



Nebraska WIC Program WIC Vendor Update Grocery Store Edition

September 2014

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Final Food Rule Changes

*** Changes Take Place October 1, 2014 ***

Milk

- Starting October 1, 2014, women and children, 2 years and over, will receive WIC checks for **1% and/or skim milk**. Milk that is **2% will not be allowed** with these checks.
- Toddlers, age 12-24 months, will continue to receive whole milk with their checks. A few may have checks for 2% milk.
- Inventory levels of store brand 1% and/or skim may need to be increased, based upon demand.
- In addition, some medical conditions warrant other special types of milk so you may see checks for soymilk or lactose free milk.

Evaporated Milk

- Your cashiers will also begin to see more WIC checks for evaporated milk.
- Women and children, 2 years and over, will receive WIC checks for low-fat and/or fat-free evaporated milk.
- Toddlers will receive WIC checks for whole evaporated milk.

Final Food Rule Changes continued...

Peanut Butter

- To accommodate the package size change in store brand peanut butter, a range of 16 to 18 oz. sizes is now allowed.
- The WIC check will change October 1, 2014.

Canned Beans

- The WIC approved size of canned beans is changing from 14 -16 ounces to 15-16 ounce cans.
- They are still approved for WIC customers in store brand and Bush's brand only.
- This change will be seen on the WIC check beginning October 1, 2014.

If any questions please contact your local agency WIC vendor manager or the state WIC office.

Q & A

Q: Are WIC shoppers allowed to “Ad Match”?

A: Yes. WIC shoppers are allowed to ad match when using their WIC checks, if “Ad Matching” is a store policy. Retailers should treat WIC shoppers like any other shopper, offering the same courtesies to WIC shoppers as offered to other shoppers.

ACH Processing

- * Nebraska WIC will be moving to Automatic Clearing House (ACH) Processing for WIC checks returned for over the maximum amount payable in the next few weeks.
- * Watch your mailbox for a letter from the State WIC office outlining the details of the ACH process and the enrollment procedures.
- * The move to ACH allows retailers to receive reimbursements faster for WIC checks rejected for over the maximum amount payable, also known as over the NTE (Not to Exceed) amount, versus the current procedure.
- * ACH is also a step toward EBT readiness and helps to reduce the use of paper checks.

WIC Annual Training

Every year training is to be provided to each authorized WIC retailer. This year, annual training is being completed by sending this WIC training review to you. As your store's contact you are required to ensure that all staff involved in WIC transactions are trained and informed about the WIC Program. This training is to be documented and may be reviewed by WIC staff during monitoring visits. An example form to record training is included in your Cashier Training Toolkit which you or your store representative received at your store's contract training session and is available via this link on our WIC website.

<http://dhhs.ne.gov/publichealth/Pages/WICCashierTrainingToolkit.aspx>

Training resource materials for you include the following:

Nebraska WIC Vendor Handbook: An easy to use reference tool for you and your employees and should be regularly reviewed.

- ◆ Outlines your major responsibilities as a Nebraska WIC retailer and is a guide to the WIC rules
- ◆ The contents of your handbook include: WIC basics, WIC foods, minimum inventory, WIC checks, WIC vendor sanctions, and your WIC vendor agreement.

Training resources specifically designed for cashiers include:

Cashier Training Toolkit: Provides instructional planning tools and training activities that can be duplicated and used in your own store's cashier training program.

Cashier Training Video: Designed to help cashiers understand the WIC program and to better work with WIC clients. The video is included in the Cashier Training Toolkit.

An Employee Training Planning Guide is included to assist you in planning and delivering an effective and efficient training.

Additional vendor resources are available via this link on our website.

<http://dhhs.ne.gov/publichealth/Pages/WICVendorResources.aspx>

- ◆ **Nebraska WIC Approved Food List Booklet:** Place one of these at each register as an additional reference tool for your cashiers.
- ◆ **Bookkeeper's Guide to WIC:** Especially helpful for your bookkeeping staff as it outlines the steps to follow for processing WIC checks and for problem checks. It is included in the Vendor Handbook.

If you would like assistance in utilizing any of these resources or in setting up a training program/session for your employees, please contact your Local Agency WIC Vendor Manager.

WIC Website Address: dhhs.ne.gov/WIC

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