

Retailers: This document will help you fulfill your annual requirement to train staff at your store or stores on WIC information. Please make sure that all store employees who sell WIC approved foods and take WIC checks, or who process checks for deposit read this document. Also, you must keep a record of all store employees who have read this document. *Thank you!*

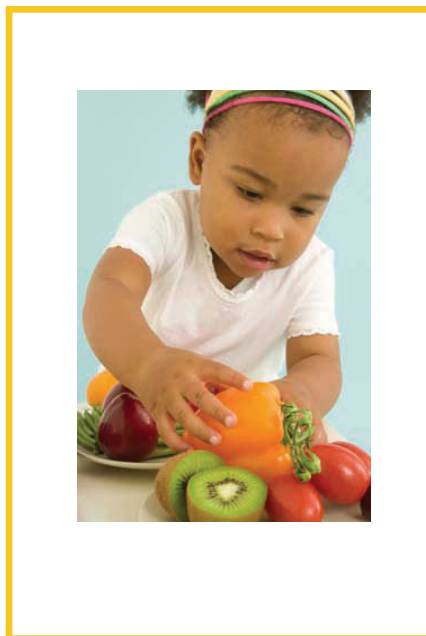


## WIC APPROVED FOODS

WIC eligible women, infants, and children receive supplemental WIC foods from one or more of the following food categories. These foods must meet nutritional standards established by federal regulations and state requirements.

### The food categories are:

- Baby Cereal
- Baby Foods - Fruits and Vegetables
- Baby Foods - Meat
- Cereal, Cold and Hot
- Cheese
- Dried Beans/Peas/Lentils
- Eggs
- Fish, canned
- Fruits and Vegetables (fresh only)
- Infant Formula
- Juice, canned, frozen, and bottled
- Milk
- Peanut Butter
- PediaSure (Child Nutritionals)
- Soy Beverage
- Tofu
- Whole Grain Choices: Brown Rice, Bulgur, Oatmeal, Soft Tortillas, 100% Whole Wheat Bread



### Keep on the Lookout!

Several retailers, clinic staff and clients have asked us to create a single document that both the shopper and retail staff can use to find WIC approved foods. Watch for the **WIC Shopping Guide** coming in early 2011. Look for opportunities to comment on the draft document this fall.

### Inside this issue:

Get Your WIC Checks Paid	2
Bank Returned WIC Checks	2
WIC Check Images	2
Minimum Inventory Requirements	3
Complaints Help Us Improve	3
Honoring WIC Program Rules	3
WIC Services Highlights for 2009	4
What's New?	4

## WHERE TO GET WIC APPROVED FOOD INFORMATION

- **WIC Approved Food List Update effective July 1, 2010**
- **WIC Checker Guide (for food illustrations, How to Take A WIC Check and Customer ID)**
- **WIC Approved Foods brochure**

### Do you have more questions on WIC Approved Foods?

Contact us by phone Monday—Friday, 8:00 AM to 5:00 PM (excluding holidays or temporary lay-off days)

1-800-841-1410, ext. 3620 for our customer service staff.

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# Get Your WIC Checks Paid Every Time

## Do These Things When Taking WIC Checks

1. Process each WIC check separately.
2. Accept WIC checks only with current dates.
3. Ring up WIC foods in the order listed on the WIC check.
4. Sell only the right foods in the right sizes and amounts.
5. Enter the purchase amount in the box. **Use black or blue ink only. NO GEL PENS.**
6. Check the customer's identification. *(See page 29 of the WIC Checker Guide.)*
7. **Always get the WIC customer's signature on the WIC check.**
8. Stamp the checks correctly and legibly.

## Don't Do These Things, as the WIC Bank returns checks that are:

- Altered
- Taken too early or too late
- Missing the purchase price
- Missing the customer signature
- Missing the retailer stamp
- Stamped with an illegible or invalid retailer stamp

Do you need more information on how to take WIC checks? Look in the WIC Checker Guide pages 25 to 30.

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# What to Do When the Bank Returns a WIC Check

## You can correct and re-deposit WIC checks that reject for the following:

### Missing or unreadable retailer stamps

- Stamp the check image in the Retailer Stamp box. If there is no room in the box, stamp in the body of the check left of the Actual Purchase Price box. Don't use the white space left of the check image. That gets chopped off in the reprocessing at the bank.

### Excess Dollar Amount – One Re-deposit

- Reduce the purchase amount by drawing one line through the incorrect amount and writing the adjusted amount in or as close to the Actual Purchase Price box as possible. Re-deposit.

### Missing Purchase Price

- Write the purchase amount in the Actual Purchase Price box. Re-deposit.

Checks rejected by the bank saying "Excess Dollar Amount –Paid via ACH Transaction" have already been paid at the maximum allowable. Call us if you want to sign up for the Automated Clearing House (ACH) at 1-800-841-1410, extension 3620.

## Checks rejected by the bank with the following errors cannot be replaced:

- Missing signature (without getting the signature)
- Check used too early
- Check used too late

Retailers cannot seek restitution from a WIC customer or through a collection agency for rejected WIC checks. Call 1-800-841-1410, extension 3620 for help with WIC checks.

## WIC Check Images Return by the Bank

The commercial banking system no longer uses paper checks. Once you make a deposit, your bank makes an image of the paper check and destroys the original. When a check rejects and a paper check is needed, the bank prints a reproduction from the electronic image. There is a message on the image that says, "This is a LEGAL COPY of your check. You can use it the same way you would use the original check."

WIC check images can be re-deposited like an original WIC check when the rejection reason allows a redeposit.

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## Minimum Inventory Requirements

Each WIC retailer must have a minimum amount of WIC approved foods on hand at all times. These requirements are listed in the *WIC Approved Foods Minimum Inventory Requirements*.

You will need another document, the *WIC Approved Food List effective July 1, 2010* to help you make inventory selections as the list of foods in the minimum inventory requirements document is outdated.

You can get a copy of the *WIC Approved Foods Minimum Inventory Requirements* and the *WIC*

*Approved Food List effective July 1, 2010* from our webpage, <http://www.doh.wa.gov/cfh/WIC/retailers.htm> or by calling our Customer Service Representative.

Having enough WIC approved food for your WIC customers may require much more inventory than our minimum requirements. You can find out how much WIC foods you sell by requesting the *Food Quantity Purchased Report*.

Please call the WIC Customer Service Representative 1-800-841-1410, ext. 3620 for copies of these WIC documents.

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## Honoring WIC Program Rules

Our WIC program staff are here to help you and your store staff. We provide training, technical assistance, on-site visits, investigations, and audits. Our goal is to help you follow WIC program rules so customers receive a positive shopping experience.

As a part of our job, we monitor stores against program rules. Rules that are not followed require WIC action. The action taken depends on the severity and frequency of the problem. Possible actions include verbal warnings, technical assistance letters, and asking the store to do a corrective action plan. In some cases, the store may be required to reimburse the program for an improperly handled WIC check, or pay a fine or penalty fee.

The WIC Program will send the store manager a letter explaining the problem, the action being taken, how to resolve it, and any available appeal rights.

If a more serious violation occurs a store may lose their WIC contract or be disqualified from the program.

Serious violations are relatively rare occurrences. Most of the time, store employees follow WIC rules and offer our shoppers an excellent experience!



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## Complaints help WIC improve customer service

We see complaints as an opportunity to improve services. Our customer service representative hears your concerns. We receive complaints about WIC shoppers, clinics, and stores. We use the information to update training materials and educate WIC shoppers, clinic staff, and retail staff. Please call us if problems arise. Our customer

service staff can help you with difficult WIC shoppers. We will contact the WIC clinic and the shopper to remind him or her about WIC rules. In addition, we can also help you with food questions or other assistance. Our goal is to improve the shopping experience for everyone. To report or discuss a complaint, call WIC Customer Service at 1-800-841-1410, ext. 3620.

## WIC Service Highlights



The Washington WIC Nutrition Program is a successful public health program that improves health in lower income families. Many studies have shown the WIC Nutrition Program is efficient and cost effective. In 2009, WIC made important changes to better support nutritious diets for lower income women, infants and children. WIC supplemental foods now follow current dietary guidelines, encourage breastfeeding, and are lower in fat and cholesterol. These changes, plus nutrition education, help reduce the risk of obesity for WIC families—an epidemic damaging our nation's health. WIC promotes healthy habits in early childhood, when they make the most powerful difference for a healthy life.

For WIC families, promotion of healthy habits starts with our local agency partners who provide breastfeeding education and support, nutrition education, checks for healthy foods, and referrals to other important preventive health services. The program serves almost half of all babies born in the state. WIC nutrition services are provided in all 39 Washington counties at more than 210 WIC clinic sites.

Retailers play a critical role in providing healthy foods to WIC families. These families use WIC checks to buy specifically approved, healthy foods from more than 700 authorized stores across the state. Grocery store sales to WIC customers in Washington totaled \$134 million in 2009. The WIC Program is grateful for the help and cooperation of our retail partners.

More information on WIC eligibility and services can be found at: [www.doh.wa.gov/cfh/WIC](http://www.doh.wa.gov/cfh/WIC)  
and in the  
**2009 WIC Annual Report** (PDF, 264KB)

## What's New at WIC?

WIC clients are thrilled about the new WIC foods and their WIC shopping experience at your stores. The new WIC foods include whole grains, tofu, soy beverages, baby foods, and fresh fruits and vegetables. WIC shoppers purchased over \$7.1 million in fresh fruits and vegetables at WIC authorized grocery stores from October 1, 2009 to June 30, 2010.

In 2009 we added the eUpdate to WIC Retailers. These updates provide you important information about WIC foods and the WIC program. You can access eUpdates on our WIC Retailer Webpage.

In the coming year, you will see future opportunities to participate in online WIC Retailer Training.

Also in the future, applicant retailers will be able to complete the WIC Retailer Application online.

Washington Women, Infants and Children  
Nutrition Program  
P O Box 47886  
Olympia, WA 98504

Phone: 1-800-841-1410  
Fax: 360-236-2345

### WIC Retailer Webpage

<http://www.doh.wa.gov/cfh/WIC/retailers.htm>

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**For persons with disabilities, this document is available on request in other formats.**

**To submit a request, please call 1-800-841-1410 or TDD/TTY 1-800-833-6388. Washington WIC does not discriminate.**