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California WIC Vendor News

Thank you for your partnership with the California WIC Program in helping to ensure WIC shoppers get the food they need. Your courtesy and helpfulness in assisting WIC shoppers is greatly appreciated. As a WIC authorized vendor, you are important in providing nutritious foods to California's women, infants and children.

We value you and want you to be a successful WIC authorized vendor. To ensure your success, the WIC Program provides you with interactive vendor training and resources to assist you with WIC shoppers. Visit the Grocer/Vendor page at

<http://www.cdph.ca.gov/programs/wicworks/Pages/WICGrocerVendorMainPage.aspx> or click [here](#) to access these resources.

UNDERSTANDING WIC SHOPPERS

WIC shoppers are diverse. They may be:

- Individuals who unexpectedly became unemployed.
- Families of children with special health care needs.
- Individuals from working families.
- Military families.

GOOD CUSTOMER SERVICE

Please treat WIC shoppers with the same courtesy and respect as you do all shoppers. A WIC transaction may take a little more time for both the WIC shopper and cashier, but a friendly smile, eye contact, and politeness go a long way in making the WIC shopping experience positive for everyone.

Satisfied WIC shoppers often buy other store items. They may become repeat shoppers and recommend your store to their friends. Just imagine how this could lead to increased store sales.

LOCAL ASSISTANCE TO VENDORS

Do you have questions about the WIC authorized foods and how to get vendor materials? Your Local Vendor Liaisons (LVLs) are here to assist you. They provide answers to common questions about the WIC shopping experience, and provide you with materials (e.g., posters and shelf talkers). LVLs are employed by the local WIC agency and are not state employees.

If you would like to know who your local WIC LVL is contact the WIC Program at 1-800-852-5770 for the nearest local WIC agency in your area.

WALKING THE AISLES WITH WIC

The *WIC Authorized Food List Shopping Guide (WAFL SG) April 5, 2010* is a helpful tool for cashiers during WIC transactions. The WAFL SG details information about the foods that WIC shoppers can and cannot buy. It contains pictures of food items and is used by many WIC shoppers when they shop. It can also be a handy reference for cashiers. You may download the WAFL SG by accessing <http://www.cdph.ca.gov/programs/wicworks/Pages/WICGrocerVendorMainPage.aspx> or click [here](#).

INFANT FOODS AND FORMULA

REMINDER: AUGUST 1, 2010 CONTRACT INFANT FORMULA CHANGES

We want to remind you that changes took place to authorized infant formulas on August 1, 2010. One major change is that Enfamil LIPIL with Iron was discontinued and is no longer printed on WIC food instruments (FIs). Additionally, the names and labels changed for two products:

- Enfamil ProSobee LIPIL is now called Enfamil ProSobee
- Enfamil PREMIUM LIPIL is now called Enfamil PREMIUM Infant

<u>Old Label</u>	<u>New Label</u>
	
	

Did you know?

WIC shoppers must buy the brand, type, size, and number of cans printed on the infant formula FI.

INFANT FRUITS AND VEGETABLES

When purchasing infant foods, WIC shoppers have many multi-pack options to choose from in addition to purchasing single containers, they can buy 2, 4, 6, 12, 16 or 18-packs. No matter which multi-pack combination is selected, each container in the pack counts toward the total number of containers that can be purchased.

More information on infant fruits and vegetables please refer to Vendor Alert 2010-07 which can be found at <http://www.cdph.ca.gov/programs/wicworks/Pages/WICGrocerAlerts.aspx>, or click [here](#).



WIC shoppers must buy either the 3.5 oz or 4 oz containers. They cannot buy both with the same WIC FI.

CHECK YOUR KNOWLEDGE

8 EASY STEPS WIC CHECK OUT PROCEDURES:

Think you know the correct way to handle a WIC FI at the checkstand? Test your knowledge by putting the procedures in the correct order starting from number 1 to number 8.

- _____ Ensure the food instrument is valid by checking the first day and last day to use.
- _____ Total the WIC foods separately, by food instrument look for:
- authorized foods (what to buy), and
 - the correct quantities
- _____ Request the signed WIC ID folder.
- _____ Compare the shopper's signature on the food instrument with the signature on the WIC ID folder.
- _____ Ask for the food instruments being used for that day's transaction.
- _____ Enter the exact purchase price on the food instrument.
- _____ Give the WIC ID folder back to the shopper.
- _____ Ask for the WIC shopper to sign food instrument.

The correct order is 3 - 4 - 1 - 7 - 2 - 5 - 8 - 6
Answer Key Check out procedures jumble



LOST WIC ID FOLDERS

If a WIC shopper forgets her/his WIC ID folder in the store, please call the local WIC agency phone number on the front of the folder. Your assistance in helping return it to its owner would be appreciated.

Did you know?

Lost or stolen WIC food instruments will not be replaced.

MANAGING YOUR CHECKS

CORRECTING A WIC FOOD INSTRUMENT BEFORE DEPOSITING INTO THE BANK

If the exact purchase price is filled in incorrectly on an FI, it is your responsibility as a vendor to correct the FI before it is deposited into the bank. Just follow the steps below:

1. Draw a single line through the wrong amount.
2. Write the correct amount neatly above the lined incorrect amount.
3. Do not use correction liquid, such as white out or liquid paper.
4. If the correction is made while the WIC shopper or alternate shopper is at the cash register, ask him/her to initial it. Otherwise, have the store manager, owner, or an authorized representative should initial the change.
5. If the FI has been endorsed with an incorrect amount on the back, draw a line through the wrong amount on the check and write the correct amount next to it.
6. If the bank returned the FI and the purchase price is on the magnetic ink character recognition (MICR) line the purchase price will need to be changed. Draw a single line through the wrong amount and write the correct amount next to it.

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
231900713JD	JANE DOE	MAR 01 11	MAR 31 11	269534015

CALIFORNIA WIC
WOMEN, INFANTS & CHILDREN

FOOD ITEM NUMBER: 6003

700-269534015

90-1342
1211

EXACT PURCHASE PRICE:
~~9.4~~ 8.40^{JD}

*MUST NOT EXCEED MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT RATE

FOOD ITEM NUMBER
6003

NON-NEGOTIABLE

AUTHORIZED SIGNATURE (SIGN AT PURCHASE)

State of California WIC Program
VOID IF NOT DEPOSITED WITHIN 45 DAYS OF "FIRST DAY TO USE." NOT VALID IF ALTERED.

VALID ONLY FOR FOOD ITEMS SPECIFIED IN THE CALIFORNIA WIC AUTHORIZED FOOD LIST.

What to buy: USE APRIL 5, 2010 WAFL SHOPPING GUIDE

- 1 (GALLON) MILK, LOWER FAT
- 1 (16 OZ) WHOLE GRAINS
- 36 OZ BREAKFAST CEREAL

⑈0700⑈ ⑆121113423⑆ 269534015⑆ ⑆000000940-8.40⑆

WHAT DO YOU DO IF YOUR FIs REJECTED?

Below are examples of a FI that were submitted and returned with a stamp by your bank. If you see these type stamps on an FI, it may have been returned for one of the following reasons:

EXCEEDS MAX AMOUNT

- You submitted a FI that exceeds the Maximum Departmental Reimbursement Rate (MADR). If you received a rejected FI for this reason you are to make the necessary corrections and redeposit the FI into your bank. You are to use the MADR for the day the FI serial number was originally submitted into VWIX.

VENDOR EXCEEDS MAX AMOUNT

- You did not submit the 10 digit serial number on the bottom of the FI before depositing into the bank. If you received a rejected FI for this reason you will have to enter the 10 digit serial number into VWIX. You are to use the MADR for day the FI is submitted into VWIX.

For more information on how to correct and resubmit rejected FIs, please go to

<http://www.cdph.ca.gov/programs/wicworks/document/WIC-Grocer-VendorNews-WhatCanAVendorDoWhenFIRejected.pdf> or click [here](#).

WHAT YOU NEED TO KNOW

CHECKING YOUR SERIAL NUMBER SUBMISSION

You can verify the serial number submitted for payment through the VWIX system in the following ways below:

- Go to <https://vwix.ca.gov/VWIX/SignIn.aspx> and manually enter the 10 digit serial number using the computer.



- Manually enter the serial number using the telephone and calling 1-888-942-4942.



- Swipe the FI then submit the file through the VWIX system. This is called the file upload process.



WHY WAIT 24 HOURS BEFORE DEPOSITING THE FI INTO THE BANK

To ensure VWIX and the State Treasurer's Office have linked together prior to depositing the FI, you should wait at least 24 hours after serial number submission to deposit the FI into the bank.

SUBMITTING FIs FOR RECONSIDERATION

If a FI is rejected, you have 60 days from the "First Day of Use" to make any corrections and redeposit. If the FIs are past this timeframe, submit your FIs for reconsideration within 90 days from the "First Day of Use" with a letter explaining the situation, be sure to include the name of a contact person and where to send payment if approved.

Some examples of FIs that need to be reconsidered are as follows:

- Entering the wrong vendor number into VWIX or other submission options.
- Exceeding the MADR for assigned peer group at the time of submission.
- MICR/scanner errors causing FIs to be entered too early or too late.
- Entering the wrong serial numbers.

Send letter and WIC FIs to:

**California WIC Program
Vendor Training Support Section
3901 Lennane Drive
Sacramento, CA 95834**

REIMBURSEMENT OF FIs

You may receive one reimbursement check for multiple payments. For example, if you have three payments pending in the amounts of \$10, \$15, \$20, one check for \$45 may be sent to you.

HOW TO GET YOUR INTERNET PROTOCOL (IP) ADDRESS

If you require a specific IP address or your network has firewall rules that only allow outbound traffic to specific IP addresses, please call the WIC Technical Support Section (Help Desk) to obtain the new IP addresses. The WIC Technical Support Section can be reached at 1-800-224-7472.

Did you know?

WIC does not reimburse bank fees for rejected FIs (as stated in the Vendor Agreement with the WIC Program).

MORE OF WHAT YOU NEED TO KNOW

NEED HELP WITH VWIX?

WIC provides VWIX training for assistance with serial number submission or answers to questions regarding VWIX. The training can be done from home, store computer, or any place you choose with telephone and computer with internet access. VWIX training times are from 9:30am – 10:30am.

To sign up for VWIX training please go to <https://wicworks.webex.com> or click [here](#)

Sample of VWIX home page.



Below are the dates for VWIX training for the 2011 year.

March 16, 2011
April 11, 2011
May 4, 2011
June 29, 2011
July 13, 2011
August 24, 2011
September 21, 2011
October 19, 2011
November 16, 2011
December 14, 2011

ABOVE 50% VENDOR USE OF INCENTIVE ITEMS

An above 50% vendor is a vendor who receives more than 50% of their annual food sales from WIC FIs. Above 50% vendors cannot offer manufacturer, store promotions or specials to WIC shoppers. Above 50% vendors are only authorized to provide incentive items that are purchased from a wholesaler with a wholesale cost of less than two dollars. An incentive item can be provided to a WIC shopper only at the time of the FI transaction. For information on types of authorized incentives, please go to <http://www.cdph.ca.gov/programs/wicworks/Documents/WIC-Grocer-ApprovalofProvisionforAbove50VendortoProvideIncentiveItems.pdf> or click [here](#).



Above 50% vendors may not have WIC shoppers accumulate points in order to receive large incentive items.

HOW TO NOTIFY WIC OF CHANGES WITH YOUR STORE?

You are to notify the WIC Program in writing at least 15 days in advance of any change with your store. Examples are below:

- Change of ownership
- Renovation of your store
- Add or remove a cash register
- Store closure
- Move your store to another location
- Add or remove a business partner
- Sell your store

The address to send notification letter is:

**Vendor Authorization and Management Section
California WIC Program
P.O. Box 997375
Sacramento, CA 95899-7375**

Did you know?

WIC authorization does not transfer to a new owner when a change of ownership occurs.

A few reminders.....

TRAINING EMPLOYEES

The WIC Program is required to provide interactive training to authorized vendors every three years. These trainings are designed to help prevent error during a WIC transaction, avoid problems of non-compliance, and improve customer service. Also, WIC authorized vendors are required to train employees on WIC Program rules, policies, and procedures. Some important topics are:

Telling employees what is the purpose of the WIC Program.

- Providing nutritious foods to women, infants, and children who are at a nutritional risk.
- Providing nutrition education classes and referrals, such as medical care, immunization, and housing.

Educating employees on the food items authorized by the WIC Program, including changes when they occur.

- Showing employees how to use the WAFL SG correctly.

Advising your employees who stock your store shelves of the minimum stocking requirements.

- Ensuring your store keeps the required food items on the shelves at all times.

Explaining how to file a report of concern about a WIC shopper by using the Grocer Report Concerning WIC Participant postcard if:

- The WIC shopper attempts to exchange WIC food for other food, cash, or credit.
- Store staff are treated rudely by the WIC shopper.
- You feel the WIC shopper maybe need more training on the authorized foods.



Explaining how to process and conduct WIC FI transactions properly.

- Allowing the WIC shopper to buy the full amount on her/his food instrument even if the shelf price of the shopper's selection exceeds the maximum dollar value of the FI.
- Allowing the WIC shopper if they choose to select less than the full amount of foods listed on the WIC FI, except for infant formula.
- Selling only what is authorized by the WIC Program – no substitutions are allowed.
- Obtaining the WIC shopper's signature on the FI after the price has been entered on the FI.
- Comparing the signature on the FI to the signature on the WIC ID folder.

We have added helpful tools on our website to assist you with training your employees. You can access these items please go to <http://www.cdph.ca.gov/programs/wicworks/Pages/WICGrocerVendorMainPage.aspx> or click [here](#).

Tools include:

- WIC Authorized Food List Shopping Guide
- Cashier Tools
- Food Package Quick Reference
- Can - Cannot Buy Quick Reference
- Welcome to WIC DVD

If you have any questions, concerns, or suggestions about vendor training, please email us at WICvendorEd@cdph.ca.gov.

FREQUENTLY ASKED QUESTIONS

1. What is an altered check?

- The first and/or last day to use dates have been changed on the FI
- A check with dates that has been cut and pasted onto another WIC FI.
- An FI that looks like it was already tendered by another vendor.

2. Should I accept a WIC FI that has been altered?

- Advise the WIC shopper to return it to the local WIC agency that issued the FI.
- If your store accepts an altered FI, Do Not Deposit. Mail the FI to the WIC Program address for reconsideration. The WIC Program will determine if this error is eligible for payment consideration, as well as follow up with the local WIC agency.
- Do not make changes to the FI except to correct the total purchase price.
- Keep a copy of the FI for your records.

3. What should I do if a WIC shopper does not want to purchase all of the foods printed on the WIC FI?

- A WIC shopper can decline to purchase foods on the WIC FI, such as cold/hot cereal, juice, eggs, milk, etc. However, the WIC shopper must buy the exact brand, type, and quantity of infant formula listed on the FI.

4. What should I do if the FI has been signed before I have entered the purchase amount?

- You must always get the shopper's signature **after** you have entered the amount.
- If a shopper presents an FI that has been signed before you have entered the exact purchase price, draw a single line through the signature, enter the exact price, and then have the shopper sign on top or below the first signature.

5. Are rain checks or substitutions allowed if we are out of an item?

- No. If you do not have the product available you cannot complete the transaction.
- Do not substitute another food for a food that is out of stock.
- Do not give a rain check, verbal or written, for any unavailable item.

6. If I know the person, can I go ahead and process the WIC transaction if they have forgotten to bring their WIC ID folder with them?

- No. You must receive the WIC ID folder and compare the signature on the WIC ID folder with the signature on the FI every time.

7. I have received rejected FIs that have not been stamped at all or stamped inaccurately; what do I do?

- If you have received a rejected FI and you checked VWIX or telephone for the problem and did not find a problem with the rejected FI, please contact the WIC Technical Support Section at 1-800-224-7472 for assistance or you can mail the FI to the WIC Program for reconsideration.



California WIC Program, California Department of Public Health
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