 1% or skim milk. They selected the wrong type.

If they've selected the right type of milk, also check that they have the benefits remaining.

eWIC Transactions

What went wrong?

Mid-Transaction Receipt

1.00	DOZ	Eggs
36.00	OZ	Cereal
1.00	CTR	Beans or peanut butter
32.00	OZ	Bread or whole grains
14.50	\$\$\$	Fruits and vegetables
4.00	GAL	Milk, 1% or skim
2.00	CTR	Juice, 64 oz.



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Can you figure out what went wrong with this WIC purchase? The customer gets the mid-transaction receipt and only 1 box of the 2 cereals pictured in this slide is listed in the items to be paid by WIC. Can you tell them why the one isn't allowed by looking at the mid-transaction receipt? Type your answer in the chat or unmute yourself to share your answer.

The mid-transaction receipt showed the family had 36 ounces of cereal in their benefits. They were attempting to buy a 20 oz. and an 18 oz. box of cereal.

Some foods like cereal, whole-wheat bread, and whole grains are listed as a total number of ounces that may be purchased. These 2 boxes of cereal equal 38 oz. and they only have 36 oz. in their benefits. That's why only one went through. They could select another smaller box if the combined boxes are 36 oz. or less.

Check to be sure the family has benefits available for any items they are questioning. They may have already spent these earlier in the benefit period.

eWIC Transactions

What went wrong?

Mid-Transaction Receipt

1.00	DOZ	Eggs
36.00	OZ	Cereal
1.00	CTR	Beans or peanut butter
32.00	OZ	Bread or whole grains
14.50	\$\$\$	Fruits and vegetables
4.00	GAL	Milk, 1% or skim
2.00	CTR	Juice, 64 oz.



44

Another family is attempting to buy fresh strawberries that cost \$4.00. They get their mid-transaction receipt and there's no strawberries included in the items to be paid by WIC. What can you do to help? Type your answer in the chat or unmute yourself to share your answer.

The mid-transaction receipt showed the family had \$14.50 of fruit and vegetable benefits available. The UPC isn't in the APL, and these strawberries won't be paid by WIC. Ask the family if they would like you remove them from the purchase or use another form of payment to buy them. You can also suggest the shopper could check for strawberries with another UPC. Next, we'll talk about what you can do to prevent this from happening.

Produce Mapping



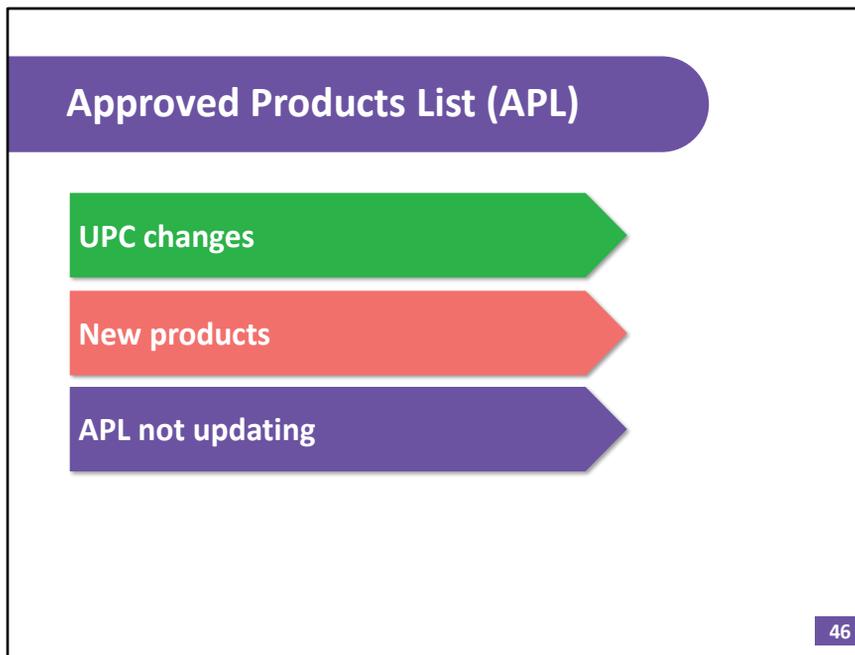
→ PLU 4028

45

Situations like the one in the previous example can be avoided by doing produce mapping. Mapping allows stores to easily link a UPC to a PLU code in your cash register system. In this example, when the UPC is mapped, the scanned UPC is recognized as PLU code 4028 or strawberries in the WIC system. This PLU code is in the WIC approved products list and allows the strawberries for WIC purchase.

WIC requires you map new UPCs to PLU codes because produce UPCs change frequently. Mapping is also needed for store packaged produce with retailer assigned UPCs. If the UPC is not in the WIC approved products list, it will not be approved unless it is mapped.

Contact your cash register system's technician if you need help with mapping. Remember, mapping is only to be used with fresh fruits and vegetables. It cannot be used for other types of foods, including canned or frozen fruits and vegetables.



Sometimes WIC-eligible items may not be in the approved products list because the UPC changed or new products are introduced. If you think a food should be added to the APL, you can request to have it reviewed. Email a photo of the food item and the UPC to the Vendor and Integrity Unit. Our contact information will be shown at the end of the training.

Your cash register system should automatically update with new APL downloads. If you have an issue with these new foods not being approved in WIC purchases, your store's APL is likely not up-to-date. If this happens, you will need to contact your cash register system provider for assistance.

Shelf Talkers



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Families recognize the WIC logo and report a more positive shopping experience when shelf talkers are used. These tags identify approved foods and make it easier to select the right foods. Shelf talkers are especially helpful in the juice, cereal, infant foods, bread, and other whole grain sections.

Please only use the shelf talkers provided by WIC and make sure to identify all eligible products in the section. Because WIC customers can choose any approved product, it is not appropriate to promote some approved brands and not others.

Some stores identify WIC items on their electronic or printed shelf tags instead of using the WIC shelf talkers. The WIC Vendor and Integrity Unit will provide the image for your shelf tags.



Store owners and managers are responsible for the actions of their employees. Employees who also are WIC participants must not process their own WIC purchase unless they are using a self-checkout register.

A vendor cannot redeem WIC benefits issued to themselves or any relative at their store. This rule doesn't apply if there is no other WIC authorized grocery store within a 10-mile radius from the vendor location.

Substitutions are not allowed. If a customer has questions or issues with the foods on their benefits, they must contact their local WIC office to discuss their concerns. You are not allowed to provide anything other than the product that was scanned and approved by the system.

Refunds, returns, or exchanges are also not allowed. There is an exception – if the product was past its expiration date when it was purchased, you must replace it with the exact same product in the same size container.

Contact the WIC Vendor and Integrity Unit if you're unable to properly replace the product.

Scan Every Product UPC



You must scan the UPC barcode on the label of the item being purchased to help ensure the customer is provided with the correct items. You may not use the quantity key or scan the UPC from a similar item or reference sheet.

Let's run through a quick example to help avoid potential errors. A customer is attempting to buy 8 containers of Similac Advance and 1 container of Similac Total Comfort formula using WIC benefits, but only one type of formula is approved for this family. Instead of scanning each product, you assume all 9 cans of formula are the same and enter the quantity, resulting in a food substitution which is not allowed.

It is important to train store staff to scan each item to help prevent food substitutions like this.

Receipts



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There are few other things you need to know about WIC .

Make sure to provide the customer with a printed or electronic receipt.

Receipts include important information, including items paid by WIC and a list of the customer's remaining WIC benefits.

Remember to provide a WIC customer's benefit balance upon request, even if there is no purchase.

Self-Checkout Lanes



Self-checkout lanes can be used in Wisconsin stores, but they must be WIC-approved. WIC customers prefer self-checkout. More than half of their purchases are made at these registers in stores with approved systems.

Stores without approved self-checkout registers need an associate to complete the WIC purchase. WIC purchases must be allowed during all regular business hours.

eWIC Card Must Be Present



The physical eWIC card must be present for all transactions. Electronic wallets or pictures of the card cannot be used to manually enter the card number.

However, if a family swipes the card 3 times and the pin pad doesn't read the card, then you must manually enter the card number.

The customer must enter their own PIN. You should never ask for a cardholder's PIN, another form of identification, or keep a customer's WIC card.

If a customer forgets their eWIC card at your store, destroy the card or mail the card back to the State WIC office using the PO box listed on the back of the card.

No Incentives



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Vendors are prohibited from offering any incentives requiring WIC benefits to be used.

This includes offering cash, credit, or other items only available to customers paying with WIC.

However, you are required to offer participants the same courtesies offered to other customers, including money-saving promotions like coupons, price matching, free ounces, “buy one, get one free deals” and reward programs.

These is more information about this in the Vendor Manual, which is a linked resource towards the end of this presentation.

Claims



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The WIC Program may adjust payments or request repayment.

Vendors must charge competitive prices comparable with the average price charged by like-sized vendors. Vendors who continually charge maximum prices may be subject to a vendor claim or other sanctions.

All WIC food items have a not-to-exceed value (or NTE), which is the most WIC will pay for that item. The system will automatically adjust the price and will not reimburse more than the maximum amount. WIC can adjust the maximum price if there is a sudden price increase, like egg shortages.

You may contact the WIC Vendor and Integrity Unit if you feel a price adjustment was done incorrectly. However, the Unit's decision is final and cannot be appealed.

Complaints

Vendors and participants

- May use the complaint form to report concerns
- Do not ask for personal identifying information
- Save and use receipt details or note the date and time

A screenshot of a 'VENDOR/PARTICIPANT COMPLAINT FORM' from the State of Wisconsin. The form is titled 'VENDOR/PARTICIPANT COMPLAINT FORM' and 'WISCONSIN WIC PROGRAM'. It contains several sections for reporting a complaint, including fields for 'Complainant Name', 'Complainant Address', 'Complainant Phone', 'Complainant Email', 'Complainant Title', 'Complainant Organization', 'Complainant Date of Birth', 'Complainant Date of Complaint', 'Complainant Date of Incident', 'Complainant Date of Report', 'Complainant Date of Receipt', 'Complainant Date of Resolution', 'Complainant Date of Follow-up', 'Complainant Date of Final Resolution', 'Complainant Date of Final Follow-up', 'Complainant Date of Final Resolution', 'Complainant Date of Final Follow-up', 'Complainant Date of Final Resolution', 'Complainant Date of Final Follow-up'. There are also checkboxes for 'Complainant is a WIC Participant' and 'Complainant is a Vendor'. The form is designed to collect detailed information about the complaint and the complainant.

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We expect WIC customers to treat store personnel with the same courtesy and respect we expect of vendors. If you have an issue with a participant, we'd like to know about it.

The Vendor/Participant Complaint form may be used to report WIC participants who mistreat staff, ask to violate program rules (such as asking for food substitutions), or cause other issues at your store. The form is linked at the end of this presentation for your convenience.

You may not ask WIC participants for their personal identifying information, such as: name, phone number, and address. However, if you have an issue with a WIC customer, please save the transaction receipt or note the date and time. The Vendor Unit will use the information to identify the individual.

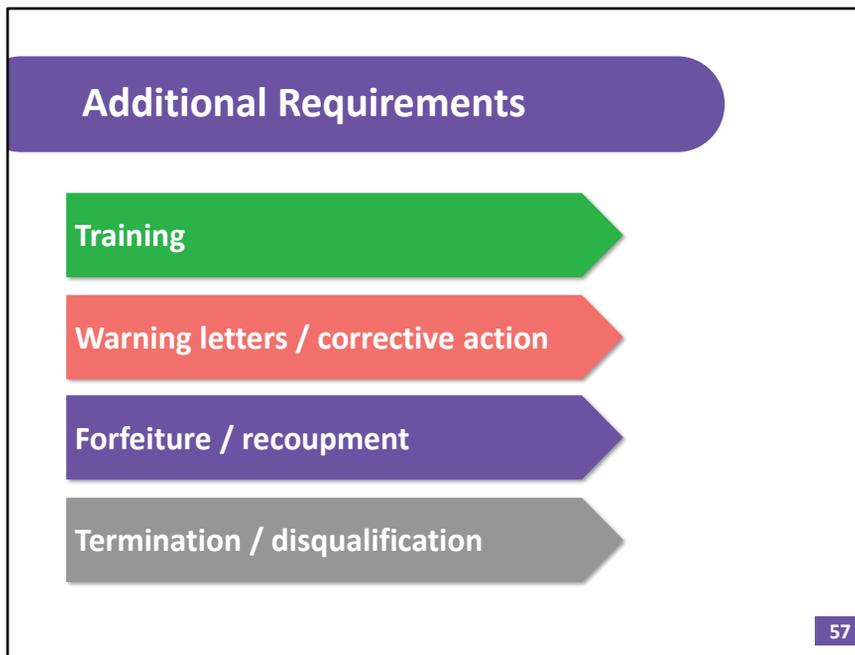


Other requirements of vendor authorization include demonstrating business integrity and complying with all federal, state and local health laws and ordinances.

Vendors must remain current and in good standing with the Wisconsin Department of Financial Institutions (DFI) as this defines the business entity. Any changes to ownership or business entity must be reported to the WIC Vendor and Integrity Unit within 15 days.

Vendors also must remain in good standing with the Wisconsin Department of Revenue (DOR). Tax delinquency may affect your eligibility for WIC vendor authorization.

Vendors must also maintain a current food retail license to sell potentially hazardous foods such as milk and eggs. Food retail licenses are generally issued by the city or county health department.



Vendors who are found to have violated WIC program rules and regulations may be sanctioned based on the severity of the issues identified. This includes but is not limited to:

- Attending training,
- Receiving a warning letter or be required to implement a corrective action plan,
- Paying a forfeiture and/or recoupment,
- Or being terminated or disqualified from WIC.

Providing cash, alcohol, or tobacco in exchange for WIC benefits will result in termination and disqualification with immediate suspension of WIC authorization. Disqualification from the WIC program may also result in disqualification from SNAP.

Communications



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The state WIC office supports retailers by keeping you updated. We'll provide you information through training sessions like this one, in letters, or email messages we send to your corporate office.

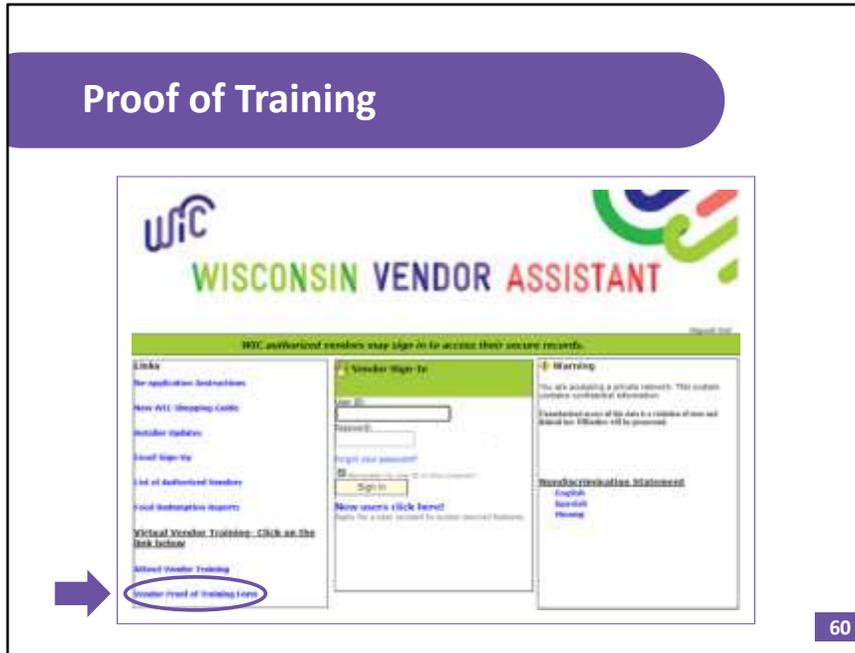
Questions



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Please don't leave the call yet. After we answer any questions the group has, we'll discuss how to get credit for attending this training.

Proof of Training



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Now we will discuss how to receive credit for attending this training session.

You can access the “Vendor Proof of Training form” on the WIC Vendor portal. The web address is displayed in the chat. It is www.wicvendorwi.org

If you are attending by phone, the link is included in the notice you received for this training.

Once you get to the portal, click on the link “Vendor Proof of Training” in the lower left corner.

Proof of Training

The image shows a screenshot of a web form titled "Proof of Training". The form contains several input fields: "Store - Name", "Store - Street Address", "Store - City", "Store - ZIP Code", "Store - Phone Number (include area code)", and "For WIC Office Use: WIC Vendor Number". A "Reset Form" button is located in the top right corner of the form, circled in red, with a red arrow pointing to it from the right.

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To complete the form:

Type a portion of your store name or the beginning numbers of your store's street address in the appropriate boxes.

A dropdown list with store options will display. Select your store from the list. The remaining fields will auto-fill with the store information WIC has on file.

Verify this information is correct. If you chose the wrong store, click on the "reset form" button to clear all fields and start over.

The auto-filled fields cannot be changed. Contact the WIC Vendor and Integrity Unit if the information is no longer correct.

Proof of Training

The screenshot shows a web form titled "Proof of Training". At the top, there is a purple header with the title. Below the header, there is a text box with instructions: "Type the full name of the person who completed the training, their job title and the actual training date. Once you have finished completing the form, click on the 'submit' button below. The message 'Proof of Training added successfully' will display at the bottom of the page, confirming the information was saved. Scroll to the bottom of the page and click the 'print' button to print a copy for your records. You will not be able to view or print your completed form after you leave this page." Below the instructions are three input fields: "Person who completed training - Name (type or print full name)", "Job Title/Position", and "Date - WTC Training". The "Person who completed training" field contains the text "Toni". The "Job Title/Position" field is a dropdown menu with "Manager" selected. The "Date" field shows "4/27/2023". Below these fields are two buttons: "Submit" and "Print". A blue oval highlights the "Print" button, and a blue arrow points to it from the right. Another blue oval highlights the text "Proof of Training added successfully." below the "Submit" button, with a blue arrow pointing to it from the bottom left. Below the form is a pop-up window titled "Message from webpage" with a yellow warning icon and the text "Proof of Training added Successfully. Please print a copy for future records." and a "Close" button. In the bottom right corner of the screenshot, there is a purple box with the number "62".

Then, scroll to the bottom of the page and type your full name, **select your job title**, and select today's date on the calendar.

Click on submit. A pop-up window may display with a message that the proof of training was added successfully. This will also display at the bottom.

Click on the print link if you would like a printed copy of the form for your records. You will not be able to view or print the completed form after you leave this page.

Nothing further needs to be done. There is no need to call us to verify the form went through, as long as you saw the message that the proof of training was added successfully. Please submit the form no later than 8 PM on the day of your training.

If you are not able to submit the proof of training form, it may be because too many people are trying to access it at the same time. We recommend you try again a half hour later.

Key Resources

- Visit the WIC Vendor Home Page for more information:
<https://www.dhs.wisconsin.gov/wic/vendor/index.htm>
- MyWIC App:
<https://www.dhs.wisconsin.gov/wic/vendor/mywicapp.htm>

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Vendors are encouraged to visit the WIC Vendor Home Page for more resources.

In addition, Wisconsin's MyWIC app is free and works for vendors, too! The app works on Android or Apple devices and may be downloaded from the [Google Play](#) or [Apple App](#) stores.

The vendor website will be posted at the end of this training so you can access these webpages.

Key Publications

- WIC Shopping Guide:
<https://www.dhs.wisconsin.gov/publications/p4/p44578.pdf>
- Vendor Manual:
<https://www.dhs.wisconsin.gov/publications/p4/p44537.pdf>
- Minimum Stock Requirements:
<https://www.dhs.wisconsin.gov/publications/p0/p00371.pdf>
- Authorized Infant Formula Suppliers:
<https://www.dhs.wisconsin.gov/publications/p4/p40146.pdf>
- Vendor/Participant Complaint:
<https://www.dhs.wisconsin.gov/forms/f4/f44322.pdf>

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Here are some links to helpful publications on our website.

Contact Information

- Contact the WIC Vendor and Integrity Unit at (608) 266-6912 or dhswicvendor@wisconsin.gov.
- Report suspected WIC fraud by calling the hotline at (866) 260-1727.

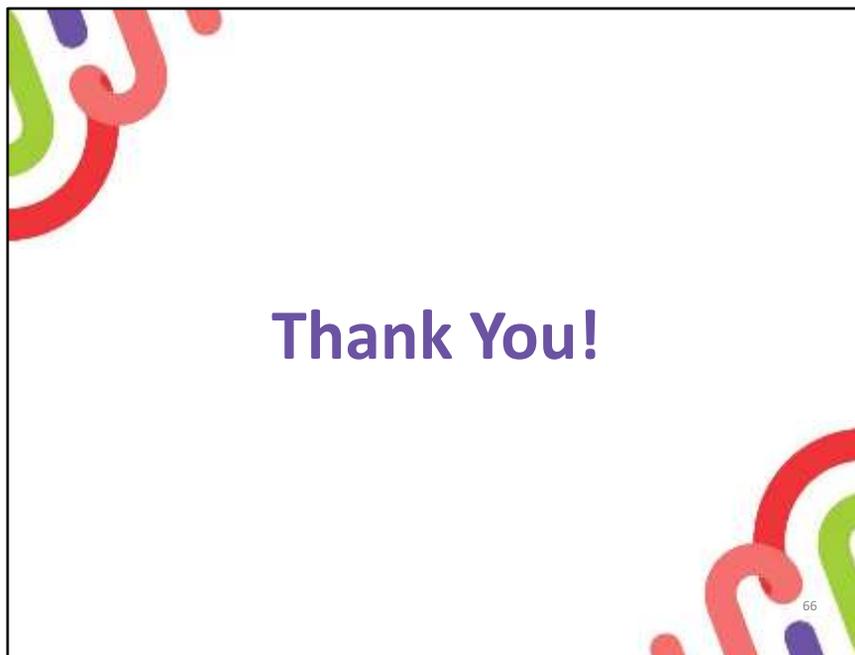
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If you have questions or need assistance, please contact the WIC Vendor and Integrity Unit by:

Calling (608) 266-6912 or

Emailing D H S WIC Vendor @ Wisconsin DOT Gov

We also encourage you to report suspected WIC fraud by calling our hotline at (866) 260-1727.



WIC families depend on you to provide the foods they need. Thank you for all you do to help!

This concludes today's training. We appreciate your participation.