

The Vendor Register

WIC and EBT News

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Ohio WIC Meets With Greene County Vendors

On May 27, 2014, Ohio WIC staff met with Greene County vendors at the Greene County Combined Health District to hold an Electronic Benefits Transfer (EBT) information session. Greene County is the second county piloting EBT beginning in August 2014. WIC staff provided important updates on EBT and answered questions from the vendors. Attendees included representatives from Discount Drug Mart, Dot's Bellbrook Market,

Groceryland, Kroger, Save-A-Lot, Wright-Patterson AFB, Walmart, and the Ohio Grocers Association. During the meeting, an overview of the EBT development process was communicated to the vendors.

Some of the talking points were as follows:

- How EBT and the WIC Nutrition Card will impact the vendor community in Ohio
- What kind of technology is being implemented to carry out the transition from paper coupons to all electronic transactions
- Time frames for implementation for both the pilot counties and the remainder of Ohio

Vendors were presented with the opportunity to ask questions and seemed comfortable with the EBT implementation process so far. Ongoing communications with vendors will continue as developments in the EBT pilot program are made.



Greene County poised to begin EBT pilot

Food Package Change Reminders

The fruit and vegetable vouchers (FVV) will increase from \$6 to \$8 beginning on July 15, 2014. Please transact FVVs at face value. The transition of milk from 2% to 1% will begin on October 1, 2014.

EMV Initiative Underway in U.S.

Retailers across the country may, at some point, be required to upgrade all PIN pad terminals to be smartcard-compatible, as a result of the Europay Mastercard & Visa (EMV) initiative that is underway in the U.S. With the implementation of EMV, all credit card companies will be migrating from magnetic stripe cards to smartcards, and retailers will need to be able to accept these cards.



Europay, Mastercard and Visa are the companies behind this initiative, the reason being that smartcard technology is more secure and less susceptible to fraud.

Minimum Lane Equipage Requirements

It has been brought to our attention that some retail system providers are requiring their customers to upgrade all of their PIN pad terminals for purposes of transacting Ohio WIC EBT. This is not necessary.

Below are the USDA-approved formulas that we are using to determine WIC EBT minimum lane equipage requirements. These formulas only apply to stores with integrated retail systems, and do not apply to stores that will be using a separate WIC EBT standbeside point of sale device.

⇒ All pharmacies, and grocery stores declaring gross food sales of less than \$1,000,000 per year, per outlet –

- \$1 - \$15,999 of WIC sales monthly = one lane
- \$16,000 - \$23,999 of WIC sales monthly = two lanes
- \$24,000 - \$31,999 of WIC sales monthly = three lanes
- \$32,000 and above of WIC sales monthly = four lanes

⇒ Grocery stores declaring gross food sales equal to or more than \$1,000,000 per year, per outlet –

- \$1-\$21,999 of WIC sales monthly = one lane
- \$22,000 - \$32,000 of WIC sales monthly = two lanes
- \$33,000 - \$43,999 of WIC sales monthly = three lanes
- \$44,000 and above of WIC sales monthly = four lanes

Minimum Stock and Preauthorization

The main reason that WIC vendors do not receive a WIC contract is minimum stock. All WIC vendors are required to maintain minimum stock levels based on the number of checkout lanes in their store. Vendors should read the information in their application packet for required minimum stocking levels for their store and maintain those levels at all times.

Similac and Mead Johnson Updates



Similac Advance formula will now be available in stages. Stages are indicated by a number 1, 2, or 3 in the lower, right-hand side of the product label on the front of the container. Stage 1 will be the only product available in Ohio WIC authorized container sizes. Stages 2 and 3 will not be authorized.

Similac Sensitive and Similac for Spit-Up powder formulas are changing to a 12 ounce container size. Similac Sensitive was previously 12.6 ounces and Similac for Spit-Up was previously 12.3 ounces. State WIC will be changing the coupons to indicate that either size of Similac Sensitive or Similac for Spit-Up may be purchased until the transition is complete in the stores.

Mead Johnson has made graphic changes to the labels on their products. State WIC is not aware of any related formulation or container size changes.

EBT Equipment Assistance

To assist Ohio WIC retail vendors to transition from the paper coupon benefit system to the WIC electronic benefits transfer (EBT) system, the Ohio WIC program is providing financial assistance to vendors in the form of reimbursement for the purchase of one (1) standbeside commercial WIC EBT point of sale device and one (1) smart card reader (collectively referred to as “WIC EBT Device) for each contracted store.

Compensation will be made for any contracted vendor who certifies that the store’s current cash register system cannot be integrated for smartcard WIC EBT.

Vendors that have been identified as possibly needing a standbeside device were sent an email at the end of June with information about the available standbeside options and the reimbursement methodology.

Shelf Tags

The WIC program supplies each WIC vendor with a limited amount of shelf tags. If WIC vendors develop their own shelf tags, they need to contact the State WIC office so that the shelf tags can be approved. It is not necessary for each authorized WIC item to be identified by a shelf tag. Shelf tags are a courtesy to help make WIC participants’ shopping experience easier. Shelf tags may not include the WIC logo nor may they be placed on individual products.

