

WIC VENDOR HANDBOOK

New York State WIC Program: August 2022



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INTRODUCTION

The New York State (NYS) WIC Vendor Handbook is a reference guide for authorized vendors, i.e., contracted retail food stores or pharmacies that supply WIC acceptable foods and/or infant formula to WIC participants or their designated shoppers. The WIC Vendor Handbook is designed to help store owners, cashiers, managers, and bookkeepers understand vendor responsibilities, identify WIC acceptable foods, maintain minimum stock requirements, and how eWIC benefits are processed.

Please use the WIC Vendor Handbook to ensure compliance with all policies, procedures, and State and Federal rules and regulations. Contact the Vendor Management Agency (VMA) with any questions.

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OVERVIEW OF WIC

What is WIC?

WIC is the Special Supplemental Nutrition Program for Women, Infants, and Children that is funded by the United States Department of Agriculture (USDA) and the State of New York and administered by the NYS Department of Health. The purpose of the program is to ensure the health and well-being of eligible pregnant, postpartum, and breastfeeding women, infants, and children by providing participants with individually tailored food prescriptions that allow for the purchase of authorized formula and foods, including fruits and vegetables.

WIC Program services are provided throughout the state by contracted local agencies, including hospitals, county health departments, and other nonprofit organizations. Local agencies also offer nutrition education, breastfeeding counseling, support services, and referrals to health and social services.

New York State WIC operates an electronic benefit transfer (EBT) system to provide authorized supplemental foods to participants. WIC acceptable foods are added to a participant's eWIC account. Participants learn about WIC acceptable foods at their local agency and have full access to the WIC2Go mobile app. Benefits are redeemed at WIC authorized grocery stores and pharmacies. The WIC2Go mobile app helps participants shop by giving them access to authorized vendors, WIC approved foods, and their benefit balance. All WIC authorized vendors are under contract with approved New York State Vendor Management Agencies and must meet certain requirements set by the state and federal governments.

Using the WIC Acronym

Vendors may not use the WIC acronym in the store's name 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 false impression that the business is affiliated with or sponsored by the State agency, USDA, or the WIC Program.

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 regarding their involvement with the WIC Program. It is USDA policy to avoid endorsements, directly or indirectly, of any commercial product, service, or enterprise.

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VENDOR MANAGEMENT AGENCY (VMA)

What is a VMA and what do they do?

Vendor Management Agencies (VMAs) are contracted by the NYS Department of Health (DOH) to oversee the retail food delivery system and are located throughout New York State in different geographic service areas.

VMAs ensure that there are an adequate number of vendors authorized for participants to redeem their benefits for prescribed WIC foods and formulas. They are also responsible for conducting activities related to the oversight and management of vendors including application processing, authorization, monitoring, and training to ensure compliance with USDA and NYS DOH requirements.

A list of VMAs, including contact information and areas served, is located on the next page and can also be found by visiting the [NYS Department of Health](#) website or the [NYS WIC Vendors](#) website.

Which Vendor Management Agency Office Should a Vendor Contact?

<i>If the Grocery Store or Pharmacy is located in this County/Borough:</i>	<i>Contact the VMA that covers the County/Borough:</i>
DOWNSTATE	
<p>COUNTIES/BOROUGHES: Kings (Brooklyn), Nassau, New York (Manhattan), Orange, Queens, Richmond (Staten Island), Rockland, Suffolk</p>	<p>Public Health Solutions (PHS) WIC Program Vendor Management Agency 30-50A Whitestone Expressway, Suite A103 Flushing, NY 11354 Telephone: (646) 973-3942 Fax: (718) 353-3895 Email: vma@healthsolutions.org</p>
<p>COUNTIES/BOROUGHES: Bronx, Putnam, Westchester</p>	<p>Montefiore New Rochelle Hospital (MNRH) WIC Program Vendor Management Agency 1600 East 233rd Street Bronx, NY 10466 Telephone: (718) 654-2690 Fax: (718) 654-3127 Email: montevma809@montefiore.org</p>
UPSTATE	
<p>COUNTIES: Albany, Broome, Cayuga, Chenango, Clinton, Columbia, Cortland, Delaware, Dutchess, Essex, Franklin, Fulton, Greene, Hamilton, Herkimer, Jefferson, Lewis, Madison, Montgomery, Oneida, Onondaga, Oswego, Otsego, Rensselaer, St. Lawrence, Saratoga, Schenectady, Schoharie, Sullivan, Tioga, Tompkins, Ulster, Warren, Washington</p>	<p>Commission on Economic Opportunity for the Greater Capital Region, Inc. (CEO) WIC Program Vendor Management Agency 2328 Fifth Avenue Troy, NY 12180 Telephone: (518) 272-6012 Fax: (518) 687-0524 Email: wicvma@ceoempowers.org</p>
<p>COUNTIES: Allegany, Cattaraugus, Chautauqua, Chemung, Erie, Genesee, Livingston, Monroe, Niagara, Ontario, Orleans, Schuyler, Seneca, Steuben, Wayne, Wyoming, Yates</p>	<p>Society for the Protection and Care of Children (SPCC) WIC Program Vendor Management Agency 148 S. Fitzhugh Street Rochester, NY 14608 Telephone: (585) 730-8282 Fax: (585) 730-8286 Email: wicvendors@spcc-roch.org</p>

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APPLICATION

How do I apply to be an authorized WIC vendor?

Vendor applicants interested in applying for authorization should go to the [NYS WIC Vendors](#) website and complete a [Request for Application](#). Send the Request for Application to the VMA that has jurisdiction in your store's geographic area.

Who qualifies to be an authorized WIC vendor?

Vendor applicants can apply for authorization and qualify based on the geographic area of their store. This is called an Open Application Period (OAP). OAPs for each geographic area of NYS occur every three years.

What is an Open Application Period (OAP)?

An Open Application Period (OAP) is a timeframe identified by NYS when vendor applicants from a specific geographic area within NYS can apply to become a WIC authorized vendor. *Requests for an Application* outside an OAP will be considered in areas where there is inadequate participant access, or the vendor meets exception criteria as defined by the NYS DOH. Visit the [NYS WIC Vendors](#) website for the current OAP timeframe.

Will I receive a response from the VMA telling me my Request for Application has been processed?

Yes, VMA staff will provide vendor applicants with a response indicating whether their store is located in an OAP at the time the Request for Application is received. If the applicant vendor does not qualify based on geographic area or inadequate participant access or does not meet exception criteria as defined by NYS, the VMA will identify the next OAP for your stores area. Qualified applicants will receive a NYS WIC Vendor Application and guidance on how to complete the application.

How long will it take the VMA to process a Vendor Application?

Processing times can vary based on the following: when the VMA receives a completed application (including all required documents), if the application is submitted as a part of the designated OAP, if the vendor meets authorization criteria, participant access and or exception criteria.

Do I have to submit shelf prices as a part of my Vendor Application?

Yes, you will be asked to complete a Pricing Declaration within the application and record shelf prices of certain food and formula items. Recorded prices will be compared to NYS redemption data after 90 days. The VMA will review actual shelf prices during a monitoring visit and determine on average, price reasonableness of WIC acceptable foods in comparison to other vendors in the same peer group. This Information will be discussed with you at the end of the visit.

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REAPPLICATION

What is Reapplication?

Reapplication is the process where existing vendors reapply for WIC authorization at the end of their current contract.

How does the reapplication process work?

The VMA conducts a review of the store's performance history. If the store's history demonstrates compliance with all State and Federal regulations, policies, and procedures, the VMA will send the vendor a reapplication packet 120 days prior to the end of the current contract. The vendor must complete and submit the reapplication packet and all required documents within 30 days of the date of the cover letter. The VMA will review all documents and reauthorize the vendor if the vendor submitted all required documents, and the vendor meets the NYS WIC vendor authorization criteria.

A reapplication packet will not be sent to a vendor if the vendor doesn't meet all authorization criteria as defined by NYS and the vendor will receive a Contract Expiration letter within 30 days of the contract end date.

What happens if an owner or preparer does not submit the reapplication packet within the 30-day timeframe?

Failure to submit the completed application and all required documents to the VMA within 30 days from the date of the cover letter may result in a lapse in the vendor's ability to accept WIC or may result in the expiration of the vendor's contract. If the WIC Vendor Contract expires, the vendor may submit a *Request for Application* which must include all supporting documents. The VMA will determine if the *Request for Application* was submitted outside the timeframe the vendor applicant can apply; and if the store is needed for participant access or meets exception criteria if. See the [NYS WIC Vendors](#) website for additional information

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WIC VENDOR CONTRACT

What is a WIC Vendor Contract?

When an applicant is approved to be a WIC Vendor, they are required to sign a WIC Vendor Contract, which is a binding agreement between the WIC vendor and the VMA. By signing the contract, the vendor agrees to all WIC Program rules, regulations, policies, and procedures as outlined in the contract, WIC Vendor Handbook, Vendor Bulletins, and any additional authorizing materials issued by the NYS DOH. The WIC Vendor Contract can only be signed by the store's owner, a corporate officer, or another representative authorized to enter into a legally binding agreement and is valid for a maximum of three years.

The vendor must meet the authorization criteria at all times throughout the contract period. During the contract period, the VMA will monitor the store at any time, and as often as necessary, to make sure the vendor is following all Program policies, procedures, and State and Federal rules and regulations.

Can a WIC Vendor Contract be transferred to another individual?

No, the WIC Vendor Contract is not transferable to another vendor or business entity. When an owner sells their store, WIC authorization does not transfer to the new owner. A store operating under new ownership cannot accept eWIC using another vendor's equipment. This is a serious violation of the WIC Vendor Contract and NYS regulations and may result in a fine, Civil Money Penalty (CMP), or disqualification from the WIC Program.

What is a WIC Vendor Contract Period and why is it important?

The WIC Vendor Contract Period (VCP) is a standard contract cycle that aligns all contracts within a designated period based on a store's location. Vendors in the same contract period will have the same contract start and end dates and will reapply for authorization at the same time.

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VENDOR PEER GROUPS

What are Vendor Peer Groups?

Vendor peer groups are groups of vendors who are alike in ways that impact food prices. All authorized WIC vendors are assigned to a vendor peer group.

Vendor peer group assignment is based on:

1. Location
2. Store Size (based on the number of cash registers)
3. Business Model

What is the function of Vendor Peer Groups?

Vendor peer groups allow the NYS WIC Program to set maximum prices for each WIC allowable food and formula, using a rolling calculation that relies on average prices within peer groups to promote fair market pricing.

Can Vendor Peer Group assignments change?

The vendor peer group assignment may change if the store size, location, or business model changes, or as a result of information obtained in a reapplication or VMA monitoring visit. The VMA will alert vendors of any changes to the peer group assignment.

If a vendor feels an error was made in the vendor peer group assignment, or if the store size, location, or business model changes, the vendor must complete the [Request for Peer Group Reassignment](#). For more information visit the [NYS WIC Vendors](#) website.

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WIC CLING

What is a WIC cling and how is it used?

A WIC cling is a sign that is provided to all WIC vendors by VMAs and identifies the store as WIC authorized to accept eWIC. The cling must be posted prominently at the front entrance of the store and help shoppers identify where they may redeem their WIC benefits. The WIC cling is the only sign that is allowed to be used to identify the store as WIC authorized and may not be shared with other stores. The WIC cling must be removed and destroyed if the business is sold or is out of business and closes; or if the store's WIC authorization expires or is terminated.

Example of the WIC Cling:



VENDOR ROLES, RIGHTS, AND RESPONSIBILITIES

Vendor Roles

Vendors play an important role in the WIC Program by:

- Making sure participants have access to safe and nutritious foods
- Respecting WIC shoppers and offering a positive shopping experience
- Offering competitive prices to help the WIC Program limit costs and reach the greatest number of eligible women, infants, and children

Vendor Rights

Vendors have the right to:

- Be considered for enrollment in the WIC Program
- Receive training
- Be paid for eWIC transactions when all program rules are followed
- Be notified before any action is taken by the WIC Program
- Receive a fair hearing in certain situations
- Refuse to serve any rude or abusive participants and file a complaint

Vendor Responsibilities (Details are in the NYS WIC Vendor Contract)

Vendors must:

- Follow all WIC Program rules, regulations, policies, and procedures as outlined in the NYS WIC Vendor Contract, WIC Vendor Handbook, Vendor Bulletins, and any additional authorized materials issued by the NYS DOH
- Accept all communication from the VMA and NYS via electronic mail
- Clearly display the price of all WIC food items at all times
- Accept all eWIC transactions during hours of operation
- Be responsible for all actions of employees, owners, officers, managers, and agents of the store
- Maintain minimum stock requirements and reasonable prices at all times
- Maintain sanitary and safe conditions in the store

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PROHIBITED VENDOR ACTIVITIES

Vendors and their employees must NOT:

- Discriminate against WIC participants based on race, color, creed, political beliefs, national origin, sex, age, or disability
- Refuse to honor eWIC transactions for reasons other than abusive participant behavior
- Ask eWIC cardholder for other forms of ID
- Scan Universal Product Code (UPC) from a UPC book, reference sheet, or scan any UPC as a substitute, replacement, or otherwise not affixed to the actual items being purchased
- Issue unauthorized foods or formulas that are not available in the participant's benefit balance and are approved on the NYS WIC Approved Product List (APL) in exchange for valid benefits
- Mandate WIC shoppers provide store personnel with the benefits balance information
- Confiscate the eWIC card or keep a participant's eWIC card for any reason
- Ask for the WIC shopper's eWIC card PIN
- Deny WIC shoppers the use of coupons or club cards if the store accepts them from other customers
- Issue rain checks or an IOU or issue a refund for items previously purchased
- Charge WIC shoppers more than other customers
- Charge WIC shoppers any fees associated with operating, maintaining, or processing eWIC transactions, i.e., this includes bag fees
- Substitute infant formulas

- Charge WIC shoppers' money for WIC foods (see exception below)
- Use assigned WIC stand beside machine at any other location than the vendor's physical address on record
- Refuse to allow the purchase of an authorized food item available in the shoppers benefit balance

Exception for WIC Vegetables and Fruits Electronic Benefits Only

WIC shoppers may “pay the difference” when the actual purchase amount of their Cash Value Benefit (CVB) is **more** than the dollar value available on their WIC benefit balance. In this instance, vendors may accept cash or other forms of payment including other benefits.

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REPORTING PROGRAM COMPLAINTS AND SUSPECTED FRAUD AND ABUSE

Authorized WIC vendors and participants must understand and follow the rules and regulations of the WIC Program. Participants and authorized WIC vendors who violate program rules and regulations may be suspended from the program.

How can vendors file a complaint or report suspected fraud?

In cases where participants may not understand program rules, or how to use their eWIC card or complete a WIC transaction, vendors may document these complaints and submit them to the VMA for follow up using the [NYS WIC Program Complaint Form](#).

How can vendors report suspected fraud or abuse?

Suspected program fraud or abuse may be reported in writing by completing the [Bureau of Special Investigations Referral Form](#), or by reporting to the Bureau of Special Investigations (BSI) via phone at 1-877-282-6657 or email at foodfraud@health.ny.gov.

Suspected fraud and abuse may also be reported directly to the USDA by:

- **Mail:** United States Department of Agriculture Office of Inspector General
P.O. Box 23399
Washington, DC 20026-3399

OR

- **Phone:** (800) 424-9121 (Toll-free)
(202) 690-1622
(202) 690-1202 (TDD)

OR

- **Email:** usda_hotline@oig.usda.gov
- **Website:** www.usda.gov/oig/hotline.htm

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VENDOR VIOLATIONS AND SANCTIONS

The Bureau of Special Investigations (BSI) works within the NYS Division of Nutrition (DON). BSI's mission is to minimize fraud, waste, and abuse within the NYS WIC Program through prevention, detection, investigation, and prosecution of those who abuse and defraud program participants. BSI works to maximize WIC Program integrity through the investigation of vendors, participants, and WIC employees based on complaints as well as other industry-standard methods. BSI monitoring includes routine compliance buys which are conducted through unannounced visits to the stores. BSI, NYS DOH, and the VMAs work collaboratively to monitor program violations and fraudulent activity.

It is very important that vendors and all employees understand and follow the rules and regulations of the WIC Program as it relates to authorized WIC vendors.

If store owners, officers, managers, agents, or employees do not follow all rules and regulations (called a violation), the store may be subject to:

- a warning letter,
- a fine,
- a claim
- a Civil Money Penalty (CMP), or
- disqualification from participating in the WIC Program

A CMP is calculated according to a formula in federal regulation which is as follows: average monthly WIC sales multiplied by 10% multiplied by the number of months of potential disqualification. In addition, violations of WIC Program regulations can cause a store to lose SNAP authorization.

VIOLATIONS

Violations 1-10 have mandatory sanctions as specified below. (Federal Regulation: 7CFR 246.12)

(1) A food vendor criminally convicted of buying or selling WIC benefits for cash or selling firearms, ammunition, explosives, or controlled substances in exchange for WIC benefits: **Permanent disqualification**

(2) One incidence of buying or selling WIC benefits for cash: **Six-year disqualification**

(3) One incidence of selling firearms, ammunition, explosives, or controlled substances (as defined in section 102 of the Controlled Substances Act (21 U.S.C. 802) in exchange for WIC benefits: **Six-year disqualification**

(4) One incidence of sale of alcohol, alcoholic beverages, or tobacco products in

exchange for WIC benefits: **Three-year disqualification**

(5) A pattern of claiming reimbursement for the sale of an amount of a specific supplemental food item that exceeds the store's documented inventory of that supplemental food item for a specific period of time: **Three-year disqualification**

(6) A pattern of charging the State or local agency or participant more for supplemental food than non-WIC customers or charging the State or local agency or participant more than an item's shelf or contract price: **Three-year disqualification**

(7) A pattern of receiving, transacting, and/or redeeming WIC benefits outside of authorized channels, including the use of an unauthorized vendor and/or an unauthorized person: **Three-year disqualification**

(8) A pattern of charging for supplemental foods not received by the participant: **Three-year disqualification**

(9) A pattern of providing credit or non-food items: **Three-year disqualification**

(10) A pattern of providing unauthorized food items in exchange for WIC benefits including charging for supplemental food provided in excess of those listed on the food instrument: **One-year disqualification**

(11) A pattern of an above 50-percent vendor providing prohibited incentive items to customers: **One-year disqualification**

Per 10 NYCRR 60-1.8, any food vendor who, in the course of a transaction involving WIC benefits, commits any of the following acts shall be liable for disqualification from the NYS WIC Program for a period of up to three years in addition to being liable for civil penalties of up to \$1,000 per violation under the authority of section 12 of the Public Health Law. Be advised that this regulation may be amended, and all food vendors are responsible for adhering to this regulation and any changes made to it.

(12) The vendor provides cash for the return of items purchased for WIC benefits;

(13) The vendor provides unauthorized items or items not specified in the WIC benefit balance in exchange for WIC benefits;

(14) The vendor is found in possession of unauthorized eWIC cards or eWIC personal identification numbers;

(15) The vendor provides unwholesome items in exchange for WIC benefits such as, but not limited to, items provided past their expiration date and/or spoiled foods;

(16) The vendor fails to conduct the WIC transaction in the presence of the eWIC cardholder or the card holder's authorized representative at the time of the purchase;

(17) The vendor charges the State for foods not received by the participant; or charges the State prices in excess of those charged to other customers;

(18) The vendor issues a rain check to a person purporting to give that person the right to buy, at a later date, a particular WIC item which the vendor does not have in stock at the time the rain check is issued;

(19) The vendor has not marked all WIC eligible food with the price charged for these products to the general public or prominently displayed the price of the foods near the location of the foods in clear view of participants and in a manner, that clearly identifies the specific food item;

(20) The vendor fails to have invoices and purchase slips for WIC food items equal to the type and volume of WIC food sold;

(21) The vendor fails to maintain, for a minimum of three years, all invoices and purchase slips for WIC food items, for inspection by authorized Federal, State or local agencies;

(22) The vendor discriminates against or harasses any person redeeming WIC benefits

Certain violations may result in the vendor being disqualified or called in for a vendor conference. See the "Common Vendor Abuse Sanctions for Conferences" chart contained in this section. At a vendor conference, violations will be fully described and the NYS DOH Commissioner's designee will assess a fine and/or additional training for the vendor. The fine will be paid to New York State and the vendor must contact their VMA to schedule the mandatory training if required. If the vendor does not meet the terms of the Stipulation and Order, the vendor will be terminated. The vendor can either pay the fine or accept a disqualification and request a fair hearing. The vendor has no right to a fair hearing unless action is taken.

**Common Vendor Abuse Sanctions for Conferences
Settlement by Stipulation & Order**

VIOLATION	ADMINISTRATIVE SANCTION
Provides cash for returned WIC items	Up to \$250 per violation
Provides unauthorized items not specified in the WIC benefit balance in exchange for WIC benefits	Up to \$500 per violation
Provides expired, spoiled or adulterated items in exchange for WIC benefits	Up to \$250 per violation
Charges for foods not received by Participant	Up to \$500 per violation
Issuance of a rain check in exchange for WIC benefits	Up to \$250 per violation
Fails to conduct the WIC transaction in the presence of the eWIC cardholder or the card holder's authorized representative at the time of the purchase	Up to \$500 per violation
WIC items not priced or prices not posted	Up to \$250 per violation
Fails to have invoices matching WIC food sold	Up to \$500 per violation
Fails to maintain, for three years, invoices/ purchase slips for WIC food items, for inspection by Federal, State, and local agencies	Up to \$500 per violation
Fails to allow unobstructed examination of all WIC invoices, and purchase slips for WIC food items	Up to \$500 per violation
Transacts WIC benefits by an un-authorized vendor using an authorized vendor's stand beside terminal	Up to \$500 per violation
Scans UPC from a UPC book or reference sheet	Up to \$500 per violation
Contract violations after the conference may result in the doubling of sanctions listed in this schedule.	

**TO REPORT WIC PROGRAM FRAUD OR ABUSE
CALL THE BUREAU OF SPECIAL INVESTIGATIONS HOTLINE
1-877-282-6657 or email to: foodfraud@health.ny.gov**

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FAIR HEARING

A vendor or vendor applicant can request a Fair Hearing for certain actions taken by the NYS WIC Program or BSI. The VMA or BSI will provide written notice to the vendor or vendor applicant of their right to request a fair hearing and include procedures and requirements that must be followed to request a Fair Hearing.

Actions include, but are not limited to:

- Failure to comply with Federal and State Regulations
- Two consecutive failed monitoring visits
- Three consecutive “no shows” for training
- Failure to maintain all vendor authorization criteria throughout the three-year WIC Vendor Contract period

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ELECTRONIC BENEFIT TRANSFER SYSTEM (eWIC)

What is eWIC?

eWIC is the Electronic Benefit Transfer (EBT) system used for the redemption of WIC benefits.

What is an eWIC card?

The eWIC card is like a debit card and is a payment instrument with a magnetic strip that allows transactions between the cardholder's benefit balance and the vendor's Point of Sale (POS) device. The eWIC card is issued by a local agency to a WIC participant and can be used by the participant or designee to purchase approved foods at a WIC authorized vendor.

Only one eWIC card is issued to each family and is loaded with their WIC benefits. These benefits become available within a pre-determined date range and do not have to be used at one time. When participants make purchases, the items are removed from the card balance. Any items leftover in the card balance are not carried over for use during the next cycle and will expire.

What type of ID do WIC shoppers need to process eWIC?

No ID is required, WIC shoppers just need the eWIC card and their Personal Identification Number (PIN).

Can vendors ask WIC shoppers to share their PIN?

No, vendors must never ask for or enter the PIN number for WIC shoppers or ask them to show any form of ID.

Can vendors ask WIC shoppers to leave their eWIC cards at the store or with a store employee?

No, there are no circumstances in which a WIC shopper should be asked to leave their card at a store.

Can a WIC participant share their eWIC card and PIN with a family member or friend?

Yes, a WIC participant can share their eWIC card and PIN with a family member or friend to help with shopping.

What happens if a WIC shopper forgets their PIN number?

The WIC shopper gets **four (4)** chances to enter the correct PIN number. The wrong PIN number on the fourth try will lock the account. The shopper can reset their PIN by calling the Customer Service number on the back of their card or by using the WIC2Go mobile app.

How often can WIC shoppers use their eWIC card?

WIC shoppers can shop whenever and as frequently as they want and do not have to redeem all WIC benefits at the same time.

Can WIC shoppers use their eWIC card at WIC authorized pharmacies?

Yes, for formula purchases only.

Can WIC shoppers make purchases if they don't have their eWIC card but know the card number and PIN?

No, WIC shoppers must have the eWIC card with them at the store.

Can WIC shoppers use our store's self-checkout registers?

Self-checkout registers must be certified by NYS WIC staff before they can be used. Contact your VMA to request a certification visit.

Can a vendor manually enter the eWIC card number instead of having the card holder swipe it?

No, this may only be done if the card number on the magnetic strip is too worn to be read. The shopper will need to request a new card from their local agency.

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eWIC AT THE REGISTER

There are two different types of Point of Sale (POS) equipment that process eWIC transactions, Integrated Electronic Cash Registers (IECR) and Stand-Beside WIC Terminals.

Stand-Beside Point of Sale (POS) WIC Terminals

The Stand-Beside POS system consists of a terminal and item scanner that operates separately from a vendor's cash register system and is separate from the store's overall inventory, payment, and settlement system for other tender types. The terminal must remain plugged in and connected at all times, including overnight, to receive daily downloads. **NOTE: Each Stand-Beside unit requires a dedicated analog phone line or wired Internet line. The analog line cannot be shared with a phone or between register lanes and is only used for the eWIC connection.**

The Stand-Beside POS device may require a double scan for stores that use an electronic inventory system. Vendors currently operating a State-provided SNAP Stand-Beside terminal must be aware that the WIC Stand-Beside is a separate device. WIC food items must be rung up separately from non-WIC items.

The shopper will:

- Swipe their eWIC card and enter their PIN

The cashier will:

- Scan UPC items and or manually enter Price Look Up (PLU) codes for produce
- Vendors may need to manually enter some prices on the eWIC terminal
- Share with the shopper any POS messages (for example, if items are rejected)
- Enter any coupons and discounts on the eWIC terminal and hit "total" to finalize the transaction

Integrated Electronic Cash Registers (IECR)

An IECR system combines eWIC transactions into the normal transaction process. This type of cash register system allows vendors to keep track of inventory, payment, and settlement for WIC items within the same system that manages purchases for cash and other tenders. New vendors using IECR systems **must** have a certification of the register system performed by the NYS DOH prior to accepting eWIC. Contact your VMA for more information.

The IECR system can accept many payment types that must be processed in the following order:

- (1) eWIC card;
- (2) SNAP card; and then
- (3) all other forms of payment (cash, credit card, etc.)

The cashier will:

- Scan all WIC and non-WIC items
- Apply any discounts and coupons
- Use eWIC as the first form of payment
- Before payment is complete, the cash register may print or may display a mid-transaction receipt for the WIC shopper to review to verify the accuracy of the purchase
- If the mid-transaction is accurate, the cashier will ask the WIC shopper to approve the WIC total before completing the WIC transaction

Self-Check-out Registers:

Vendors must pass a **separate**, individual certification of self-checkout registers before conducting eWIC transactions. This certification is separate from the certification of the store's POS registers. Contact the VMA for additional information regarding the certification of self-checkout registers.

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USE OF COUPONS & BONUSES BY WIC SHOPPERS

Can WIC shoppers use coupons and bonuses with an eWIC card?

Yes, authorized vendors must offer WIC Program shoppers the same courtesies that are offered to other, non-WIC customers. Authorized vendors shall provide WIC foods to shoppers at the same price or less than the price charged to non-WIC customers.

What are the rules for coupon use?

- Vendors must allow WIC shoppers to use in-store promotions such as “Buy One, Get One Free” and “Cents Off” coupons to comply with this requirement
- Vendors must treat WIC and non-WIC shoppers the same and include WIC shoppers for in-store promotions
- Vendors must offer WIC shoppers the same incentive items, vendor discounts, coupons, or other promotions that are offered to non-WIC customers
- Failure to provide the same courtesies to WIC shoppers is a violation of regulations and is subject to sanctions
- Follow the guidance written on the coupon during the transaction
- Cash back is not permitted as a result of vendor discounts in any WIC transaction

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VENDOR TRAINING

What is vendor training?

Vendor training is a standardized training designed by NYS DOH and provided to vendors by the VMA to make sure that vendors, their representatives, and employees understand the rules and regulations of the NYS WIC Program. A representative from the store (for example, the owner, manager, head cashier, or bookkeeper) must participate in interactive training on WIC procedures during preauthorization and at least once every 12 months. The representative from the store must be the person responsible for training other employees who do not participate in training.

Training vendors about the WIC Program may be done in a variety of ways, including, but not limited to:

- Classroom training at a central location for groups of vendors
- Online/virtual training
- Newsletters, Vendor Bulletins, and telephone contacts
- Information posted to the [NYS WIC Vendors](#) website

What are the types of vendor training?

- Initial training: provided to new vendors during the authorization process
- Routine training: provided to existing vendors at least once every 12 months

Topics covered during training include:

- Purpose of the WIC Program
- WIC acceptable foods
- Minimum stock requirements
- Infant formula supplier requirements
- WIC transaction procedures
- Claims procedures
- WIC Program abuse, violations, penalties and sanctions, and complaints
- Incentive item requirements for A50 Vendors
- Important changes since the last training session

How will vendors be scheduled for a training?

The VMA will inform vendors of scheduled and rescheduled training sessions by electronic communication stating the place, date, and time of the training. Virtual/online training is an option that may be offered by VMAs. Multiple training sessions will be offered.

Failure to attend one of the scheduled training opportunities may result in the application being denied by the WIC Program. Vendors will have the right to request a fair hearing as a result of a denial.

Will I receive proof that I completed a training?

Yes, upon completion of the vendor training, all vendors receive a signed, electronic *Certificate of WIC Training* as proof of attendance.

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VENDOR MONITORING

What is vendor monitoring?

Vendor monitoring is a comprehensive on-site review to make sure the store is compliant with all policies, procedures, and State and Federal regulations, including current eWIC processes. Vendor monitoring is continuous and conducted at least once a year. Vendors must allow the VMA to conduct on-site inspection visits.

What can vendors expect during a monitoring?

During a monitoring, the vendor can expect the VMA to:

- Request to speak with the store owner, manager, or another responsible representative
- Make sure that the Minimum Stock Requirements (MSR) are met
- Complete test transactions on stores with integrated cash register systems to ensure produce items are correctly mapped
- Review shelf prices and determine, on average, price reasonableness of WIC acceptable foods in comparison to other vendors in the peer group
- Provide the opportunity to communicate face to face and give guidance to help vendors understand all program requirements
- Make sure the store's WIC Cling is posted in a visible location for the public to see and provide a WIC Cling if needed
- Respond to claims of abuse from vendors, shoppers, or other sources, if necessary
- Review completed monitoring documentation, provide a summary report at the end of the monitoring, and provide guidance when additional information is required
- Conduct follow up visits to determine if violations from the previous monitoring(s) have been corrected

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MINIMUM STOCK REQUIREMENTS

What are minimum stock requirements?

Minimum stock requirements (MSR) are a list of certain types or brands, sizes, and quantities of WIC acceptable foods that the vendor must keep in stock at all times throughout the contract period. Minimum stock requirements vary based on the type of store authorized.

Grocery Stores must

- Stock specific varieties and amounts of WIC Acceptable Foods; and
- Stock contract infant formula

Grocery Stores with a Pharmacy Inside

- Stock specific varieties and amounts of WIC Acceptable Foods; and
- Stock contract infant formula (both milk and soy based); and
- Agree to order formulas and medical foods upon request by the VMA

Pharmacies

- Stock contract infant formula (both milk and soy based); and
- Agree to order non- contract formulas and medical foods upon request by the VMA

New York State WIC Program - Minimum Stock Requirement Grocery Stores - Effective December 2020

Food Item	Type*/Brand	Size	Minimum Stock
Milk	Whole Milk	Gallon	3 Gallons
		Quarts OR Half Gallon	4 Quarts OR 2 Half Gallons
	1% Low fat or Nonfat/Skim	Gallon	5 Gallons
		Quarts OR Half Gallon	4 Quarts OR 2 Half Gallons
Cheese	Cheddar, Colby, Pasteurized Process American, Monterey Jack, Mozzarella, Swiss, Muenster, Provolone, blends of these cheeses	8 oz. or 16 oz.	6 total pounds 2 Types
Eggs	Medium, Large	1 Dozen Carton	8 - 1 Dozen
Juice	Shelf-Stable Concentrate	11.5 oz.	6 Containers - 2 Varieties [†]
	Frozen Concentrate	11.5-12 oz.	
	Single Strength	64 oz.	10 Containers - 2 Varieties
	Frozen Concentrate	16 oz.	
Breakfast Cereal (Including Hot Cereal)	WIC Approved Cereal Brands and Types <i>(see WIC Acceptable Foods Card)</i>	12-36 oz.	12 Boxes - 3 Types (Corn, Wheat, Oat, Rice, Multi-Grain)
Whole Grains	Whole Grain Bread	16 oz.	12 Packages - 2 Types
	Brown Rice	14-16 oz. or 28-32 oz.	
	Whole Grain Tortillas	16 oz.	
	Whole Wheat Pasta	16 oz.	
Dry Beans, Peas, Lentils	Dried Beans/Peas/Lentils	16 oz.	5 Packages
Canned Beans	<i>(see WIC Acceptable Foods Card)</i>	15-16 oz.	12 Cans - 2 Varieties
Peanut Butter	<i>(see WIC Acceptable Foods Card)</i>	16-18 oz.	5 Jars
Canned Fish	Tuna	5 or 6 oz.	12 Cans - 1 Type
	Pink Salmon	5, 6 or 7.5 oz.	
	Sardines	3.75 oz.	
Vegetables & Fruits (\$30 total value)	Vegetables	Fresh, Frozen, Canned	3 Varieties - 1 must be Fresh
	Fruits	Fresh, Frozen, Canned	3 Varieties - 1 must be Fresh
Infant Cereal	Gerber Dry Cereal	8 oz.	6 Containers
Baby Food (Vegetables & Fruits)	Single or Combination Vegetables	4 oz.	35 containers - 2 Varieties of each Type
	Single or Combination Fruits		
Infant Formula (Concentrate or Powder)	Enfamil Infant Concentrate	13 oz.	24 Cans
	Enfamil Infant Powder	12.5 oz.	12 Cans

**New York State WIC Program - Minimum Stock Requirement
Pharmacies - Effective November 2021**

Food	Type/Brand	Size	Minimum Stock
Infant Formula (Concentrate or Powder)	Enfamil Infant Concentrate	13 oz.	24 Cans
	Enfamil Infant Powder	12.5 oz.	12 Cans
Infant Formula Soy (Powder)	Similac Soy Isomil	12.4 oz.	6 Cans

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WIC ACCEPTABLE FOODS

What are WIC acceptable foods?

WIC acceptable foods are foods and formulas that WIC shoppers are allowed to purchase using their eWIC card. Shoppers can choose from a list of WIC acceptable foods based on what is available in their WIC benefit balance.

How do vendors know what foods are WIC acceptable?

The WIC Acceptable Foods Card identifies foods that WIC shoppers are allowed to purchase with their WIC benefits. The Approved Products List (APL) uses UPC codes to identify all WIC allowable products.



- The WIC Acceptable Foods Card can be used during an eWIC transaction to answer any questions WIC shoppers have on which foods are allowable
- Store staff should have a good understanding of the WIC Acceptable Foods Card
- The WIC Acceptable Foods Card is available in English and 20 other languages on the [NYS Department of Health](#) website and the [NYS WIC Vendors](#) website and click the *WIC FOODS CARDS TRANSLATIONS* dropdown for all language options.
- Vendor Bulletins are used to notify authorized WIC vendors of all changes or updates to the WIC Acceptable Foods Card
- A complete list of acceptable UPC codes can be found on the NYS WIC Vendors website

Can WIC shoppers purchase cheaper store brand items instead of name brand products?

Yes, WIC shoppers are not limited to purchase only name brand items and may purchase cheaper brands as long as the item is approved and on the APL. Vendors must never tell WIC shoppers cheaper brands are not WIC eligible and direct them to buy name brand items.

WIC2GO

What is WIC2GO?

WIC2GO is a participant mobile app that is downloaded from  and . The app allows participants to see if the item selected is WIC approved and if the item is in their benefit balance to be redeemed. Other features include finding store locations and scanning barcodes on food items to find WIC - approved foods.

Can a vendor use the WIC2GO app?

Yes, the WIC2GO app allows everyone, including vendors the ability to scan food and formula items to see if the item is WIC approved.

Can participants scan fresh produce using the WIC2GO app?

Because the WIC2GO app uses the NYS WIC APL, fresh produce UPC's are NOT recognize as WIC approved items EVEN though they are. If a participant asks - fresh produce (both organic and non-organic) is WIC approved even though the app says it is not.

INFANT FORMULA

The NYS WIC Program allows two types of formula:

- Contract Infant Formula
- Non-Contract Formula

All formulas issued by the NYS WIC Program are listed on the [Approved Formulas in the New York State WIC Program Formulary](#) document. The NYS WIC Program Formulary with images can be found on the NYS WIC Vendor website at [NYS WIC Vendor](#) website

What is Contract Infant Formula (also known as Standard Infant Formula)?

Contract infant formula refers to infant formulas for which the WIC Program has contracts with infant formula manufacturers.

What is Non-Contract Formula?

Non-contract formula refers to any product on the *Approved Formulas in the New York State WIC Program Formulary* list other than the contract formulas.

Which formula benefits can a store accept?

All WIC Authorized Stores (grocery and pharmacies) may redeem WIC benefits for all contract and non-contract infant formulas listed in the [Approved Formulas in the New York State WIC Program Formulary](#) document. Additional information about infant formulas can be found [here](#).

Pharmacies and Pharmacies Located inside Grocery Stores (also known as Embedded Pharmacies)

Authorized WIC pharmacies and WIC pharmacies located inside a grocery store may **ONLY** redeem WIC benefits for authorized infant formulas listed on the formulary (link above) and **cannot** redeem WIC food benefits at the pharmacy register. If you have a pharmacy embedded in your grocery store, WIC food benefits **MUST** be redeemed at a register other than the pharmacy register or you will not be reimbursed for these food items.

Can a store break apart a 6-pack of WIC-eligible nutritional's (e.g., Pediasure, Ensure, Bright Beginnings, Boost) to sell individually?

No, a vendor may not sell individual units as a participant's benefit is issued in 6-packs and the pricing is based on a UPC for the 6-pack, not an individual unit. Breaking apart the 6-pack could cause the item to ring out incorrectly, creating a loss for the store.

What are the Infant Formula Supplier Requirements?

Federal law restricts which businesses can supply infant formula to WIC vendors for resale to WIC participants. WIC vendors may only purchase infant formula directly from businesses on the [WIC Infant Formula Supplier List](#). Vendors are required to maintain invoices and purchase slips for all WIC food purchases for three years and to provide to authorized individuals when requested per 10 NYCRR 60 1.8 (a)(15).

If a vendor wants to use a company that is not on the NYS Infant Formula Supplier List, the vendor must submit that company's name, address, and contact information to the VMA. The VMA will complete and submit an application to the NYS WIC Program for review and approval. Vendors must not purchase infant formula from that company until the VMA indicates that the request is approved, or until the supplier is added to the WIC Infant Formula Supplier List.

Additional Restrictions for WIC Approved Formulas

- WIC shoppers may not substitute another brand of formula for any reason, even if the approved brand is out of stock. Shoppers who want a different formula must go to their WIC local agency to change the formula on their eWIC card. In the event of a formula recall, NYS DOH will provide specific directions regarding product exchanges and substitutions.
- WIC shoppers may not purchase approved formula using their eWIC card and then return or exchange it for other formulas or for cash. Shoppers who request to exchange formula must go to their WIC local agency to make formula changes.
- The only allowable exchange is when WIC shoppers return a container that is damaged, past its expiration date at the time of purchase, or contains defective or spoiled formula, and may exchange it for an intact, unexpired container of the exact same product.
- Allowing WIC shoppers to purchase an infant formula other than the prescribed brand is a violation of the WIC Vendor Contract and could result in fines and/or disqualification from the WIC Program.
- WIC benefits associated with the eWIC card are considered a prescription for certain types and amounts of formula. WIC shoppers may not "pay the difference," "put a can back," or "receive change back" from a WIC purchase for infant formula.

How should vendors stock infant formula?

- Formula must be kept in cool, dry conditions. The best temperature range is between 55 and 75°F (12°C and 24°C). Temperatures below 32°F (0°C) or above 95°F (35°C) are unacceptable.

- Extreme hot and cold temperatures can destroy the ingredients and the nutrients in formula.
- It is important to follow proper storage of formula to ensure its highest level of quality, since it may be the only source of nutrition for a baby for the first several months of life.

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INFANT CEREAL

Which infant cereals are on the program?

The NYS WIC Program has a contract with one manufacturer for infant cereal. Under this contract, shoppers are only allowed to purchase the brand of infant cereal identified in their eWIC benefits. The NYS WIC Acceptable Foods Card and the WIC2Go app can assist shoppers in selecting the allowable contract infant cereal.

What are the restrictions on infant cereal?

The infant cereal contract has a mandatory restriction: no substitutions are allowed. Due to this restriction:

- WIC shoppers may not return or exchange infant cereal.
- The only allowable exchange is when WIC shoppers return a container that is damaged, past its expiration date at the time of purchase, or contains defective or spoiled cereal. In this situation, shoppers may exchange the container for an intact, unexpired container of the same exact product.
- Allowing WIC shoppers to purchase an infant cereal other than the prescribed brand is a violation of the WIC Vendor Contract and could result in fines and/or disqualification from the WIC Program.
- WIC shoppers may not “pay the difference,” “put a box back,” or “receive change back” from a WIC purchase for infant cereal.

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APL, UPCs, AND PLUs

The NYS WIC Approved Product List (APL) is an electronic database that lists all WIC allowable foods. For WIC shoppers to purchase a product using an eWIC card, the UPC or PLU code for that product must be included in the NYS APL.

New food items are added to the NYS APL on a regular basis, and an automatic download occurs for vendors with integrated cash register systems. The automatic download will occur for vendors with stand beside systems as long as the terminal is **plugged in 24 hours/day** and turned on to receive the NYS APL.

Instructions on how to submit UPC information or to review either the full NYS APL or by food category can be found [here](#). Vendors can also email questions about the APL to wicfoods@health.ny.gov.

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MAPPING FRESH PRODUCE

The NYS WIC Program uses the Product Look Up (PLU) codes set by the International Federation for Produce Standards (IFPS) for **all** fresh produce.

- No store generated PLUs will be included on the NYS APL
- No UPCs for packaged fresh produce will be included on the APL

Stores with an Electronic Cash Register System (ECR):

- All packaged fresh produce UPCs must be mapped to the most similar PLU included on the APL.
- Vendors should contact the store's ECR provider for questions about mapping fresh produce to the store's ECR system.

Stores with an eWIC Stand-Beside POS Terminal:

- Vendors with eWIC stand-beside terminals do not map fresh packaged produce UPCs. Cashiers must enter a PLU in the eWIC terminal instead of scanning the barcode.

Do vendors have to map canned or frozen fruits and vegetables?

No, canned and frozen fruits and vegetables do not need to be mapped or entered as PLUs since these items are included on the NYS APL and can be scanned normally. For more information on mapping fresh produce, visit the [NYS WIC Vendor Website- UPC Information](#).

Where can vendors get more information on the NYS APL?

Vendors can review the full NYS APL as a PDF or Excel spreadsheet **OR** a shorter list of PLUs by food category. Both Lists can be found [here](#).

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COMPETITIVE PRICES

How are competitive prices determined?

Authorized vendors will be assigned to a vendor peer group. The store's shelf prices for WIC foods and formula will be compared to prices for the same types of products from other vendors in the peer group. This price comparison will be made:

- When applying to be a WIC vendor; and
- When the store is monitored by VMA staff

A group of commonly purchased WIC foods used for this comparison is called a Market Basket and includes the store's prices on contract formula.

Having competitive prices indicates that the store's prices, on average, are similar to other stores in the vendor peer group.

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Maximum Allowable Reimbursement Level (MARL)

On a monthly basis, the eWIC payment system automatically calculates an average requested amount for each vendor peer group and each food subcategory.

These averages are based on actual redemption data and more accurate because the system contains shelf prices (requested values) for every single item purchased.

To establish the MARL amount, an adjustment is applied to the average requested amount to allow for variation among stores and the product types in each subcategory. If a vendor's requested price for a product is higher than the calculated adjustment, the requested price will be automatically adjusted to the MARL at the time of payment.

Will transactions be rejected if they exceed the MARL?

No, transactions that exceed the MARL are automatically adjusted and paid within two business days after the eWIC transaction.

How frequently are MARLs updated?

MARLs are updated at least once a month but are monitored on an ongoing basis and, when appropriate, updated mid-month.

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ABOVE 50 PERCENT VENDORS

What is an above 50 percent vendor?

An “above 50 percent vendor” is an authorized WIC vendor that derives more than 50 percent of its annual Food Sales revenue from WIC food redemptions. Above 50 percent vendors also include new vendor applicants who are expected to meet this criterion based on projected sales.

Food Sales are defined as “the sales of all SNAP-eligible foods intended for home preparation and consumption.” Infant formula is included in Food Sales.

How does the NYS DOH determine above 50 percent status?

Federal regulations require states that operate a retail food delivery system to evaluate vendors at the time of authorization and then each year to determine if the vendor should be designated as an above 50 percent vendor or regular vendor. Newly authorized vendors must also be reviewed six months after authorization to determine if they have been properly designated as being an above 50 percent vendor or not.

All authorized vendors must maintain a record of all documented Food Sales for a period of three years and must provide this information for evaluation purposes upon request. A documented Food Sales amount is an amount that is supported by written sales or financial statements, reports, tax forms, or other records sufficient for establishing Food Sales.

If a store owner is requested to provide documentation of the Food Sales amount and is unable to prove that the store is not an above 50 percent vendor or if the store owner does not respond to the request for documentation, the store will be designated as an above 50 percent vendor.

How are MARLs calculated for above 50 percent vendors?

Federal regulations require MARLs for above 50 percent stores to be set at the statewide average for all non-above 50% stores. Vendors will automatically be reimbursed for eWIC transactions at the time of purchase.

Can above 50 percent vendors offer incentive items to WIC shoppers?

Vendors may only offer incentive items **with prior approval** from NYS DOH, including food merchandise or services that the vendor obtained at no cost or that cost the vendor less than \$2 for incentive items to WIC shoppers. Information on allowable incentive items can be found on [USDA's Food and Nutrition Service website](#).

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VENDOR BULLETINS

What is a Vendor Bulletin?

Vendor Bulletins are announcements sent by the NYS WIC Program via email Listserv that provide important information to authorized WIC vendors, WIC local agencies, and other stakeholders.

Vendors must maintain an active email address to receive Vendor Bulletins. It is the vendor's responsibility to ensure that email settings do not prevent the delivery of Vendor Bulletins. When there is a change in email information, the vendor must inform the NYS DOH by completing the [Vendor Email Update](#) page or contacting your [VMA](#).

Vendor Bulletins may include information regarding:

- Changes to (or clarifications of) the WIC Acceptable Foods Card
- Changes to (or clarifications of) minimum stocking requirements
- Policy changes
- eWIC related activities

Information should be reviewed immediately and shared with all store employees that handle WIC transactions. Vendor Bulletins can be found on the [NYS WIC Vendors](#) website under Vendor Communications.

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VENDOR RECORDKEEPING

What records do vendors have to keep?

Vendors must maintain all WIC Program related records, invoices, and purchase slips for a period of three years.

What are the recordkeeping criteria for invoices and receipts?

Invoices and receipts must:

- Be completed and prepared by the wholesaler or supplier from whom the vendor made the purchase.
- Include the name and address of the supplier/wholesaler.
- Indicate the date of purchase, name, and address of the vendor or employee who made the purchase.
- Provide an accurate description of the items purchased. Be specific when identifying WIC food items, as they are identified in the WIC Acceptable Foods Card. For example:

“Milk” must be specified as to the type of milk, such as fluid, dry, or evaporated, and whether it is whole, low fat, or non-fat.

“Fruit juice” must be specified as to the type of juice, such as “orange” and the brand of juice must also be noted for all types of juice for which specific brands are listed on the WIC Acceptable Foods Card.

- Identify the amount of each WIC food item purchased (for example, the number of containers, cans, boxes, ounces, or pounds).
- Indicate the unit price and total cost for each WIC food item purchased. (See the sample of an appropriate wholesaler’s invoice included in this section).

What are the recordkeeping requirements?

- Invoices, purchase slips, and inventory records must be kept for three years as a condition of participation in the WIC Program.
- Inventory records showing all purchases, wholesale and retail, in the form of invoices that identify the amounts and prices of specific WIC foods and formula.

- Other important records necessary to validate the amounts and the prices charged through eWIC redemptions.
- Records and receipts must not conceal or contain redacted information.
- Records must be made available to the NYS DOH and the VMA upon request. The State reserves the right to review the store's records of inventory to make sure the store is complying.
- Failure to maintain records as described in this section may result in recovery of funds, CMP, or disqualification from the WIC Program.
- Invoices/receipts for infant formula must document the sale of infant formula from an approved infant formula supplier/wholesaler directly to the vendor. Vendors are required to notify the NYS WIC Program of the supplier/wholesaler at the time of application and reapplication. If the supplier/wholesaler changes, vendors must notify the VMA within 15 days of that change.

Sample Acceptable Wholesaler Invoice

Date:

Wholesaler Name
Wholesaler Address:

Store Name:
Store Address:
Phone #:

:

# OF CASES	COM. CODE	ITEM DESCRIPTION	# UNITS PER CASE	UNIT SIZE	CASE COST	EXTENDED COST	RETAIL PRICE	UPC
1	6463	ENFL PWDR IRON 331	6	14.3 OZ	57.420	57.42	10.99	3008703310100
1	6492	SIM CONC IRON #411	24	13 OZ	57.020	57.02	2.99	2710004501610
1	6533	BN 1 RICE CEREAL	12	8 OZ	12.520	12.52	1.35	1598741236584
1	6534	BN 1 OATMEAL CEREAL	12	20 CT	31.080	31.08	1.35	5231648791351
1	6607	MEGA ULT DIAPER LGE	8	30 CT	31.080	31.08	4.99	4351688794531
2	6657	DRYPERS LG DIAP PP	8	18 OZ	56.880	113.76	5.99	2225536874981
1	6734	KELL CORN FLAKES	24	15 OZ	51.360	51.36	2.99	4441587329821
1	6792	KELL ALL BRAN	12	20 OZ	83.040	83.04	2.89	1334588977202
1	6801	KELL FROST FLAKES	24	18 OZ	39.960	39.96	4.29	3335589471256
1	6872	KEL BTE SZ MINI-WHTS	12	15 OZ	35.520	35.52	4.19	2535165629113
1	6917	GM WHEATIES	16	9 OZ	34.340	34.34	2.69	1113945798132
1	6929 N	GM KIX	16	15 OZ	37.800	37.80	3.79	1113448978531
1	6975 N	GM CHEERIOS	14	13.75 OZ	49.020	40.02	3.79	6665481987132
1	9044	GM RAISIN NUT BRAN	14	13.75 OZ	31.610	31.61	3.49	2223815974231
1	9054	POST HONEYCOMBS	16	10 OZ	39.600	39.60	4.09	6664859720320
1	9141	POST RAISIN BRAN	16	15 OZ	22.040	22.04	2.79	1120064889050
17			234		670.29	718.17	62.66	

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CHANGE IN BUSINESS STRUCTURE NOTIFICATION

What should vendors do if there is a change in ownership or business structure?

Vendors must report all changes in business structure to the VMA at least 30 days **before** the change. All changes in business entity ownership, WIC vendor location, or operations must be reported to the VMA in writing using the [Change in Business Structure Notification](#).

It is the vendor's responsibility to contact the VMA and report changes. Failure to provide notification within 30 days of the change may result in the termination of the vendor contract and/or denial of future authorizations.

What changes do vendors have to report?

Changes to the business structure that must be reported to the VMA within 30 days of the change include:

- New sole owner, partner, or corporate officers
- Changes to existing corporate owners/officers
- Purchase of a corporation or LLC
- Incorporation
- Change in trade name or corporate name
- Change in corporate location
- Change in store location
- Change in store hours of operation
- Change in Federal Employer Identification Number (FEIN)
- Change to Supplemental Nutrition Assistance Program (SNAP) Authorization
- Exceptional circumstances (for example; unanticipated change, such as the death of a sole owner, partner, or corporate officers, or a store closing due to damage)

The NYS WIC Program will determine whether any change in business structure requires a new application.

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NONDISCRIMINATION STATEMENT (NDS)

What is the definition of the USDA Nondiscrimination Statement and how do I file a complaint?

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, audiotope, 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/USDA-OASCR%20P-Complaint-Form-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:

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.

Please contact the VMA with any questions regarding information in the WIC Vendor Handbook. Thank you.

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