

FFY2022

RETAILER

ANNUAL TRAINING

INFANT FORMULA UPDATES

*Temporary
Expansion of WIC
Approved Infant
Formula*

NEW IN THIS ISSUE

*Implementation
of eWIC*

COMING TO YOU SOON
eWIC Window Clings



ANNUAL TRAINING

Training Requirements

The Georgia Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is required to offer training to WIC Authorized Vendors on an annual basis.

As a two-year agreement holder (Oct.1, 2021- Sept. 30, 2023), your organization is required to complete the annual training by September 30, 2022, in order to maintain the current agreement with Georgia WIC.

The annual training checklist must be returned and postmarked no later than September 30, 2022.

The information in this newsletter covers the following required elements set forth in the federal regulations (7 CFR § 246.12 (i) (2)).

Welcome to Annual Retailer Training for Authorized Two-Year Agreements!

The purpose of this communication is to ensure that you are knowledgeable of all current program requirements, scheduled changes, and meeting the federal fiscal year training requirements as outlined by the United States Department of Agriculture (USDA).

Carefully review all information provided, as it will aid you in remaining in compliance with your Vendor Agreement and afford the Georgia Special Supplemental Nutrition Program for Women, Infants, and Children (Georgia WIC) participant a meaningful shopping experience. It is the responsibility of the owner and store management to ensure that this training is reviewed by all store employees who handle WIC transactions in any way.


To meet the annual training requirement of the Georgia WIC Program:
Review and ensure adequate training of all store personnel engaged in WIC transactions, paid or unpaid.

Certify training completion by submitting a completed Annual Training Checklist no later than September 30, 2022.

Click here for the checklist:

<http://dph.georgia.gov/training-materials-and-resources>

If you have any questions, please contact the Vendor Relations Unit at 404-657-2900.



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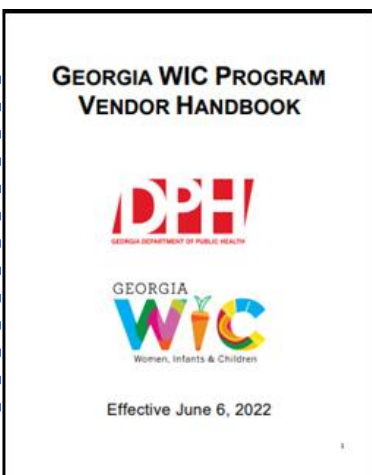
Purpose of the WIC Program

WIC is a federally-funded health and nutrition program for infants, and children (ages 1 to 5), pregnant women, breastfeeding mothers up to one year and postpartum women up to six months. Georgia WIC provides information regarding nutrition and health, support and information about breastfeeding, assistance finding healthcare and community services, and vouchers to purchase healthy food items from WIC authorized vendors.

Vendor Handbook

The Vendor Handbook, effective June 6, 2022, is available on the Georgia WIC Vendor Information Page.

Click [here](#) to view the most up-to-date program policies and procedures.



Vendor Stamp Administration

REPRODUCTION OF THE VENDOR STAMP IS STRICTLY PROHIBITED!

Authorized vendors may not use any other means of placing a vendor number on a food instrument other than with the vendor stamp issued by the Georgia WIC Program.

Food instruments (vouchers) stamped with an unauthorized vendor stamp (any stamp not issued by Georgia WIC) will not be paid.

- Vendors who submit food instruments for payment by stamping the voucher (first or subsequent attempts) with a device other than the Georgia WIC Program issued stamp may be subject to investigation for fraud, a claim for restitution and/or subject to termination of the vendor agreement.
- Vendors will be held responsible for the unauthorized use of the vendor stamp by their paid or unpaid owners, officers, managers, agents, and employees.
- The vendor stamp must be kept in a secure location at all times.
- The vendor stamp is not transferable to another location or individual.
- Lost or stolen stamps must be reported to Georgia WIC immediately.
- Damaged stamps must be reported and returned to Georgia WIC immediately.
- If the ink pad dries out, it is the vendor's responsibility to replenish the removable pad.

NOTE: Use only water-based, black liquid ink.



Implementation of eWIC

The Healthy, Hunger-Free Kids Act requires all WIC agencies to issue food benefits via Electronic Benefit Transfer (EBT) by October 2020. Georgia WIC has been granted an exemption that extends the full implementation date to October 2022. During and after eWIC implementation, vendors must still comply with all other vendor management policies and procedures listed in the subsequent sections of the handbook.

Georgia WIC is moving from a paper-based method of WIC benefit issuance to an electronic benefit transfer system known as eWIC.

eWIC pilot began in late June 2022, in the Coastal Health District. The pilot area includes the following counties: Bryan, Camden, Chatham, Effingham, Glynn, Liberty, Long, and McIntosh.

After the pilot period, there are five (5) waves of rollout throughout the remaining Georgia Health Districts (HD). Note the Go Live schedule below (please be advised that these dates are subject to change due to weather or other unforeseen circumstances):

**It's preparation time!
Check the rollout wave for your location.**

Pilot - 6/28/2022 to 8/12/2022

Rollout Wave 1 - 8/29/2022

Rollout Wave 2 - 9/12/2022

Rollout Wave 3 - 9/26/2022

Rollout Wave 4 - 10/11/2022

Rollout Wave 5 - 10/24/2022

Statewide Rollout Complete - 10/31/2022

eWIC Enablement and Certification

In order to process eWIC transactions, vendors must obtain and be certified to use the appropriate Point-of-sale (POS) terminal(s) and/or software. Georgia has selected Conduent as the eWIC processor to facilitate all vendor enablement and certification processes.

Conduent will contact vendors to discuss any follow up needed from the results of the vendor survey completed, obtain additional information and documents required for certification of the vendor's integrated POS system, and arrange for the setup of the single function equipment and any associated software required to process eWIC transactions in Georgia, as applicable.

To maintain authorization as a Georgia WIC vendor, all vendors must have their POS system certified to accept eWIC by Conduent or a third-party processor certified by Conduent. Failure to obtain certification or acquire a single function device provided by Conduent during the time specified by the Georgia WIC Program (statewide eWIC implementation) will result in termination of the vendor's WIC Vendor Agreement unless the vendor is needed for participant access. If the vendor location is needed for participant access, the location will be provided single function stand-beside equipment, following the guidelines for minimum lane coverage.

Vendors in need of assistance with the certification process, including completion of contract documentation and set up of single function devices, may contact Conduent using the information listed below.

Retailer Helpdesk (available 24 hours a day, 7 days a week): 1-844-309-5652
Email Address: austinebt@conduent.com

eWIC Level 3 Certification Schedule

eWIC Certification Completion Dates By Wave

Wave 1 – 8/25/22

Wave 2 – 9/2/22

Wave 3 – 9/16/22

Wave 4 – 9/30/22

Wave 5 – 10/4/22

Drop Dead Date – 10/28/22



The Authorized Product List (APL)

To appropriately configure an eWIC system to approve WIC supplemental foods for purchase, vendors must be provided the authorized product list also known as the APL. The APL file is a list of authorized food items established by Georgia WIC.

- Updates will be made to the APL, as necessary, and provided to vendors accordingly.
- The APL file must be downloaded daily to the vendor's cash register system to ensure accurate WIC-eligible food items are available for purchase.
- Integrated vendors will obtain the file from Conduent's FTP site.
- Stand beside devices are configured to automatically receive the APL file if they are left on and have connectivity (via analog phone line or wired internet connection).

Regardless of the type of eWIC system used, vendors must ensure that the APL is downloaded to each eWIC device/outlet in their store at least once every 24 hours.



Produce Mapping for Fruits and Vegetables

1. Georgia WIC is requiring integrated vendors to map produce to a Georgia WIC approved Price Look-Up (PLU) code.
2. Any WIC approved fresh fruit or vegetable without an International Federation of Produce Standards (IFPS) approved PLU must be mapped to an IFPS-approved PLU. This includes produce items with a UPC bar code.
3. It is the store's responsibility to map all required fresh fruits and vegetables. If produce mapping is not completed, the WIC transaction will decline.
4. Stores should reach out to their Electronic Cash Register (ECR) provider for instructions on how to map produce items.

Coming to you soon!
NEW eWIC Window Clings



Guidelines for Processing eWIC

Integrated Retailers

Retailers use eWIC software to submit transactions through a certified Third-Party Processor (TPP) such as:

- Fiserv Solutions, Inc. (First Data Corporation)
- A TPP is a full-service provider for transaction processing, reconciliation and settlement for all payment types supported by the retailer (including eWIC).
- or Worldpay US, Inc.
- TPPs charge retailer fees based on the type of service selected (i.e. per transaction fee).

Integrated eWIC Purchase Flow

1. An APL is downloaded nightly to the retailer's ECR system.
2. Items are scanned (no need to separate WIC items).
3. The universal product codes (UPCs) and price look-up codes (PLUs) are verified against the APL file.
4. Items are checked against the WIC family's benefit balance.
5. Items scanned are transmitted to Conduent's WIC Connect system for approval.
6. WIC Connect responds with approval and the remaining benefit balance.
7. Once completed, if there are any non-WIC items remaining, the WIC family will be given the opportunity to pay the remaining balance with another form of tender.

Single Function Stand Beside POS Retailers (GA WIC provided equipment)

- Single Function Stand Beside devices are often utilized by small chains or single store merchants.
- The full cost of WIC single-function equipment will be borne by Georgia WIC prior to statewide implementation. There is no equipment cost to the retailer for an initial single function point-of-sale (POS) terminal lane or lane(s) if minimum lane coverage analysis reveals additional lanes must be equipped, for a maximum of 4 lanes. Each stand beside in the lane requires dedicated power and an analog phone line or wired internet connection. Equipment maintenance and retailer support is provided at no cost. There is no fee to the merchant for transaction processing.
- There is a need to scan items twice at the POS and in the retailer's ECR system. The eWIC stand beside device can only process Georgia WIC transactions. All items purchased with WIC benefits will be a separate transaction from non-WIC items purchased by the WIC customer.



Stand Beside POS Terminal - eWIC Purchase Flow

1. Cardholder swipes their eWIC card.
2. Cardholder will then enter his/her PIN.
3. Cashier scans the UPCs or enters the PLUs into the stand beside POS terminal and scans each item on the register as well.
4. Cashier enters or confirms the food item price on the stand beside.
5. Cashier completes the transaction on the stand beside POS terminal.
6. The stand beside POS terminal prints a receipt that has the remaining benefit balance details for the cardholder.



Receipt of Purchase Requirements

The printed receipt provided to the WIC customer is a record of what was purchased at the vendor's store. Vendors must provide WIC customers with printed receipts. When performing eWIC transactions the vendor must:

1. Provide to the WIC customer only the approved Georgia supplemental foods, fruits, and vegetables contained in the APL, after it has been determined that the WIC customer has an available balance on the date of the transaction.
2. Refrain from scanning codes from UPC codebooks or reference sheets.
3. Transmit the current shelf price of all WIC-approved supplemental foods purchased in the correct sizes, quantities and the total dollar amount of all WIC-approved supplemental foods purchased.
4. Ensure that the checkout process for eWIC allows a reasonable degree of security for protecting the PIN used by the WIC customer.
5. Perform eWIC transactions using cashiers in standard checkout lanes. GA WIC has opted to not utilize/implement self-checkout at this time. eWIC transactions will not be operable in self-checkout lanes.

STORE NAME ADDRESS			
STORE ID:	WICW006		
TERM ID:	WIC006001		
CLERK ID:	999		
DATE & TIME:	07/01/2014 10:10AM		
SEQ NUMBER:	034		
CARD:	*****0007		
AUTH CODE:	123499		
WIC PURCHASE			
QTY	UNITS	DESCRIPTION	PRICE
18.00	oz	Cheerios 18 oz.	4.99
2.50	\$\$\$	Fruits + Veg	2.50
=====			
TOTAL ITEMS SOLD = 2			
\$ 2.50 - Fruits & Veggies			
=====			
PURCHASE SUBTOTAL			7.49
DISCOUNT APPLIED			0.00
=====			
APPROVED PURCHASE TOTAL			7.49
=====			
BALANCE DUE - 0.00			
BENEFITS EXPIRE ON 7-28-14			
QTY	UNITS	DESCRIPTION	
=====			
1.00	pkg	16oz Pkg Cheese	
1.00	doz	Dozen Large Eggs	
18.00	oz	Ounces Cereal	
4.00	can	15.5oz Canned Beans	
1.00	pkg	Bread/Rice/Tortillas	
3.00	gal	Gallon 1%/Fat Free Milk	
1.00	qt	Qts 1%/Fat Free Milk	
2.00	cont	64oz Bottle 100% Juice	
5.50	\$\$\$	Fruits + Veg	
=====			
****CARD HOLDER COPY****			
****PLEASE SAVE THIS RECEIPT****			

Issuance of paper benefits will cease after December 2022

Payments for Vendor Transactions

Vendors will receive payment for all eWIC transactions processed in their store through an Automated Clearinghouse (ACH) system in which payments are directly deposited into their bank account. Currently vendors only receive payments via ACH for printed Food Instruments (FIs) and Cash Value Vouchers (CVVs) that go over the maximum allowable reimbursement level (MARL) for the FI or maximum value for the CVV.

With eWIC, each food item will have a maximum allowable reimbursement level. The maximum allowable reimbursement level is also known as the Not to Exceed (NTE) amount.

If a vendor submits an item price that is above the NTE, their payment will be decreased to the NTE amount for the item. Vendors are required to provide their bank account information to the eWIC processor to ensure payment for eWIC transactions.

Until eWIC implementation is completed statewide, vendors may service WIC customers with eWIC cards or with printed FIs and CVVs. Once implementation takes place in the vendor's county, they are expected to allow WIC customers to use their eWIC cards to purchase WIC-approved items and continue to accept printed FIs and CVVs until they are no longer issued and redeemed in the state. The last paper benefits will be issued for the 3-month cycle of October through December 2022.

Participants will receive eWIC cards in a phased approach. eWIC transaction activity will build gradually as participants receive their eWIC cards.

Vendors must deposit printed FIs and CVVs into the bank for payment within 60 days of the "First Day to Use" listed on the printed voucher.

Sample of the Georgia eWIC Card





Infant Formula Supplier Request Form

Infant formula wholesalers and distributors interested in becoming an approved supplier for the Georgia WIC Program must complete and submit an Infant Formula Supplier Request Form. Approved manufacturers, wholesalers, distributors and suppliers must be registered with the Food and Drug Administration (FDA) for consideration. Click the [request form](#) if you would like to become a supplier.

Temporary Formula Expansion

The Georgia WIC Program has extended the **temporary** expansion of formula to include various brands, such as manufacturer brand formulas, store-brand formulas, and international brand formulas, in response to the 2022 Abbott Recall and Nationwide Infant Formula Supply Chain Issues. This will allow more flexibilities with issuing formula benefits to WIC participants.

The Georgia WIC Program is asking for retailer support with responding to WIC participant requests for these temporary formula brands when contract formulas are not available. Please update your Point-of-Sale System to flag these additional formulas as Georgia WIC Approved Products.

All vendors were provided the list of temporary approved formulas. If you did not receive the list of temporary approved formulas, please contact your assigned Vendor Relations Consultant.

Infant Formula Sources

All authorized vendors are required to purchase infant formula, used for consumption by WIC participants, solely from suppliers approved by Georgia WIC.

The program does not allow vendors to purchase infant formula from other program vendors. Only purchases from the approved list of manufacturers, distributors and wholesalers will be permitted.

Records of infant formula purchases must be maintained for a minimum of three (3) previous years plus the current year (or until any pending investigations are closed).

In the event of an investigation, only purchase invoices from those permitted suppliers will be considered legitimate. The list of authorized manufacturers, distributors and wholesalers are posted on the Georgia Department of Public Health WIC website. The program may also require vendors to supply written permission to confirm their infant formula purchase history with suppliers. For the most current information concerning infant formula, please check the Georgia Department of Public Health WIC Vendor website at <http://dph.georgia.gov/wic-formula-resources>.



Reminder
Shelf Price Survey
Submission
Months:
February, May,
August, and
November

Shelf Price Survey

Shelf price surveys are used to obtain current shelf prices and identify stores that are in compliance with competitive pricing criteria.

USDA regulations require the Georgia WIC Program to ensure that a vendor selected for participation in the program does not, subsequent to selection, increase prices to levels that would make the vendor ineligible for authorization.

Each vendor is required to submit the shelf prices for WIC food items carried in each store location. Georgia WIC collects mandatory shelf prices quarterly but reserves the right to collect shelf prices outside of that time frame at its discretion.

Georgia WIC may request shelf prices for as many or as few items as it desires.

Vendors are encouraged to submit updated prices for any food item as frequently as the price fluctuates. In an effort to collect accurate pricing data, Georgia WIC accepts the submission of Universal Product Code (UPC) files as another method in submitting shelf prices.

Encourage your suppliers and wholesalers to forward formal notices of price increases, including percentage mark-ups to the Vendor Relations Unit utilizing their company's formal letterhead.

Notices may be sent via email to: wic-vendor.relations@dph.ga.gov

WIC Banking

WIC Banking is a valuable tool that provides vendors with an efficient and accurate audit trail for tracking voucher payments. Vendors are strongly encouraged to consistently use this resource as a means of assuring competitive product pricing. If you are in need of your assigned login and password, please contact the Vendor Relations Unit.

For more information on WIC Banking, please click the link: <https://www.wicbanking.com/>
If there are any updates to your banking information, it is imperative that you provide the program with your most current and accurate information.

Automatic Clearing House Form

Vendors who are authorized for participation in the Georgia WIC Program will receive an Automatic Clearing House (ACH) enrollment form. Vendors have five (5) business days from the date of receipt of the form to enroll. Should the banking information change, you are required to complete a new ACH form and remit the document, with a voided check, to the Vendor Relations Unit immediately.

Please mail the form to:
Georgia Department of Public Health
WIC Office of Vendor Management
2 Peachtree ST., NW
10th floor



Program Compliance

Vendor Sanction System

It is essential that all authorized retailers comply with WIC Program policies and procedures. Georgia WIC will monitor all vendors for adherence to their agreement. Violations will result in the imposition of sanctions.

These sanctions may include termination of the agreement, disqualification from WIC and SNAP for a specified period of time and/or a civil monetary penalty. Sanctions are based upon the Federal and State Sanction systems. (see “Sanctions and The Sanction System” in the [Vendor Handbook](#)).

Vendor Relations Staff are available to provide technical assistance.

Did Your Information Change?

All vendors must provide Georgia WIC with at least a 21- day advance written notice if the following changes occur:

- Ownership
- Operation
- Corporate structure
- Store management
- Closure of business
- Remodel/Store Renovations
- Addition of new owners
- Corporate officers
- Partners
- Affiliates

If business changes involve the addition of new owners, corporate officers, partners, and/or affiliates, a vendor must include the full name, social security number, and date of birth for each individual in its notice to the Department.

People added to an existing business, or who acquire the business, must pass the Department's Business Integrity checks.

A vendor will be immediately terminated from the program if it fails to provide the Department with advance written notice of such changes and fails to provide the requisite information for the Department to conduct its Business Integrity

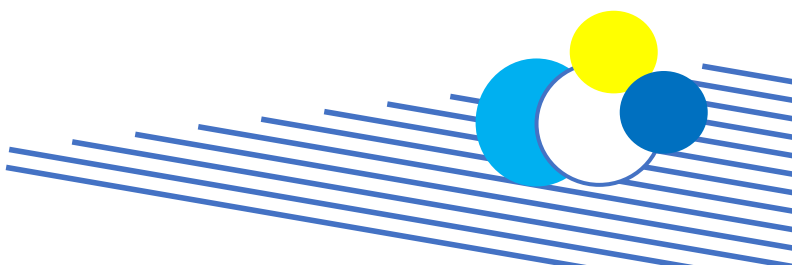
Federal Sanctions

- Category IV, Disqualification for one (1) year
- Category V, Disqualification for three (3) years
- Category VI, Disqualification for six (6) years
- Category VII, Permanent disqualification

State Sanctions

- Category I, Disqualification for six (6) months on third violation
- Category II, Disqualification for eight (8) months on third violation
- Category III, Disqualification for ten (10) months on second violation

For the current approved procedure for the Sanction System, [click](#) to see the most recent section of the Vendor Handbook.



Program Complaint Process

The Vendor Relations Unit will document all received complaints.

If the complaint is participant related, it will be referred to the Office of Program Integrity and Strategy for follow up and resolution. All vendor complaints will be handled as outlined in “[Vendor Complaints](#)”.

Georgia WIC has a vendor customer service hotline available to assist WIC vendors with any aspect of the WIC program.

The hotline number is 1-866-814-5468. We are available Monday through Friday from 8 a.m. to 5 p.m. Eastern Standard Time, with the exception of state holidays.

Vendor Complaints

Vendor complaints are those complaints filed by WIC participants or others concerning an authorized WIC vendor. Examples of vendor complaints include but are not limited to:

- Adverse treatment of a WIC participant by a vendor’s owner, manager, or employee.
- Charging more to WIC participants than other customers.
- Providing outdated or spoiled food items.
- Refusal to accept manufacturers’ coupons or other store discounts.
- Inadequate variety and/or quantity of WIC-authorized supplemental food items.

Click [here](#) for more information on Performance Compliance.



Participant Complaints

Authorized WIC vendors are encouraged to report all participant complaints to the Georgia WIC State office. Examples of participant complaints include, but are not limited to:

- Adverse treatment of a vendor’s owner, manager, or employees.
- Use of altered WIC food instruments (i.e., changing dates, names, or food amounts).
- Attempting to purchase unauthorized foods with WIC food instruments.
- Persistent attempts to purchase larger quantities of an authorized food item than listed on a WIC food instrument.
- Transaction of WIC food instruments outside of the valid period (first day to use, last day to use).
- Transaction of WIC food instruments at an unauthorized vendor.
- Sale of WIC food instruments or other Food and Nutrition Service (FNS) authorized coupons.
- Transaction of WIC food instruments by a person not listed on the Georgia WIC Program ID Card (WIC ID).

WIC Approved Foods

WIC Minimum Inventory

Each vendor is required to daily stock and maintains the minimum inventory of approved WIC foods as well as a substantial amount of non-WIC foods. This is an imperative measure to guarantee compliance with the WIC Program guidance and policies.

The inventory must be in the store or the store's stockroom. WIC minimum inventories must be within the manufacturer's expiration dates during the application process, including the pre-authorization visit, for the following WIC approved food items: milk, eggs, infant formula, and any potentially hazardous foods (meaning foods with time and/or temperature controls for the safety of the product) that are labeled "Keep Refrigerated".

Expired foods do not count toward minimum inventory and are sufficient grounds for denying the application.

Note: All observed concerns with sanitation and food safety will be immediately reported to the Georgia Department of Agriculture and may result in an application denial.

[Click Minimum Inventory Requirements](#) for more information.

Failure to stock the required inventory of any WIC food item will result in a **CATEGORY I VIOLATION** which could lead to disqualification.

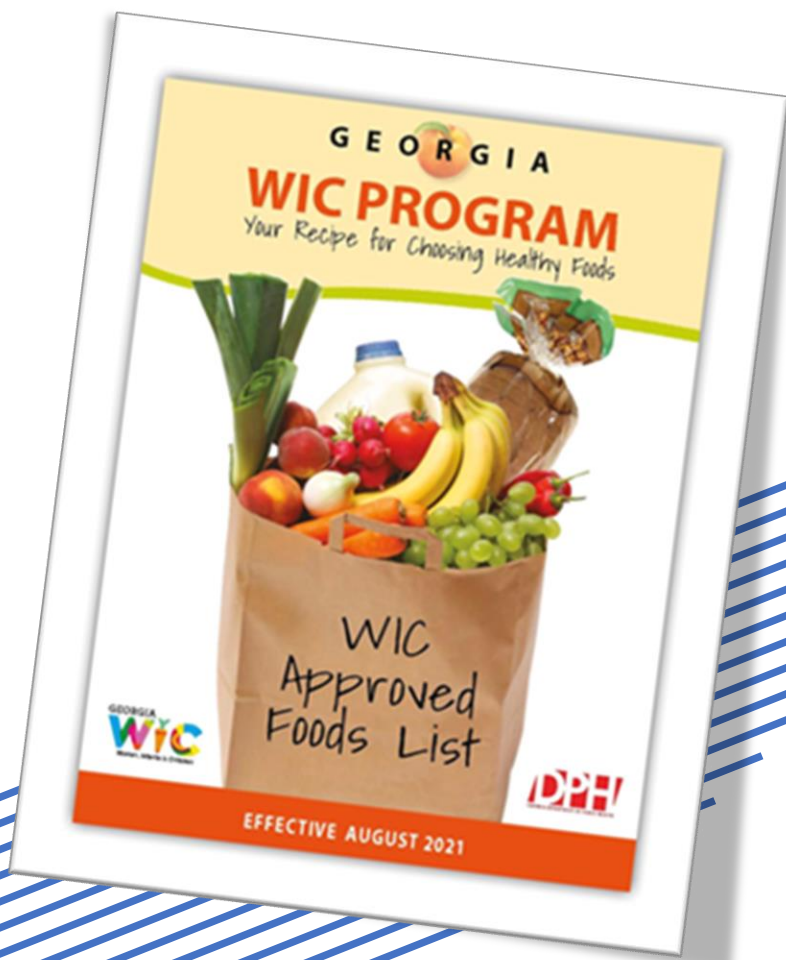
Click [Sanctions and The Sanction System](#) for more information.



WIC Approved Foods List

The WIC Approved Foods List outlines foods that are available to the WIC participant. Only these food items may be purchased by the participant or proxy using the WIC food instrument. Click [here](#) to view the WIC Approved Foods List.

REMINDER: No WIC approved food items can contain added sugars, fats, or oils.



Transaction of Food Instruments and Cash Value Vouchers

Knowing how to properly transact Food Instruments and Cash Value Vouchers (CVVs) can save time and money. Ensure all cashiers are effectively trained on all procedures to guarantee WIC participants are extended exceptional customer service. Observing the steps below will result in an accurate and efficient transaction:



Processing WIC Food Instruments

1. Check the participant's WIC ID card/folder when transacting with printed vouchers.
2. Check the dates on the voucher. Vouchers cannot be used before the "First Day to Use" or after the "Last Day to Use" dates.
3. Ring up the current shelf price of the food for each voucher.
4. Print in black ink the amount of the WIC purchase in the "Pay Exactly" space, on the printed voucher, in the presence of the WIC customer.
5. When transacting with printed vouchers, obtain a signature from the WIC customer, which must match the signature on the WIC ID card.
6. The cashier must provide the WIC customer with a receipt and keep a copy of the receipt for the vendor's records.

Processing Cash Value Vouchers (CVVs)

1. Check the participant's WIC ID card/folder when transacting with printed vouchers.
2. Check the date on the face of the printed voucher. CVVs cannot be used before the "First Day to Use" date or after the "Last day to Use" date.
3. Check the food items. They must be fruits and vegetables that cannot be purchased with the regular printed WIC voucher.
4. Weigh the fruits or vegetables and/or ring up the current shelf price of the food for each item chosen.
5. CVVs will be issued in specified, maximum dollar amounts.
6. Ring up price of the purchase.
7. Write the price of the purchase in the "Pay Exactly" space in black ink in the presence of the WIC Customer. Complete this step for one CVV before moving on to the next CVV.
8. Obtain a signature from the WIC customer, which must match the signature on the WIC ID card.
9. If the purchase amount is over the max price listed on the face of the CVV, the participant may pay cash or check, credit or SNAP EBT for the amount over the max price on the CVV.
10. The cashier must provide the WIC customer with a receipt and keep a copy of the receipt for the vendor's records.

Transaction Tip:

If the cashier makes a mistake entering the price on the printed voucher, the incorrect price should be marked through, and the correct price written above the error. The cashier must initial the correction as verification.



Prohibited Use of Incentive Items

Georgia WIC participants must be allowed to participate in in-store or manufacturer promotions that are available to the public. This allowance extends to special promotions on WIC approved food items that include coupons and “buy one get one free”. However, Georgia WIC prohibits any vendor from using incentives to solicit the patronage of WIC participants. Vendors who use advertisements to solicit the business of WIC participants, or who offer incentives or delivery services to participants will be subject to sanctions as explained in the Vendor Agreement and Handbook.

Incentives are defined as any item, service, or gimmick used to solicit the patronage of a WIC participant. Incentives may include the following:

- Free or complimentary gifts
- Home delivery of foods
- Store memberships
- Other free or discounted services that are offered to WIC customers to entice them to transact food instruments.

Georgia WIC will not authorize or continue the authorization of a vendor that advertises, promises, provides or indicates an intention to provide prohibited incentive items to customers.





Civil Rights

Civil Rights Violations

Complaints of Civil Rights violations will be handled in accordance with Federal Law and the USDA policy. The policy states:

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotope, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

How To File a Civil Rights Complaint

To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at: <https://www.usda.gov/oas-cr/filing-program-discrimination-complaint-usda-customer> and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992.

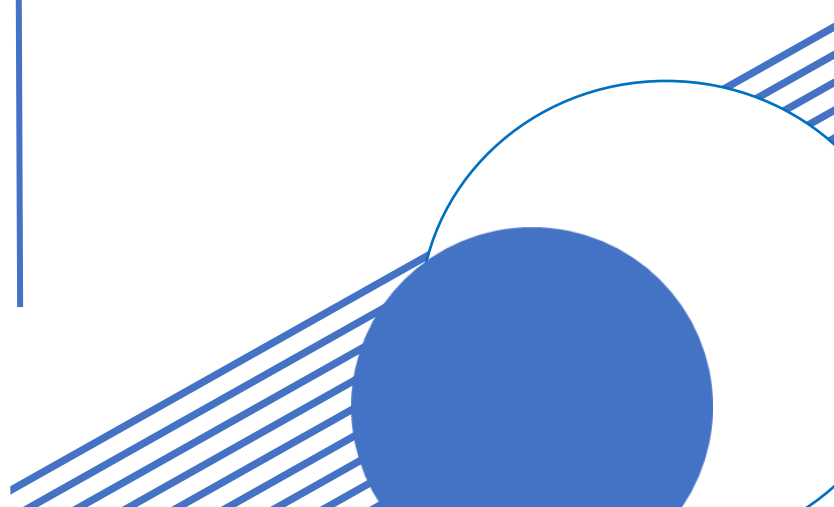
Submit your completed form or letter to USDA by:

(1) mail: U.S. Department of Agriculture Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;

(2) fax: (202) 690-7442; or

(3) email: program.intake@usda.gov

This institution is an equal opportunity provider.



A graphic in the top left corner featuring a large blue circle with a yellow circle overlapping its top-left edge and a smaller white circle overlapping its bottom-right edge. To the right of these circles, a series of blue lines radiate outwards towards the top right corner of the page.

Non-Discrimination Statement

This institution is an equal opportunity provider. In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation), disability, age, or reprisal or retaliation for prior civil rights activity. Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotape, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD3027, USDA Program Discrimination Complaint Form which can be obtained online at: <https://www.usda.gov/sites/default/files/documents/USDA-OASCR%20P-ComplaintForm-0508-0002-508-11-28-17Fax2Mail.pdf>, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

mail: U.S. Department of Agriculture Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW Washington,
D.C. 20250-9410; or

fax: (833) 256-1665 or (202) 690-7442; or

email: program.intake@usda.gov

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New eWIC Terms and Definitions

The following definitions have been added or amended due to eWIC implementation:

Authorized Product List (APL) – The list of universal product codes (UPCs) and product look-up (PLU) codes for WIC supplemental foods, fruits and vegetables that are authorized for purchase by WIC customers. The APL must be uploaded into the vendor's point of sale (POS) system on a daily basis (this should be an automated process).

Benefit Balance --The unspent food benefits which are available for purchase by a WIC cardholder.

Cash-Value Voucher (CVV) – amended definition: a fixed-dollar amount check, voucher or electronic benefit transfer (eWIC) card used by a WIC participant to obtain authorized fruits and vegetables. Also referred to as Cash-Value Benefit (CVB) in eWIC.

Electronic Benefit Transfer (EBT) – a method that permits electronic access to WIC food benefits using a plastic card. EBT for the Georgia WIC Program is referred to as eWIC.

eWIC Capable – when the WIC vendor demonstrates their cash register system or payment device can accurately and securely obtain WIC food balances associated with an eWIC card, maintain the necessary files such as the authorized product list and successfully complete eWIC purchases.

eWIC Cardholder - the WIC Participant or the person authorized to use the eWIC card on their behalf

eWIC Processor – the entity contracted with the Georgia WIC Program for the implementation, maintenance, and operation of the Program's eWIC system that acts as the agent of the Program to process and settle eWIC transactions.

Electronic Signature – an electronic sound, symbol, or process, attached to or associated with an application or other record and executed and or adopted by a person with the intent to sign the record.

Food Benefit – The individual WIC approved foods a participant receives for a selected month.

Food Category – a numbering sequence of 2 digits used to identify broad WIC food groups.

Food Sub-Category – a numbering sequence of three digits following the Food Category that identifies the foods, brands, and size of food item identified within each food group.

Food Instrument (FI) – amended definition: a voucher, check or eWIC card used by a WIC participant to obtain supplemental foods.



New eWIC Terms and Definitions

Integrated Vendor -- The WIC software is part of the store's cash register system. Integrating WIC into the Point-of-Sale (POS) system and normal business processes is the preferred solution as it allows grocers to manage inventory, payment, and settlement for WIC items within the same system that manages transactions for cash and other payment tenders.

International Federation of Produce Standards (IFPS) -- The federation maintains and manages an international database for Price Look-Up (PLU) numbers. The long-term objective of the federation is to improve the supply chain efficiency of the fresh produce industry through developing, implementing, and managing harmonized international standards.

Minimum Lane Coverage – the number of POS terminals necessary for a vendor to operate an eWIC system.

Multi-function Equipment – POS equipment obtained by a WIC vendor through commercial suppliers, which can support eWIC and other payment tender types. This is also known as an integrated system.

Not to exceed (NTE) – FNS-approved Cost Containment methodology whereby WIC Vendors are subject to price limitations.

Multi-function Equipment – POS equipment obtained by a WIC vendor through commercial suppliers, which can support eWIC and other payment tender types. This is also known as an integrated system.

Not to exceed (NTE) – FNS-approved Cost Containment methodology whereby WIC Vendors are subject to price limitations.

Personal Identification Number (PIN) – a numeric password used by a WIC participant to authenticate the participant to the eWIC system.

Point-of-sale (POS) Terminal – an electronic device used to process eWIC card payments at authorized vendor locations.

Primary Account Number (PAN) – The 16-digit number on the front of an eWIC card.

Product Look-Up (PLU) code – an identification number placed on produce sold at authorized vendor locations. A 4- or 5-digit code in the 3000 to 4999 range as defined by the International Federation for Produce Standards (IFPS). PLUs are used by a WIC Vendor to identify products that typically are of variable measure, e.g., meat, deli, seafood, fruits and vegetables or produce. Five-digit PLUs with leading digit of 8 indicate a genetically modified product and a leading digit of 9 indicates organic products. The trailing four digits of genetically modified and organic products represent the standard PLU for a food item. A zero is the leading digit for standard non-genetically modified or organic PLUs but it is omitted in practice.

Sign or Signature – a handwritten signature on paper or an electronic signature.

New eWIC Terms and Definitions

Single-function Equipment – POS equipment such as barcode scanners, card readers, PIN pads and printers, provided to an authorized WIC vendor solely for use with the WIC Program.

Stand-Beside Vendor -- The eWIC software is on a WIC only stand-beside POS device and is capable of supporting only WIC payments.

Statewide eWIC – when the State agency has converted all WIC clinics to eWIC, and all authorized WIC vendors are capable of transacting eWIC purchases.

Third Party Processor (TPP) – A contracted company that routes transactions and makes consolidated settlement and payments to the WIC vendor.

Universal Product Code (UPC) – A specific type of barcode used to identify products sold by the WIC vendor. The numbers shown in the barcode are entered on the APL file to identify authorized WIC food items.

WIC EBT (eWIC) Card – A food instrument (electronic benefits transfer (EBT)) card used by a WIC Participant to obtain supplemental foods.

Value Added Reseller (VAR) – An entity which adds features or services to an existing product, then resells it as an integrated product or complete turn-key solution. A VAR which sells or leases CADs to a WIC Vendor provides software, installation, telecommunication connectivity and/or other technical support required to process eWIC transactions.





Contact Information



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