

JULY 2019 EDITION

WIC News

For Vendors

In the April edition of WIC News, we discussed Live Shopping and comparing the California WIC Card and CalFresh (SNAP) EBT card. In this edition of WIC News, we will be covering:

- The Pilot is Here!—Go Live in Napa and Solano Counties
- Shopping During Pilot
- The WIC California Authorized Product List (APL)
- What to Do if a Food Item is Not Allowed As a WIC Purchase

The Pilot is Here!

Napa and Solano counties began the successful Pilot of the California WIC Card on June 3. Many WIC staff, stores and project contractors worked hard to accomplish the goals required to be ready for Pilot.

WIC staff and contractors were on-site with WIC local agencies and WIC authorized stores as they walked through the new process of issuing and using the WIC Card. The first participants to get a WIC Card were thrilled. Many went straight to a WIC authorized grocery store to get their WIC foods. WIC issued 71 cards on the first day, with purchases made at more than a dozen stores.

See page 3 for full map.

Shopping During Pilot

On June 3, 59 WIC authorized stores in Napa and Solano counties began accepting the WIC Card. As of July 21, 3,899 WIC Cards have been issued and 10,413 transactions have occurred in 62 stores. Feedback about the new shopping experience, from both store staff and participants, is very positive. We thank Pilot area stores whose work getting ready for Pilot played a vital role in making sure participants were able to complete successful WIC Card transactions.

As a grocery store cashier, what are you most excited about with the roll out of the new WIC Card?

“I am excited that we won’t have to feed a bunch of checks into register anymore. It’s time consuming for us, and for the WIC families.”

CHRISTINE S.
cashier at a large chain store
in Sacramento, CA



Using California WIC's Authorized Product List (APL)

As additional waves roll-out, CDPH/WIC is reminding stores about requirements to use the California WIC Authorized Product List (APL). The APL is an electronic file that contains all of the WIC authorized Universal Product Codes (UPCs) and Price Look-Up Codes (PLUs) for WIC foods authorized for California WIC participants.

Because the APL is updated frequently, WIC authorized stores are required to download it on a daily basis to make sure they are using the most current version available. The following guidelines from the WIC Vendor Agreement outline vendor responsibilities specific to the APL:

Vendor agrees to the following requirements regarding the APL: (1) Vendor's point of sale system must retrieve the APL on each day that Vendor processes WIC EBT transactions, excluding official holidays, Saturdays, and Sundays; and (2) Vendor must apply the APL to Vendor's point of sale system when retrieved and no later than within forty-eight (48) hours of the APL's file creation date and time. (A) Vendor understands and agrees that Vendor will incur all financial liability for any transactions rejected or disputed as a result of Vendor's failure to apply a new APL within forty-eight (48) hours of the APL file's creation date and time.

- Stores with **INTEGRATED** electronic cash register/point of sale (ECR/POS) systems should coordinate with their point of sale provider or corporate office regarding APL download and retrieval.
 - » **Important!** Integrated stores must map WIC authorized fruits and vegetables to the California APL using Price Look-Up (PLU) codes assigned by the International Federation for Produce Standards (IFPS). Information on PLU codes can be found at the IFPS website at <https://www.ifpsglobal.com/Identification/PLU-Codes>.
- Stores using **FIS STAND-BESIDE POINT OF SALE TERMINALS** must keep their terminals powered-on overnight. The APL will be transmitting electronically to the terminal.
- In order to use WIC benefits to purchase a food item, the selected food item must be listed on the APL. There are no exceptions or overrides allowed.

What to Do When a Food Item is Not Allowed as a WIC Purchase

If a participant has questions or problems getting their WIC foods at stores that are accepting the WIC card, they should follow these directions:

Call the participant support line at 1-800-852-5770 and have this information ready:

- Their WIC Card number
- Store location (name, city, street)
- Approximate day and time of visit
- Product description (brand and size)
- Details of what happened

If possible: they can use their phone to take a picture of the label, ingredients and Barcode/UPC of the food they were not able to purchase.

A WIC Shopper support guidance sheet containing these instructions and helpful shopping hints will be made available for to participants at their WIC appointments and will also be found on wicworks.ca.gov, and MyFamily.wic.ca.gov.

Ways to Stay Informed:

CDPH/WIC, along with our vendor readiness team, are prepared to assist WIC authorized store staff so they are ready to transact the WIC Card. Listed below are some helpful tools.

- The **WIC Card web page** at www.wicworks.ca.gov
- **Monthly WIC News publications** at www.wicworks.ca.gov
- **Vendor Alerts** at www.wicworks.ca.gov
- **Subscription to our email list** to receive WIC Vendor News and Updates
- Vendor visits to your store by CDPH/WIC staff

Want to know more about the WIC Card? Visit the **CDPH/WIC website** at www.wicworks.ca.gov. You can also email questions to WICcard@cdph.ca.gov.



California WIC Card Implementation Rollout Waves

