



WIC RETAIL VENDOR HANDBOOK
BUREAU OF
WOMEN, INFANTS AND CHILDREN
eWIC Version



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Effective July 6, 2023

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WIC RETAIL VENDOR HANDBOOK

Purpose of Handbook

This handbook was designed to inform owners, managers, and employees of WIC-authorized retail vendors about the nutritional aspects of the WIC Program and about important procedures regarding the redemption of WIC benefits. This handbook should be used to train retail vendor personnel about PA WIC Program procedures.

Information concerning authorization/reauthorization, selection criteria, terms and conditions of participation, sanctions, and disqualifications, along with other information essential to the successful operation of a WIC-authorized retail vendor in Pennsylvania can be found in the Pennsylvania WIC Program Regulations [28 Pa. Code Part VIII. Supplemental Nutrition Program For Women, Infants And Children \(Wic Program\) \(pacodeandbulletin.gov\)](#). These regulations are the final authority in any discrepancy between regulations and this handbook. The Pennsylvania WIC Program Regulations and other reference materials are available on the Vendor Assistant website ([Home Page | PA WIC Vendor Assistant](#)).

Use of the WIC Acronym and the WIC Logo

Stores may not use the WIC acronym in the store's name, registered or not registered, nor can stores use the letters "W", "I" and "C" in that order in the store's name. The purpose of this restriction is to avoid giving the impression to WIC customers that the business is affiliated with or sponsored by the PA WIC Program, USDA, or the WIC Program, when this is not true.

The WIC acronym and the WIC logo are registered service marks of the USDA for USDA's WIC, Registration Nos. 1,630,468 and 1,641,644, respectively, hereinafter referred to collectively as the "service marks." Private organizations may not use the service marks in ways likely to cause confusion in regard to their involvement with the WIC Program. It is USDA policy to avoid endorsements, directly or indirectly, of any commercial product, service, or enterprise.

WIC-authorized retail vendors are not permitted to use the service marks, including close facsimiles thereof, in total or in part, either in the official name in which the vendor is registered or in the name under which it does business, if different. The purpose of this restriction is to avoid giving the impression to program participants that the business is affiliated with or sponsored by the PA WIC Program, USDA, or the WIC program, when this is not true.

Example of prohibited use of the service marks include using the letters "W," "I" and "C"; or "W," "I" "K" in that order next to one another in the vendor's name, or these letters in that order but not next to one another, with the letters made to stand out in some fashion, such as with a different color or size than other letters. There may be other examples of inappropriate use of the service marks.

WIC-authorized vendors may describe themselves as such only with the use of the WIC Authorized Vendor signage distributed by the PA WIC Program. The WIC Authorized Vendor signage must be placed on or near each public store entrance.

WIC-authorized vendors are also prohibited from using the service marks in their advertising and other promotional materials.

Minimum Technology Standards

Pursuant to 28 Pa. Code § 1103.4(15) (relating to selection criteria for authorization and reauthorization), a vendor applying to become a WIC Authorized store must have the following to be considered for authorization:

Minimum Technology Standards

A SmartCard EBT Pennsylvania certified Point of Sale (POS) device.

Please note, vendors who do not have a SmartCard EBT Pennsylvania certified Point of Sale (POS) device may still apply to become a WIC-authorized vendor but will not be fully authorized until the vendor obtains an eligible POS device, the POS device is certified via a level 3 onsite test, and the vendor is informed via letter that the vendor is WIC-authorized.

An established direct or indirect telecommunication connection for the routing of transactions and exchange of files with the eWIC card issuer or the eWIC card issuer's EBT card processor.

An active email address monitored by store personnel.

The ability to view and apply a digital signature to forms presented in the Portable Document Format (PDF).

The ability to participate in designated online training classes accessible over the internet.

Once available register for a Keystone ID. (Upon becoming available, vendors will be notified via a Retail Store Alert and direct correspondence to the vendor.)

Vendor Assistant

The Pennsylvania WIC Vendor Assistant website is the primary resource for vendor communications, information, resources, and application submittal. Most portions of the website are publicly available including retail store alerts, frequently asked questions, and other program information. Users only need to log in to their user credentials to submit applications, view/manage their stores, and control user management. Additional user guidance can be found here: [2023 - 2 - 14 New Vendor Assistant External User Guidance.pdf \(pa.gov\)](#)

WICShopper App



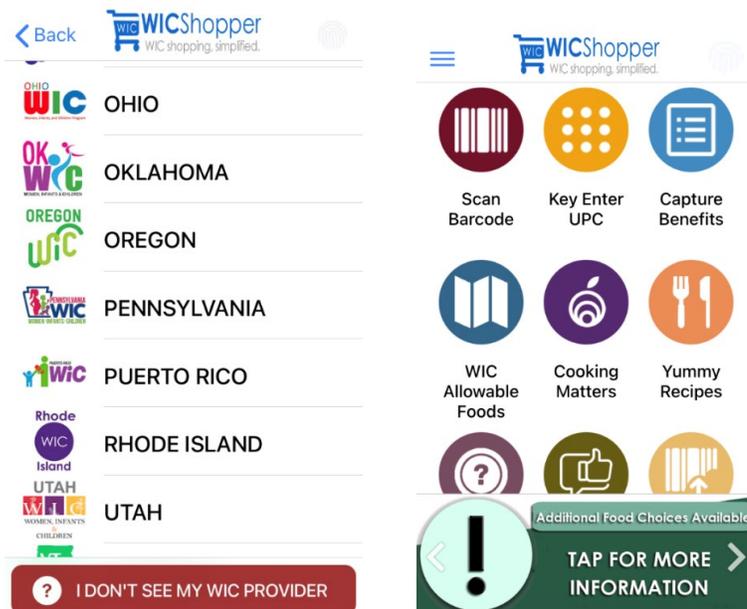
The WICShopper App is available via Google Play Store (Android products) and App Store (Apple products). Download the app. Once you open the app for the first time you will need to select a state. Select Pennsylvania. Then every time you open the app it should go to the Pennsylvania WIC portion of the app. From the WICShopper App you can:

- Track benefit use - eWIC card benefits can be linked and viewed on the WICShopper App. Recent transactions may only be reflected 24-48 hours after transaction.
- Scan barcodes to see if a product is WIC allowable (does not work on fresh fruit or vegetables)

NOTE: A product may scan as WIC allowable, but the customer must also have the specific benefit on their card to purchase the product.

- Submit UPCs for consideration to be added to the Approved Product List (APL)
- Find WIC recipes
- Find the nearest WIC stores
- Find the nearest WIC clinic

While the app was designed for WIC customers, it is also great for vendors to verify WIC allowable products in their store are also in their POS system.



Foods Available in the Pennsylvania WIC Program

Foods allowed in the WIC Program have been carefully chosen to provide good sources of vitamins, minerals, and protein most often lacking in the diets of women, infants, and children at nutritional risk. The following chart shows these nutrients and the WIC foods which provide them.

Nutrient	WIC Foods Which Supply the Nutrient
Protein	infant formula, milk, eggs, cheese, peanut butter, legumes (beans), canned fish
Iron	WIC-allowed brands of cereal, legumes (beans), eggs, iron-fortified infant formula, green leafy vegetables
Vitamin C	WIC-allowed juices (citrus fruit juice, fruit juices fortified with Vitamin C), infant formula, fruits and vegetables
Vitamin A	milk, eggs, infant formula, fruits and vegetables, canned fish
Calcium	cheese, milk, infant formula, soy products
Fiber	fruits, vegetables, whole grains, whole grain cereal

The types and quantities of food provided to WIC customers varies according to individual need. Exact amounts and kinds of foods for a WIC customer are determined by a WIC program professional (nutritionist or a nurse) at the WIC office, or by a physician. The WIC clinic loads the eWIC card with the food benefits.

Vendors must display the current shelf price of each allowable food either on the allowable food, on the shelf immediately above or below the allowable food, or prominently on an allowable food price list easily located by WIC customers and clearly visible to them. Receipts for each transaction should be provided to the WIC customer. See page nine of Retail Store Handbook, “eWIC Transaction Procedure.”

Minimum inventory requirements can be found online at: [MinimumInventoryRequirements.pdf \(pa.gov\)](#). The types and brands of foods WIC customers may buy appear on the current Authorized Product List (APL), an electronic file. Authorized retail stores are required to regularly download the APL (at least once every 48 hours) for the POS device to recognize WIC allowable products. The WIC Food List is the annually released WIC shopping guide. Certain brand specific items appear on the current [Food List English.pdf \(pawic.com\)](#) and [Food List Spanish.pdf \(pawic.com\)](#). Each authorized retail store must ensure that the current WIC Food List is maintained at each POS device for easy reference. There are several special points to remember about the foods allowed:

1. As a result of a contract entered into for a WIC infant formula cost savings initiative, infant formula purchased by WIC customers will primarily be from the current infant formula manufacturer. Other brands of infant formula may be prescribed for WIC customers by their physicians. The brand and type of formula the WIC customer is authorized to purchase will be loaded onto the eWIC card. Only that brand and type (i.e., concentrate, ready to feed, or powder) may be purchased.
2. Cheeses must be natural, domestic cheese. WIC does not allow purchase of cubed cheese, individually wrapped slices, imported, deli service, cheese foods, imitation cheese, smoked cheese, cheese products or spreads, organic cheese, cream cheese, cottage cheese, cheese with added ingredients and spices, and cheese packed in water. Cheeses must be purchased in 8 or 16 oz. packages and be specified on the WIC Food List. Stores are required to stock the minimum inventory in 8 or 16 oz. packages (see WIC Foods Minimum Inventory Requirements).
3. Specific brands and names of cereals are specified on the WIC Food List. Only those that are high in iron and low in sugar are included on the WIC Food List. The total weight of the cereal(s) chosen by the WIC customer may be no more than the number of ounces loaded on the eWIC card; the total weight is automatically calculated by the POS device. Please refer to the current WIC Food List for allowable package sizes.
4. Only 48 oz. or 64 oz. single strength and 11.5 oz. to 12 oz. frozen concentrate or 11.5 oz. shelf stable concentrate juices are allowed. Only the brands listed on the Authorized Product List, WIC Food List, or otherwise **authorized in writing** by the PA WIC Program may be purchased.
5. Only those WIC customers whose benefits specify lactose free milk, kosher milk, evaporated milk, dry milk or soy beverage may purchase those types of milk. Container size is specified on the eWIC card benefit balance. The fat level of milk for all types of milk is specified on the eWIC card benefit balance as whole, 2%, or 1% or skim (fat free) milk. WIC customers can purchase gallon or half gallon containers. Quart sizes of milk can only be purchased if benefit is on the eWIC card.
6. Eggs must be raw shell chicken eggs, Grades A or AA, brown or white, sized small, medium, large or extra-large.
7. Canned fish may be purchased only if it is specified on the benefit balance receipt. Any brand chunk light tuna, pink salmon, or sardines, in 3.75, 5 or 6 oz. cans are allowed. Can be packed in water or oil. Sardines can be flavored.
8. Fruits and vegetables will be distributed through the Cash Value Benefit (CVB). The CVB is used to purchase fresh, frozen, and/or canned fruits and vegetables. WIC customers may purchase more than the value of the CVB if the WIC customer chooses to pay the difference with cash, check, credit, SNAP (formerly Food Stamps) benefits, or some other form of payment.
9. The following food categories are brand specific: Soy Beverages, Tofu, Juice, Cereal, Whole Grains, and Yogurt. All other WIC foods may be purchased in any brand desired by the WIC customer and shall not be limited by the store to the store brands or generic labeled products. WIC allowable foods can be verified using the WIC Shopper application's "Scan Barcode" feature. The "Scan Barcode" feature does not work on fresh produce.

eWIC Smart Card

This is Pennsylvania's WIC Program eWIC card. WIC benefits are loaded onto an eWIC (WIC Electronic Benefits Transfer) Chip Card, like the way credit and debit cards are used.



Please note: If a transaction is completed using multiple forms of payment such as the eWIC card, and SNAP, credit, or cash, the eWIC card needs to be the first form of payment processed. Otherwise, the benefits on the eWIC card will not be fully utilized. By using the eWIC card as the first form of payment, customer service issues can be prevented.

eWIC Transaction Procedure

There are three receipts within the transaction. The WIC Beginning Balance and WIC Utilization Receipt (or WIC Foods Purchased) print after all items have been scanned and totaled. These receipts allow the customer a moment to review what is not covered by their benefits if any items scanned as “non-WIC”.

This is not always something the reader displays to the WIC customer, so it’s the job of the cashier to provide these slips to the WIC customer after totaling WIC items and before completing the transaction.

```

Victor's
PA Grocery and Pharmacy
233 Easterly Parkway, State College
=====
WIC Beginning Balance
=====
02/01/2018 12:40
*****6123

7.00 Half G 1% / Skim(FF) Mlk
allon
1.00 Quart 1% or Skm Milk - Qt
1.00 Dozen Eggs
8.00 CVB Fruit and Veg
2.00 Can Juice Child
1.00 Jar Pean Butter 16-18oz
5.00 Can Sim Advance Pwd
36.00 Ounce WIC Cereal
2.00 Pound WIC Whole Grains
32.00 Ounce Yogurt - Low/Non Fat

These benefits expire at MIDNIGHT
on 02/28/2018

=====
Cashier #: 5
Tran #: 57
Trace #: 57
Lane id: 7
CAID: 50010000000000
=====
!!!!THANK YOU!!!!
=====
    
```

```

Victor's
PA Grocery and Pharmacy
233 Easterly Parkway, State College
=====
WIC Utilization Receipt
=====
02/01/2018 12:40
*****6123

1.00 Dozen Eggs
1.00 HANN GRDA LGB EGG
1.00 Jar Pean Butter 16-18oz
1.00 RICHFOOD PEANUT BUTT
1.00 Pound WIC Whole Grains
1.00 PEPPERIDGE FARM WHOL
32.00 Ounce Yogurt - Low/Non Fa
t
32.00 SHURFINE LOWFAT YOGU
1.00 Can Juice Child
1.00 IGA ORANGE JUICE

These benefits expire at MIDNIGHT
on 02/28/2018

=====
Cashier #: 5
Tran #: 57
Trace #: 757
Lane id: 7
CAID: 50010000000000
=====
!!!!THANK YOU!!!!
=====
    
```

```

Victor's
PA Grocery and Pharmacy
233 Easterly Parkway, State College
=====
WIC Ending Balance
=====
02/01/2018 12:42
*****6123

7.00 Half G 1% / Skim(FF) Mlk
allon
1.00 Quart 1% or Skim Milk - Qt
0.00 Dozen Eggs
8.00 CVB Fruit and Veg
1.00 Can Juice Child
0.00 Jar Pean Butter 16-18oz
5.00 Can Sim Advance Pwd
36.00 Ounce WIC Cereal
1.00 Pound WIC Whole Grains
0.00 Ounce Yogurt - Low/Non Fat

These benefits expire at MIDNIGHT
on 02/28/2018

=====
Cashier #: 5
Tran #: 57
Trace #: 757
Lane id: 7
CAID: 50010000000000
=====
!!!!THANK YOU!!!!
=====
    
```

After providing the WIC customer with the first two slips, the register will be waiting for the WIC customer to “Accept/Confirm/Update” the WIC total on the POS at this point.

The WIC Ending Balance Receipt shown here, will print out once the WIC customer presses the “Accept/Confirm/Update” button to finalize the WIC tender.

WIC Foods Not Scanning



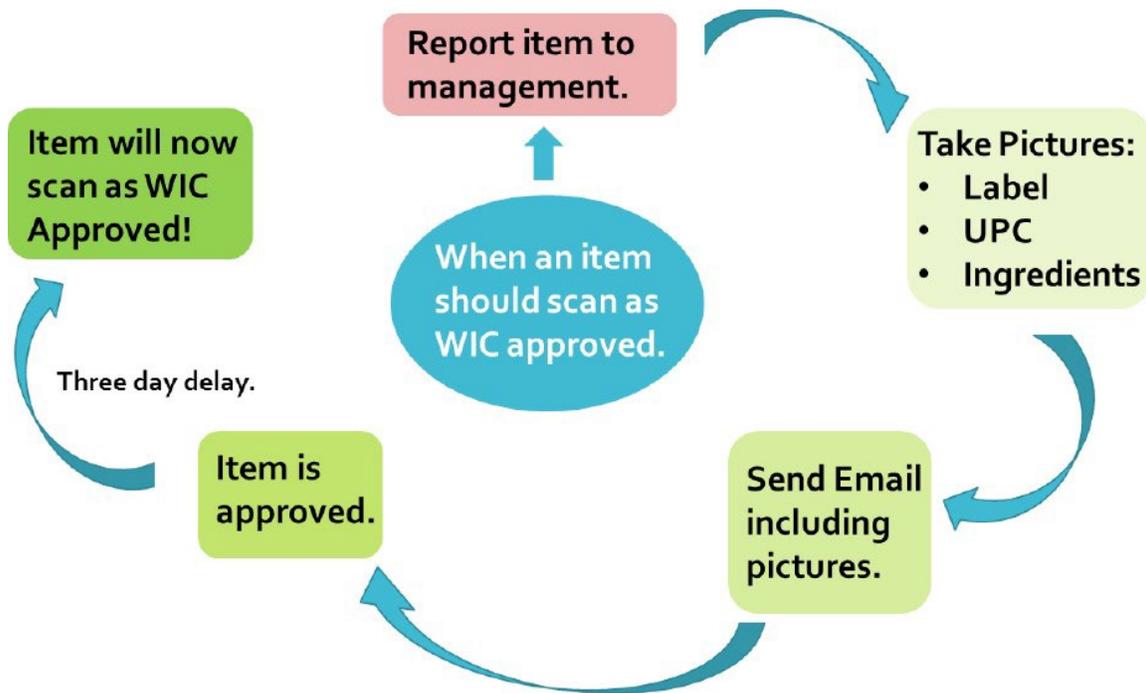
There are three reasons a food item may not scan as WIC allowable: the item is not a WIC item; the WIC customer does not have the benefits for the item; or the item is WIC allowable but has not been added to the POS system as a WIC allowable item.

If an item is not scanning as “WIC allowed”, apply these steps:

1. The product may not be WIC allowable. Check the PA WIC Food List & Shopping Guide to determine if the item is WIC allowable. Or use the “Scan Barcode” feature in the WIC Shopper App. “Scan Barcode” feature does not work on fresh produce.
2. The WIC customer may not have the benefits left for the purchase. Check WIC customer’s WIC Beginning Balance to see if the card has the benefits remaining for the purchase.
3. If you have checked the first two steps and it appears that the item should scan as WIC allowed, then reach out to a manager and the UPC/POS team can be contacted to have the item added to the APL.

You can also submit products that you believe should be WIC allowable through the WICShopper App.

1. Once the WICShopper App has been downloaded and registered for Pennsylvania WIC, open the app.
2. Select, “I couldn’t buy this!” option.
3. Then complete data entry. To submit request, user will need to provide their name, email, telephone number (optional), store name, and select if they are a WIC participant, WIC staff, store staff, or other. Provide the product brand, type of product (description such as black beans), package size, product UPC, photograph of full product UPC (12 digits), photograph of front label of product, and photograph of the nutritional label.
4. Once all data entry is completed, select send to submit request. The request will then be sent to WIC staff to decide if the product is WIC allowable.



If it has been confirmed that an item should be approved but is not scanning as a WIC approved item, management should email the PA WIC Program to have the item added to the Approved Products List or (APL). The email address to contact is: pawicapl@pa.gov.

The email must include a clear picture of the front label, a clear picture of the full UPC (12 digits), a clear picture of the nutrition label, and a clear picture of ingredients found on the item.

If the item is approved, an email will be sent to your store confirming that the item has been entered into the Approved Products List and there is a three-day delay before the item will scan as WIC approved.

Notable Rules and Regulations

This is not a complete list of rules and regulations regarding the WIC Program. PA WIC regulations, Federal WIC regulations can be accessed at: [Become A WIC Vendor | PA WIC Vendor Assistant](#). WIC authorized vendors complete a Vendor Agreement with additional requirements. Please review your store's Vendor Agreement.

1. **You may not give rain checks** for allowable foods that are unavailable or charge for foods not provided.
2. **You may not give cash or credit** for WIC benefits instead of the food prescribed.
3. **You may not substitute non-allowable foods or non-food items** in place of allowable foods loaded on the eWIC card.
4. **You may not require personal identification such as a driver's license or telephone number as condition for accepting eWIC cards.**
5. **You may not deny use of cents-off coupons** for WIC transactions. Cents-off coupons must be deducted from the total purchase price.
6. **You may not require the WIC customer to pay for WIC foods**, for which purchase is authorized, for any reason, except for when the Cash Value Benefit (CVB) amount is exceeded.
7. **You may not treat WIC customers differently from other customers**, for example, by not allowing WIC customers to take advantage of special manufacturer or store promotions such as "Free ounces of product as marked on container" or "Buy One-Get One Free".
8. **Obtain Infant formula from only approved sellers.** The list of Licensed Infant Formula Sellers is published monthly on the WIC vendor assistant website. Infant formula can also be purchased from WIC Authorized Vendors as well. Failure to purchase infant formula from an approved seller may result in disqualification from the WIC Program. Purchase records of all WIC allowable foods must be retained for 2 years from the date of purchase.
9. **Item prices must match the claim amount prices submitted to WIC.** If shelf prices are changed, the prices in the point of sale (POS) systems must be updated as well. Manual updates may be required to point of sale system. Discrepancies between shelf prices and claim amount prices may result in sanctions.
10. **Notify the PA WIC Program in writing at least fifteen (15) days prior to or immediately upon knowledge of (whichever occurs first): the loss or relinquishment of Supplemental Nutrition Assistance Program (SNAP) retailer authorization; cessation of Vendor operations; a change in Vendor ownership, management, corporate officers, or majority stakeholders; a change of location; a change in store name (including d/b/a); or, a change in mailing address, e-mail address, or telephone number.** Notification must be sent to: RA-DHPAWICVENDOR@pa.gov.
11. **WIC authorization is non-transferrable.** If a change of ownership occurs, the new ownership must apply to become a WIC authorized vendor. Failure to notify the PA WIC Program of a change of ownership may result in unauthorized WIC transactions that will be required to be repaid.
12. **Claim files, must be submitted within 48 hours of transactions.** For timely processing of claims submit claim files every 48 hours at a minimum. Daily submittal is recommended.
13. **Download Authorized Product List (APL) and Hot Card List (HCL), every 48 hours.** Downloading

files daily is recommended. See eWIC System Claims Process on next page for additional guidance.

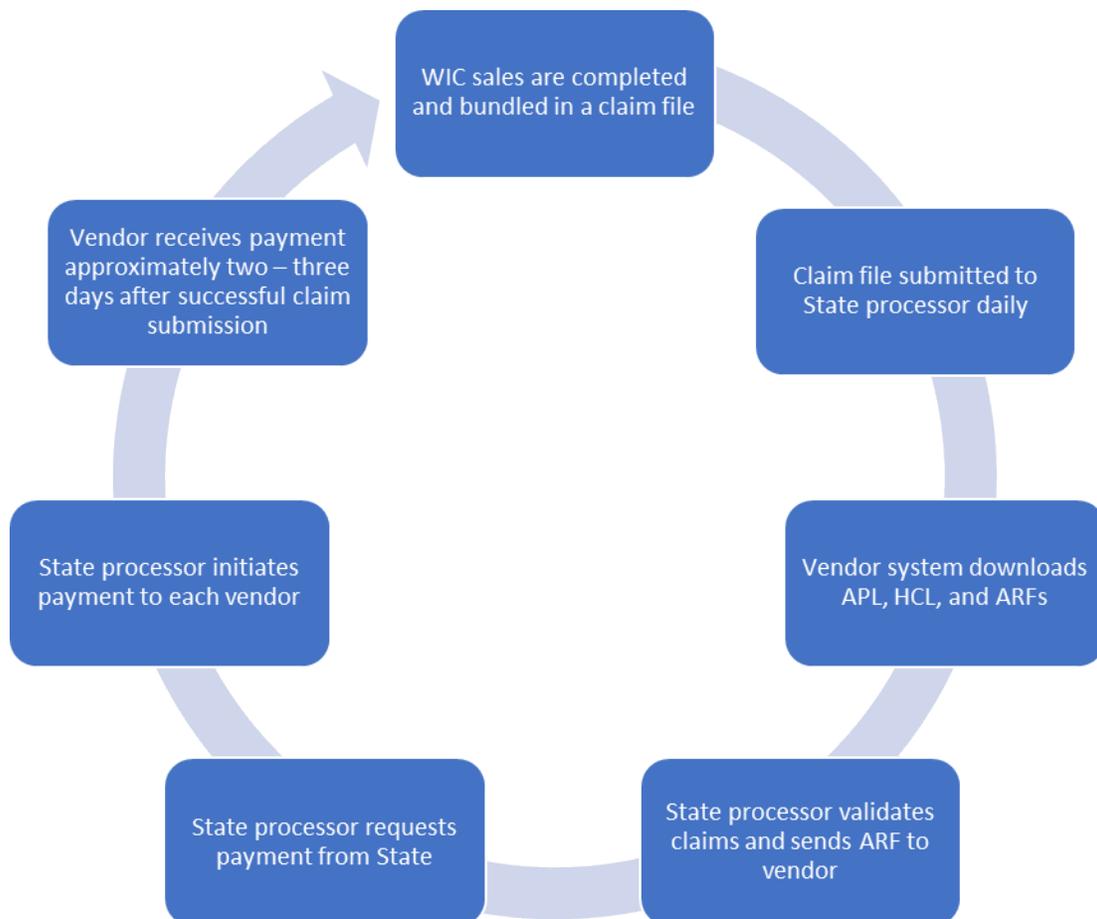
eWIC System Claims Process

For vendors with integrated eWIC Point of Sale systems, after a WIC sale is completed, the sale is automatically stored (“bundled”) in a claim file by the store’s cash register system and submitted to the PA WIC Program for electronic payment. The claim file is normally submitted at a pre-determined time of day by the store’s cash register system to the PA WIC Program’s processor. If a vendor is using a stand-beside eWIC Point of Sale device, the vendor will need to manually synchronize the device to submit claim files. The PA WIC Program’s processor performs certain edits and verifications on the claim file to ensure its validity and integrity.

Simultaneously, while the vendor’s claim is submitted to the PA WIC Program, the vendor’s system also downloads the current APL and the Hot Card List (HCL) for eWIC cards reported as lost or stolen. The Auto-Reconciliation File (“ARF”), which tells the vendor what they will be paid for the claim submitted the day before, is also downloaded. Following the edits/verifications, the PA WIC Program’s processor requests payment from the PA WIC Program. The PA WIC Program will pay the processor, who then initiates an electronic payment to each store.

These claims transactions are all handled electronically without human intervention. Vendors may re-submit failed or late claim files up to 30 days from the date of the transaction without PA WIC Program’s approval. Any failed or late claim files between 31 – 60 days from the date of the transaction requires PA WIC Program approval prior to re-submittal. PA WIC Program approval can be obtained by emailing: smartcard@solutran.com. Any claims 61 days or older from the date of the transaction will not be paid.

How often a vendor is paid depends on how often a vendor submits a claim; typically, one claim is submitted per day. Final payment to the vendor is usually completed within three – five business days via an Automated Clearing House (ACH) deposit.



Hot Card List (HCL) & Lost Cards

The Hot Card List is an electronic file that lists eWIC cards that have been reported lost or stolen. The PA WIC Program requires the store to download an updated HCL every 48 hours. However, the PA WIC Program recommends vendors check the HCL file date every day to ensure that it is not older than 48 hours.

What Happens if a WIC Customer Tries to Use a Hot Card?

If a customer tries to use an eWIC card on the current HCL, they will receive the system message “Card Error–Return to Clinic.” The system also locks the card if it is on the HCL, and the customer will not be able to use it anywhere else.

Please refer the customer to the local WIC clinic. The same message appears if the card is damaged; the cashier will not know the reason for the card problem and should avoid any confrontation in the lane with the customer.

What Happens if the Store Accepts a Hot Card?

If the store has downloaded the HCL within the last 48 hours, the PA WIC Program will honor and pay hot card transactions. However, if a store’s Hot Card List is over 48 hours old, the store is liable for any hot card transactions accepted. The PA WIC Program will not pay for these transactions and there is no appeal process for this issue.

WIC Smart Cards Found in the Store (Returning Lost Cards)

If a customer leaves their WIC EBT Smart card in your store:

1. Hold the lost card for 24 hours. If the customer does not return within 24 hours, drop the card in any U.S. mailbox for return to the PA WIC Program. You do not need a stamp or envelope. **Please hold the cards for at least 24 hours and do not return them to the WIC clinics.**
2. If the customer returns to claim the lost card, insert the card into the terminal and have the customer enter their PIN. If the system accepts the PIN and generates a beginning balance receipt, you may return the card to the customer.

Card Issues

Policy for adjustments in the event the eWIC is removed before the transaction is completed:

- When this happens, the benefits are removed from the customer’s eWIC card, but the transaction is not included in the claim file for the store
- Make copies of all receipts from the transaction and write down the full 16-digit PAN number from the customer’s card, along with their name
- Allow the customer to leave with the food – if you do not, the items are still removed from the customer’s card
- Send an email to ra-dhpawicvendor@pa.gov with your store name, PENN ID number (4 digit), amount requested, and a statement that the person was allowed to leave the store with the items
- Include in the email the receipts, along with a name and good contact number
- An adjustment will be made for the store in the amount requested or the total of the item’s prices if they do not go over the “Not to Exceed” amount
- The adjustment will attach itself to the next claim file submitted by the store (after approval)

Other card error issues:

- For benefit reversal issues, the store should contact their Point-of-Sale provider. Benefit reversals are POS system specific.
- If the wrong pin is entered too many times the card will lock, and the WIC customer will need to be referred to the Local Agency clinic.
- If there is not a clear issue with the customer's card, please recommend they try their card at a different store location prior to returning to the Local Agency.

Who to contact for eWIC technical issues

State Issues	Contact
Banking Information has changed	Call 717-783-1289
Adding a food item to the APL	Complete UPC form and email pawicapl@pa.gov
Requesting FTP access	Email wicvendorhelp@pa.gov
Forgot Vendor ID	Contact your Retail Store coordinator

Solutran Issues	Contact
Response files not received	Email smartcard@solutran.com (833) 50-4119
FTP connectivity & firewalls	
Missing APL or HCL	
Claim paid amounts	

Equipment Provider Issues	Contact
Claim files not generating	Contact your equipment provider
Picking up APL or HCL	

Contacting the WIC Program

Retail vendors are encouraged to contact the PA WIC program whenever questions or problems arise. Questions regarding the operation of the program should be directed to the State Agency.

Pennsylvania Department of Health
 Bureau of WIC
 Retail Store Management Unit
 625 Forster St.
 7 West Health & Welfare Bldg.
 Harrisburg, PA 17120
 (717) 783-1289
RA-DHPAWICVENDOR@pa.gov

Questions about conditions of participation, WIC allowable foods, minimum inventory and complaints about WIC customers should be reported to the Local Agency. Local Agency contact information can be found at: [Contact Us | PA WIC Vendor Assistant](#).

A Tech support phone line is available to help with set-up and assistance;

Tech Support: (866) 407-4370

A Vendor Help Desk is available via e-mail or telephone as follows;

Email: wicvendorhelp@pa.gov

Telephone: **Help Desk Phone: (866) 407-4370**

Helpful Advice for Vendors

- Make sure your vendor email account is accurate. Most WIC correspondence is sent via electronic formats. Important information will be sent to the vendor email you provided on your most recent WIC application. If the email you provided WIC is not current, this may result in delays in communication. If you need to update your vendor or ownership email, you can update this in Vendor Assistant or please send email update request to: RA-DHPAWICVENDOR@pa.gov
- Vendor agreements are provided with all authorizations and reauthorizations. Failure to return vendor agreements by required due date will result in expiration of WIC authorization. The expiration in authorization will cause your store not to be paid for WIC transactions. Your store will not be reimbursed for these transactions. Please sign and return the full vendor agreement in a timely manner.
- To update banking information, we will need the banking institution name, routing number, and account number. Please email a copy or picture of a blank check to RA-DHPAWICVENDOR@pa.gov.
- If any information is requested from your store all documentation can be submitted to: RA-DHPAWICVENDOR@pa.gov
Documentation requested could include but is not limited to applications, Vendor Agreements, purchase records, inventory records, food sale amounts, and other documentation. If you are submitting documentation via mail, it is recommended to be mailed via certified mail.
- Effective July 6th, 2023, vendor can utilize self-checkout for WIC Participants statewide. WIC authorized vendors can choose to participate in self-checkout but are not required to. Please notify the SA at, RA-DHPAWICVENDOR@pa.gov if your business would like to utilize self-checkout for WIC customers.

Vendor Monitoring

Pennsylvania WIC authorized vendors are subject to vendor monitoring processes which help the PA WIC Program oversee the retail vendor portion of the PA WIC program. Vendor monitoring includes routine monitoring reviews, compliance buys and inventory audits. Therefore, Pennsylvania WIC authorized vendors must maintain records of purchases for WIC allowable foods and records used for Federal tax reporting purposes for a minimum of two years in accordance with 28 Pa. Code § 1105.3(a)(16). If a vendor is reviewed during an Inventory Audit, the vendor will be required to submit original purchase records, invoices, or inventory records. The purchase records, invoices, or inventory records must identify the date of purchase and the name and address of the location where the purchase was made.

Above-50-percent-vendors

Definition: *Above-50-percent-vendor* – A vendor that derives more than 50% of its annual food sales revenue from WIC Food Instruments, and new vendor applicants expected to meet this criterion under guidelines approved by USDA-FNS.

WIC authorized retail vendors will have their WIC authorized status terminated if the PA WIC Program determines the vendor to be an Above-50-percent-vendor. Upon request of the PA WIC Program, vendors will be required to provide Sales, Use, and Hotel Occupancy Tax Forms (PA-3) recently filed with the Pennsylvania Department of Revenue to determine a vendor's status as an Above-50-percent-vendor. Other documentation may be requested to determine if the vendor qualifies as an Above-50-percent-vendor. Failure to respond to requests for documentation will result in termination of WIC authorization.

Authorization

Please refer to policy 4.01(B.)(3.) Authorization of New Retail Stores for authorization guidance. The policy is available here: <https://www.pawic.com/PoliciesAndProcedures.aspx>
References to the PA code sections regarding the WIC program can be found here:
<http://www.pacodeandbulletin.gov/Display/pacode?file=/secure/pacode/data/028/partVIIItoc.html&d=>

Reauthorization

Please refer to policy 4.01(B.)(4.) Reauthorization of Existing vendors for reauthorization guidance. The policy is available here: <https://www.pawic.com/PoliciesAndProcedures.aspx>
References to the PA code regarding the WIC program can be found here:
<http://www.pacodeandbulletin.gov/Display/pacode?file=/secure/pacode/data/028/partVIIItoc.html&d=>

Competitive Pricing

Due to the implementation of Electronic WIC and the corresponding Management Information System (MIS), Maximum Allowable Prices will be generated weekly based on the previous 60 days' average Claim Price per Peer Group and UPC, plus a system generated cost containment margin, with a maximum 10% increase per week. The MIS automatically assigns stores to one of five peer groups depending on store size, number of registers and where the store is located.

Store peer group determinations are included on review announcement, authorization, and reauthorization letters.

Competitive Price lists will be published in the Pennsylvania Bulletin. The Pennsylvania Bulletin can be found online at www.pabulletin.com. This Retail Store Alert and price lists can also be found online on the WIC Vendor Assistant at <https://wic.health.pa.gov/VendorAssistant/Resource/RetailStoreAlerts>.

Please be advised that a store must have on their premises, at all times, the minimum inventory of WIC allowable items priced at or below the Competitive Price. Stores must permit the purchase of WIC allowable foods that exceed the Maximum Allowable Prices when purchased by WIC customers.

Appeal Process

Below is an excerpt of the standard appeal language.

You may appeal this decision. If you appeal the decision, you must do so in writing, providing the reason for the appeal. Pursuant to 28 Pa. Code § 1113.2(c), the appeal must be filed within 30 days from the mailing date of this letter, which is **30 days from mail date** and addressed to:

Pennsylvania Department of Health
Office of Legal Counsel
Attn: Docket Clerk
Health & Welfare Building, Room 825
625 Forster Street
Harrisburg, PA 17120

Your rights during such an appeal are contained in 28 Pa. Code Chapter 1113 of the State WIC regulations and are enclosed for the store's information. **1 Pa. Code Part II (relating to general rules of administrative practice and procedure) applies to proceedings under Part VIII, Supplemental Nutrition Program for Women, Infants, and Children, of Title 28, except as otherwise provided in Part VIII.** If you choose to respond to these allegations, you should specifically explain why the allegations against you are not accurate and why the Department should not terminate the store's authorization. You should provide as much information as you have to the Department relevant to the reason for your appeal.

You have the right to be represented by an attorney at a hearing at your own expense. Please include the name and address of your attorney, if one will be representing you, so that direct correspondence can be directed to the appropriate individual. You have a right to a sign language or foreign language interpreter at the hearing. The Department will provide an interpreter for the hearing at no cost to you, if you request such an interpreter in writing at the time of the appeal.

If you do not appeal this decision, you may apply to again serve as a WIC authorized store X AMOUNT OF TIME from the mailing date of this letter. However, if you do appeal, you must wait X AMOUNT OF TIME from the date of the hearing decision to apply if the decision is in favor of the WIC Program. If you appeal and decide later to withdraw the appeal, for whatever reason, you must wait X AMOUNT OF TIME from the date of the withdrawal of the appeal to apply.

As per 7 C.F.R. § 246.18b(1) of the WIC regulations, this disqualification from the WIC Program may result in disqualification as a retailer in the Supplemental Nutrition Assistance Program (SNAP). Such disqualification is not subject to administrative or judicial review under SNAP.

Nondiscrimination Statement

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 AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: <https://www.usda.gov/sites/default/files/documents/ad-3027.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:

1. **mail:**
U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or
2. **fax:**
(833) 256-1665 or (202) 690-7442; or
3. **email:**
Program.Intake@usda.gov

This institution is an equal opportunity provider.