

IN THIS ISSUE

Application Period	1
WIC Approved Food: Least Expensive Brand	2
Retailer Stamps	2
Infant Formula	3
Quarterly Shelf Price Survey Data	3
Coupons and Buy One Get One Free (BOGO)	4
Compliance Corner	4
Contact Information	5



Retailer Mail

..... Georgia WIC Updates

Fourth Quarter 2020



Application Period for Retailers

The application submission period for new retailer authorization will open as of October 1, 2020 to December 31, 2020.



Please visit the program website: <https://dph.georgia.gov/vendor-application-and-forms> to review selection criteria and retrieve documents to correctly complete an application. To avoid delays with processing your application, please ensure that all submitted documentation is complete and accurate.

Georgia WIC has two (2) open application periods during each Federal Fiscal Year (FFY):

- **Period 1: Oct. 1 – Dec. 31**
- **Period 2: March 1 – May 31**

*All applications must be postmarked within the designated application period to be processed.

WIC Approved Foods: Least Expensive Brand

There continues to be inquiries regarding availability of the least expensive brand of specific WIC approved food items. WIC participants must purchase the least expensive brand of several categories of approved food items available at the store at the time of purchase.

Least expensive WIC approved foods are defined by what the retailer has in stock, by advertised pricing and coupons that the participant offers at the time of purchase. The store brand may or may not be the least expensive at the time of purchase. If the more commonly identified least expensive brand noted in the Retailer's Point of Sale system is unavailable at the time of purchase, the participant is able to purchase the least expensive brand on the shelf or in the store's onsite inventory.

Important Note: A manager override may be required for items that flag as "not WIC eligible" in the Point of Sale system, but actually are.

Least expensive food categories are:

Milk
Fish
Cheese
Juice
Eggs



**WIC APPROVED
LEAST EXPENSIVE
BRAND AT THE TIME
OF PURCHASE**


A
\$4.20


B
\$3.99


C
\$2.50

Shopping Trip #1



- At the time of purchase, the least expensive WIC approved item is C.
- It is available and priced at \$2.50.


A
\$4.20


B
\$3.99


C
\$2.50

Shopping Trip #2



- At the time of purchase, the least expensive WIC approved item is C, but it is out of stock.
- In this case, the participant will choose the *next* least expensive item, which is B.

Retailer Stamps

Do's

- Report lost or stolen stamps immediately.
- Return all damaged stamps to Georgia WIC, immediately
- Refill the removable pad using only **water based black** liquid ink.
- Contact the Vendor Relations Unit at (404) 657-4470 for a replacement stamp.

Don'ts

- Do not use any stamp that was not provided by Georgia WIC— if used, your store will not be paid for the voucher and will be terminated.
- Do not reproduce the vendor stamp. If the vendor stamp is reproduced, your store will be **terminated**.



Infant Formula

INFANT FORMULA

To prevent errors, please make certain to match the formula voucher wording to the correct infant formula label.

CONTRACTED FORMULA LABEL

EXAMPLE OF VOUCHER MESSAGE



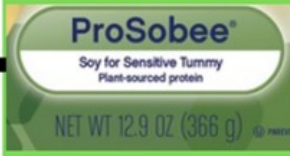
FORMULA: 2-12.4 oz cans powder Enfamil Gentlelease



FORMULA: 2-12.9 oz cans powder Enfamil AR



FORMULA: 2-12.9 oz cans powder Enfamil ProSobee



FORMULA: 2-12.5 oz cans powder Enfamil Infant



Friendly Reminders for Infant Formula

- **All** authorized WIC Stores are permitted to redeem vouchers for [Special Infant Formula and Medical Foods \(Nutritionals\)](#).
- All retailers are required to purchase infant formula directly from a WIC approved supplier or manufacturer included on a list provided by the Georgia WIC Program.
- The Infant Formula Food Instrument clearly states the required formula that the WIC participant must purchase. Those details include:
 - The Full Quantity
 - Brand
 - Product Name
 - Type and Size
- Substitutions are not allowed.
- An identical exchange is only permitted if the original formula is defective, recalled, spoiled or has exceeded its "sell by" or "best if used by" dates.

Quarterly Shelf Price Survey Data

The Quarterly Shelf Price Survey will open on **November 1, 2020**. As a reminder, vendors are no longer required to submit Universal Product Code (UPC) files via email. Information can be downloaded directly to the SENDSS website. A tutorial on the completion of the shelf price survey and the convenient process is located at the following link <https://dph.georgia.gov/training-materials-and-resources>.

If you have any questions or issues, with completing the Quarterly Shelf Price Survey please contact your Vendor Relations Consultant.

Coupons and Buy One Get One (BOGO) Promotions

Coupons, loyalty cards and store promotions should be honored with WIC shoppers including "buy one get one (BOGO) free" offers.



Compliance Corner

- Provide at least twenty-one (21) days advance written notice of the effective date of any changes, including:
 - Change in ownership
 - Closure of business
 - Change of address or location
 - Change of business operations.
- Identified minimum inventory items must be maintained at **all times** to guarantee availability of WIC inventory selected for WIC participants.
- Expired foods **do not** count towards the required minimum inventory and **will not** be considered during the pre-authorization process or during the agreement period.
- Please review all warning notices carefully and take corrective action in a timely manner.
- Contact the Vendor Relations Unit for technical assistance as needed.



Contact Information

Georgia Department of Public Health

Georgia WIC Program Vendor Relations Unit
2 Peachtree Street, NW
10th Floor
Atlanta, Georgia 30303-3142

Request Georgia WIC materials: contact the Vendor Relations Unit by phone at 404-657-2900 or email: wic-vendor.relations@dph.ga.gov.

The following materials are available:

- Approved Foods Brochures
- Approved Foods Posters
- Window Clings
- WIC Approved Shelf Talkers
- Replacement Retailer Stamp.

Main Number: 404-657-2900

Customer Service Hotline: 1-866-814-5468

Email: dph.georgia.gov/vendor-information

Georgia WIC Program Vendor Relations Team:

Roxanne Cade
Manager of Vendor Relations and Administration
Roxanne.Cade@dph.ga.gov
404-657-2900

D'Angua Allen
Vendor Administrative Coordinator
Dangua.Allen@dph.ga.gov
404-657-4470

Natalie Bennett
Vendor Training & Support Coordinator
Natalie.Bennett@dph.ga.gov
404-657-5239

Mimi Benton
Vendor Relations Compliance Specialist
Mimi.Benton@dph.ga.gov
404-657-2932

Tamara Johnson
Vendor Relations Compliance Specialist
Tamara.Johnson@dph.ga.gov
404-463-6574

Edwardo Hebbert
Vendor Relations & Compliance Consultant
Edwardo.Hebbert@dph.ga.gov
404-657-9882

Mavis Rossell
Vendor Relations & Compliance Consultant
Mavis.Rossell@dph.ga.gov
404-463-6575



This institution is an equal opportunity provider.