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# Retailer Mail

.....Retailer Updates

Second Quarter 2019



## Application Period for New Retailer

The application submission period for new retailer authorization will open as of October 1, 2019 to December 31, 2019.

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.



# GA eWIC is COMING!



## NO MORE PAPER VOUCHERS

The GA eWIC card will replace food instruments/cash-value vouchers when shopping for WIC-approved foods.

## What's Coming! Winter of 2020

- Retailer Certification
- eWIC Pilot

## Quarterly Shelf Price Survey Data

### Georgia WIC Approved Foods Price List

**Vendor Information**

Download Detailed Instructions: [PDF \(394K\)](#) Download Georgia Wic Approved Food List: [PDF \(211K\)](#)

**Failure to inform the Georgia WIC Program of any changes in vendor information could result in a sanction.**

Vendor Number: \_\_\_\_\_

\*Full Legal Name of Store: \_\_\_\_\_

Is this store incorporated? ☐ Yes ☒ No

**\*\*Georgia WIC Vendor Sales (GWVF-1) and Sales and Use Tax Data (ST-3 Forms):**  
**\*\*\*Required Monthly Sales Data:** Apr, May, and Jun 2017

Previously uploaded files: No ST-3 files uploaded

**\*\*\* Upload UPC files\*\*\***

Previously uploaded UPC files: No UPC files uploaded

\*This Survey was Completed By:

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

As noted, in the Quarterly Shelf Price Survey, our Universal Product Code (UPC) submission process has changed. Vendors are no longer required to submit UPC files via email. UPC Information can now be downloaded directly to the SENDSS website. A tutorial on the new convenient process is located at the following link <https://dph.georgia.gov/training-materials-and-resources>.

If you have any questions concerning the upcoming change, please contact your vendor relations consultant.

## Coupons and BOGO Items

The Retailer 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 retailer complaints will be handled as outlined in "Vendor Complaints".

Georgia WIC has a retailer customer service hotline available to assist WIC retailers with any aspect of the WIC program. The hotline number is 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.

# WIC Approved Foods: Least Expensive Brand

Recently, there have been several inquiries regarding availability of least expensive WIC approved items. WIC participants must purchase the least expensive brand of approved items at the store at the time of purchase.

Least expensive WIC approved items are driven by what the retailer has in stock. This may or may not be the store brand. If the least expensive brand identified in the retailer's Point of Sales system is unavailable at the time of purchase, the participant is able to purchase the *next* least expensive brand on the shelf.

**Important Note:** A manager override may be required for items that flag as "not WIC eligible."

## Least expensive categories:

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 damaged stamps to Georgia WIC.
- 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 will clearly state the required formula that the WIC participant will purchase.
  - The Full Quantity
  - Brand
  - Product Name
  - Type and Size
- Substitutions are not allowed.
- Exchange is only permitted if the original item is defective, recalled, spoiled or has exceeded its "sell by" or "best if used by" dates.



# Minimum Inventory

Each retailer is required to daily stock and maintain the minimum inventory of approved WIC foods as well as a substantial amount of non-WIC foods. This is a vital measure to ensure compliance with the WIC Program guidance and policies.

- The inventory must be in the store, or either in the store's stockroom.
- WIC minimum inventory 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.

**\*Required minimum inventory is not a reflection of participant demand. Your attentiveness to have stock on hand on each category is greatly appreciated.**

## Compliance Corner

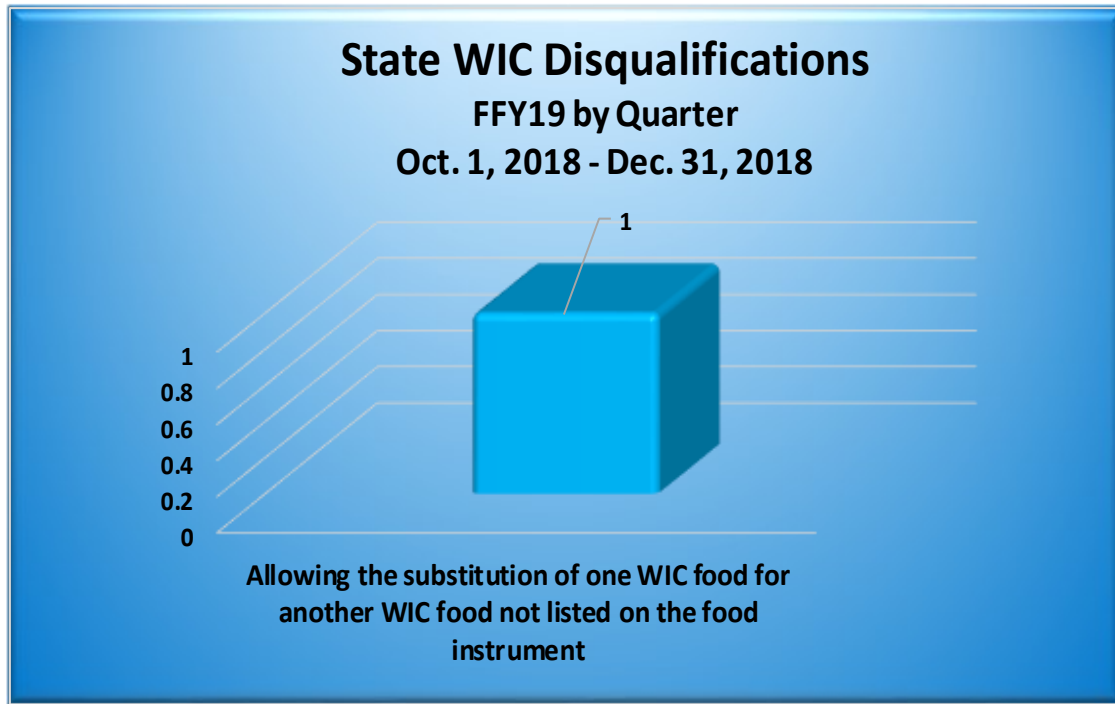
- Provide at least twenty-one (21) day advance written notice of the effective date of any changes, including:
  - Change in ownership
  - Closure of business
  - Change of address or location
  - Change of business operations
- Minimum inventory items must be maintained at **all times** to guarantee 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.



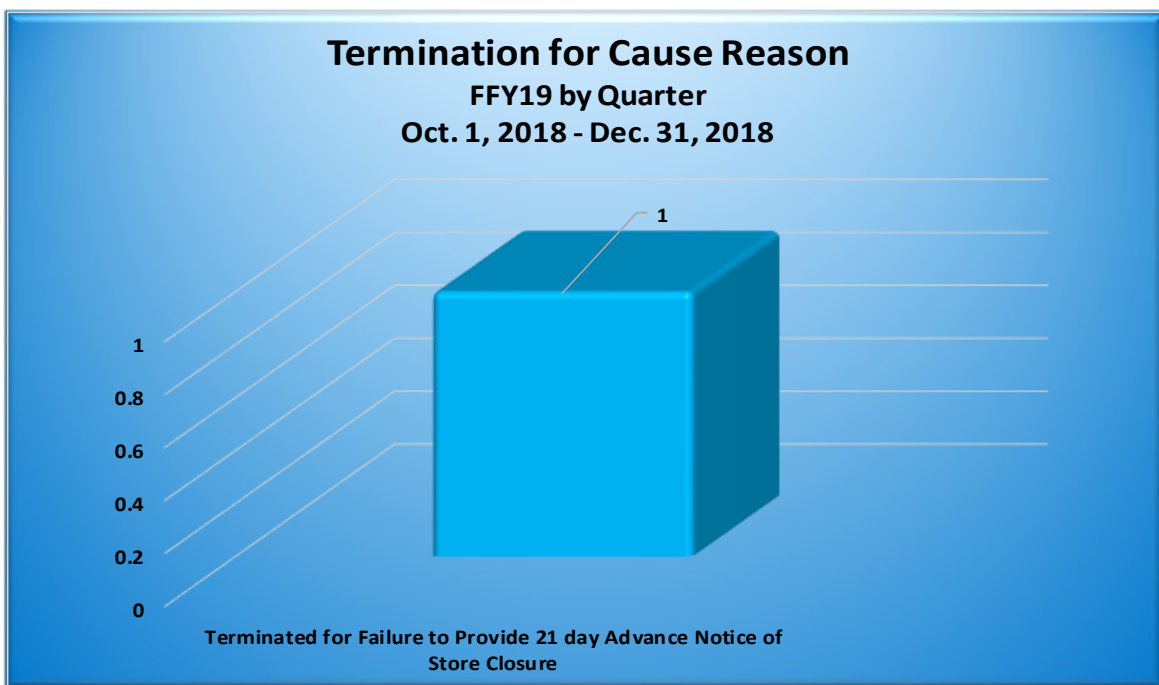
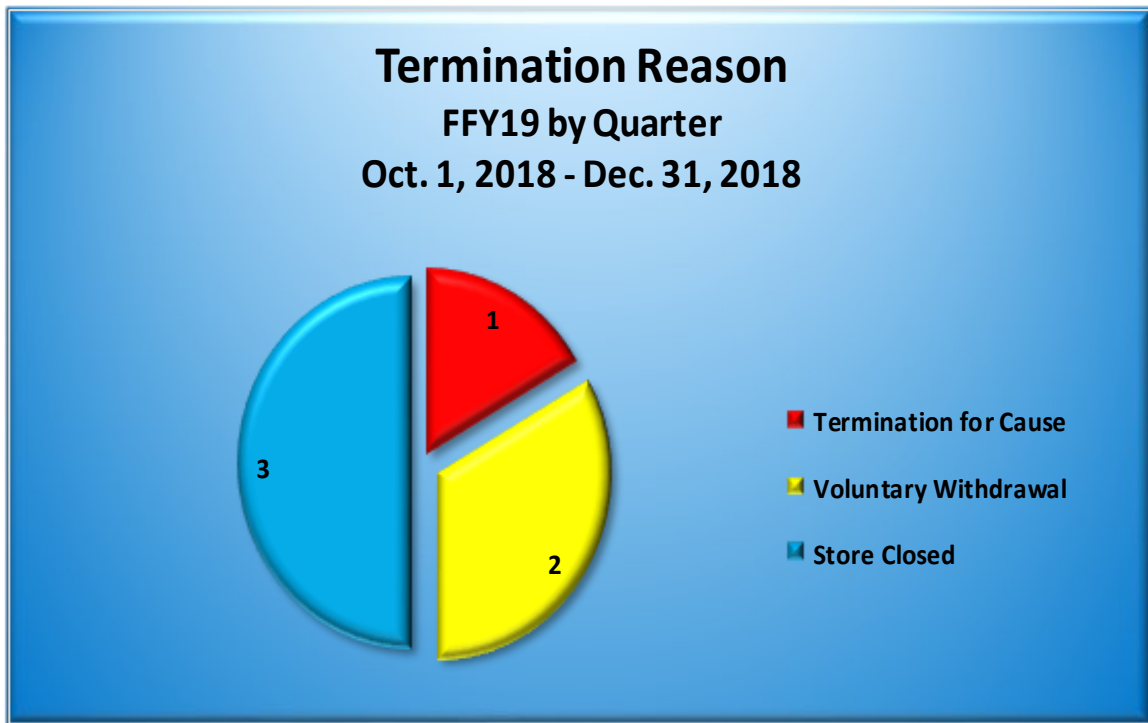


# Retailer Performance at a Glance

Georgia WIC monitors and assesses authorized retailers for compliance in accordance to the terms outlined in the WIC Program Retailer Agreement. To ensure compliance, Georgia WIC conducts monitoring visits, complaint investigations and inventory audits. When an authorized retailer is found to be in violation of federal regulations of Georgia WIC policies, a sanction consistent with the severity and nature of the violation will be assessed. These sanctions may include termination of agreement, disqualification from the program for a specified period of time and/or a civil monetary penalty. The below data provides comparison snapshots of vendors compliance for the federal fiscal year of 2019 (FFY19).



# Retailer Performance at a Glance



# Retailer Performance at a Glance

Number of Retailer Complaints Received FFY19	
Type of Complaint	1 <sup>st</sup> Qtr
Customer Service	2
Issues with Shelf-Talkers	2
Participant Denied Purchase of Selected Food Items	8
Total	12



# Contact Information

## Georgia Department of Public Health

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

Requesting WIC Materials: If you need to request additional Georgia WIC materials, please contact the Vendor Relations Unit by phone at 404-657-2900 or email: [wic-vendor.relations@dph.ga.gov](mailto: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](http://dph.georgia.gov/vendor-information)

Georgia WIC Program Vendor Relations Team:

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opportunity provider.