



2019-2021

DELAWARE WIC

eWIC BOOKLET

INFORMATION FOR VENDORS



DELAWARE HEALTH AND SOCIAL SERVICES

Division of Public Health

WIC Program

WHAT IS WIC?

WIC is a federally funded program that is administered at the federal level by the Food and Nutrition Service (FNS), United States Department of Agriculture. The State of Delaware, Division of Public Health, is responsible for the administration of the Delaware WIC Program. The WIC Administration office is responsible for all the operations of the program in accordance with federal and state rules, regulations and guidelines.

The primary purpose of the WIC Program is to make health and nutrition services available to eligible individuals.

Under the WIC Program, authorized health professionals prescribe nutritious supplemental foods and teach nutrition education to pregnant, postpartum, and breastfeeding women, infants, and children to their fifth birthday.

WIC participants receive eWIC benefits (eWIC card) to enable them to purchase WIC approved foods at local retail grocery stores. The eWIC card has a prescription for specific foods selected for the nutritional need of the individual with amounts loaded to the eWIC card.

WIC participants will receive an eWIC card that includes:

- A list of specific foods that may be purchased.
- A Cash Value Benefit (CVB) that has a fixed-dollar amount for the purchase of fresh fruits and vegetables.

Participants can use their benefits at any Delaware WIC authorized retailer.

For more information about the Delaware WIC Program go to: de.gov/wic

WHAT ROLE DOES A WIC VENDOR PLAY?

WIC vendors play an important role in the health of WIC participants. eWIC cards contain a food prescription designed to supplement the WIC participant's nutritional needs. The vendor fills the prescription, ensuring that the participant receives what is prescribed. Vendors act as the final step in the WIC process. The vendor's role is vital to the success of the WIC program because the nutritious WIC foods are designed to promote the healthiest possible birth outcomes, as well as the growth and development of children. WIC appreciates you being a partner with us in providing nutritious foods to Delaware families!



BABY FOOD

GERBER OR BEECH-NUT BRAND

FRUITS & VEGETABLES

Gerber Brand - 2nd Foods (2 pack)

Beech-Nut Classics Brand - 2nd Foods (4 oz jar)

- Single or mixed fruits
- Single or mixed vegetables
- No added sugar, starch or salt
- No added DHA/ARA
- Fruit and Veggie Blend

CANNOT BUY: desserts, dinners, cobblers, delights, custards, yogurts, medleys or organic

MEATS

Gerber Brand - 2nd Foods

2 1/2 oz. containers

- Single meats with broth
- Single meats with gravy

CANNOT BUY: dinners, graduates, sticks or organic



MILK

STORE BRAND OR STORE DESIGNATED BRAND

- Fresh (not flavored)
- Whole, Low Fat (1%), Skim
- Lactose Reduced (Whole, Low Fat (1%), Skim)
- Evaporated Milk (Whole, Low Fat (1%), Skim)
- UHT "Ultra High Temperature" (Whole, Low Fat (1%), Skim) (example: Parmalat, Natrel, etc.)
- Soy Milk (8th Continent: Original or Vanilla) (Silk: Original)
- Dry Milk

CANNOT BUY: flavored milk, raw unpasteurized milk, non-dairy milk substitutes, rice milk, organic or almond milk

INFANT CEREAL

GERBER OR BEECH-NUT BRAND

Authorized choices of the following single grain cereals:

- Multigrain
- Rice
- Barley
- Oatmeal
- Whole Wheat

CANNOT BUY: cereal with added fruit, formula, DHA/ARA or organic



INFANT FORMULA

Only the brand, type (powder, concentrate or ready-to-feed) and size prescribed to the WIC participant.

CANNOT BUY: any other brand, type or size

CANNED FISH

STORE BRAND OR STORE DESIGNATED BRAND

Available to exclusively breastfeeding mothers and pregnant or breastfeeding mothers with twins or triplets.

- Light Tuna, chunk - Packed in water
- Wild Alaska or Pink Salmon, packed in water

CANNOT BUY: albacore tuna, tuna spreads, or any other type of salmon, lunch packs, or fish with added flavoring



Refer the participant to their local WIC office for returns or exchanges

EGGS

STORE BRAND OR STORE DESIGNATED BRAND

One Dozen, Large, White only

CANNOT BUY: brown, free-range, specialty eggs (Eggland's Best or EggsPlus) or organic



CHEESE

STORE BRAND OR STORE DESIGNATED BRAND

1 lb (16 oz.) package only

Authorized choices of the following:

- Pasteurized Processed American
- Cheddar (block)
- Mozzarella (block)

CANNOT BUY: 8 oz. packages, imported cheese, cheese food, product or spread, shredded cheese, cheese with added flavors, individually wrapped slices, organic, Velveeta, Cheez Whiz, Kraft Singles, low fat or low sodium products, grated or cheese sticks, deli-sliced cheese, variety packs (i.e., American/Swiss)



FRESH FRUITS & VEGETABLES

FRESH FRUITS & VEGETABLES ONLY

- Any variety of fresh, bulk fruits and vegetables
- Bagged fruit
- Bagged salad mixes (no dressing, croutons, nuts or meat added)
- Bagged & loose vegetables
- Tubs of cut fruit or vegetables (no dressing or dip)
- Organic

Cannot buy: frozen fruit, frozen vegetables, canned fruit, canned vegetables, dried fruit, dried vegetables, herbs (i.e., basil, cilantro, parsley), spices (i.e., vanilla bean, cinnamon sticks) or fruit cups (i.e., Del Monte, Dole)



IMPORTANT

- WIC participant pays the remainder of the purchase price, which exceeds the maximum amount allotted on the eWIC card.
- Payment may be made by one of the following methods: cash, credit/debit card, SNAP, or personal/business check.



PEANUT BUTTER

STORE BRAND OR STORE DESIGNATED BRAND

16 - 18 oz. jar

- Creamy
- Crunchy

CANNOT BUY: powdered peanut butter, peanut butter spreads, peanut butter with added flavors or fortified peanut butter, natural or organic

DRIED BEANS/PEAS

STORE BRAND OR STORE DESIGNATED BRAND

1 lb (16 oz.) bag

Your choice of:

- Dried Beans
- Peas
- Lentils

CANNOT BUY: soup mixes, or canned beans, or beans mixed with spices or meat

WHOLE GRAINS

100% WHOLE WHEAT TORTILLAS

STORE BRAND OR STORE DESIGNATED BRAND

1 lb (16 oz.) package

100% whole wheat tortillas only. Whole wheat flour must be the first ingredient listed.

- Don Pancho 100% Whole Wheat Tortillas
- Food Lion 100% Whole Wheat Tortillas
- Giant 100% Whole Wheat Flour Tortillas
- Great Value 100% Whole Wheat Tortillas
- Natures Promise Whole Wheat Tortillas
- Micasa Whole Wheat Tortillas
- Mission 100% Whole Wheat Flour Tortillas
- Ortega Whole Wheat Tortillas
- Siempre Autentico Whole Wheat Tortillas
- Weis Whole Wheat Tortillas

100% WHOLE WHEAT BREAD

STORE BRAND OR STORE DESIGNATED BRAND

1 lb (16 oz.) package

100% whole wheat bread only. Whole wheat flour must be the first ingredient listed.



JUICE

STORE BRAND OR STORE DESIGNATED BRAND

64 oz. plastic bottles or frozen concentrate

100% FRUIT JUICE ONLY

- No sugar added
- No organic or DHA
- No infant juice
- No juice cocktails, drinks or ades
- No calcium or fiber fortified



12 oz. Frozen Concentrate
-Apple - Orange



12 oz. Frozen Concentrate
-Apple - Orange



12 oz. Frozen Concentrate
-Apple - Orange



12 oz. Frozen Concentrate
-Apple - Orange



12 oz. Frozen Concentrate
-Apple - Orange



64 oz. Plastic Bottles
-Any flavor



64 oz. Plastic Bottles
-Apple



64 oz. Plastic Bottles
-Apple -Premium Apple



64 oz. Plastic Bottles
-Any flavor with a green lid
12 oz. Frozen Concentrate
-Any flavor with a green lid



64 oz. Plastic Bottles
-Apple
12 oz. Frozen Concentrate
-Apple -Grape



12 oz. Frozen Concentrate
-Apple - Orange



12 oz. Frozen Concentrate
-Apple - Orange



12 oz. Frozen Concentrate
-Apple - Orange



12 oz. Frozen Concentrate
-Apple - Orange



12 oz. Frozen Concentrate
-Apple - Orange



11.5 oz. Frozen Concentrate
-Any flavor with a yellow band



64 oz. Plastic Bottles
-Apple

CEREAL & YOGURT

BREAKFAST CEREALS

COLD CEREAL



- Cheerios
- Multi-Grain Cheerios
- Kix
- Corn Chex
- Rice Chex
- Wheat Chex
- Wheaties



- Corn Flakes
- Crispix
- Frosted Mini-Wheats
- All Bran Complete
- Wheat Flakes

HOT CEREAL



- Original Cream of Wheat 2½ Minute (red box)
- Whole Grain Cream of Wheat



- Instant Oatmeal (regular/original flavor in individual serving packages only)

CANNOT BUY: any cereal or brand not listed or organic cereal

GOOD SOURCE OF IRON, FIBER, FOLIC ACID AND OTHER NUTRIENTS

YOGURT

32 OZ CONTAINERS ONLY PLAIN OR VANILLA FLAVORS ONLY

Whole Fat, Lowfat, Nonfat as listed on Food Package

CANNOT BUY: Greek, organic, drinkable yogurts, yogurts with non-nutritive sweeteners, yogurts with mix-in-ingredients such as: granola, candy pieces, honey, nuts



HOW TO COMPLETE AN eWIC TRANSACTION:



SAY
Yes
TO COUPONS,
SPECIALS AND
STORE DISCOUNT
CARDS!

SAY
No
TO RAIN CHECKS,
REFUNDS AND
IOU'S.

1. Scan all food.
2. If the customer identifies themselves as a WIC participant, make sure they use their eWIC card first before any other form of payment.
3. Give the cash register receipt to the WIC participant. The remaining benefit balance and date benefits expire will appear on the receipt.
4. If there are problems with an eWIC transaction, contact your store manager for help.



FREQUENTLY ASKED QUESTIONS

Q: Can I substitute another brand if our store is out of the brand on the WIC Program Booklet?

A: No. Substitutions are never allowed. If your store is out of the specific brand the participant wants, the participant can go to a different WIC authorized vendor.

Q: Does the WIC Participant have to show ID/WIC folder for an eWIC transaction?


A: No. The eWIC card is the only item required for a successful eWIC transaction.

Q: What if my store is out of a WIC food item?

A: If your store is out of an authorized WIC food item, you must tell the WIC customer to come back later or go to another store. You may not issue rain checks or IOUs for out-of-stock items.

Q: What should a cashier do if a situation arises at checkout?

A: Contact your store manager or customer service manager, according to your store policy.

A photograph of a woman and a young girl in a grocery store. The woman is smiling and looking down at something in a shopping basket. The girl is looking at the same thing. They are standing in front of a display of fresh produce, including leafy greens and potatoes. The background shows more produce and a window with a view of a city.

LET THE WIC SYSTEM DECIDE

The Point-of-Sale (POS) device will determine if the item is allowed. If it is an allowed item, and the customer has enough in their balance to receive the item, the POS will allow the transaction.

VENDOR RESPONSIBILITIES

It is the responsibility of the WIC vendor to follow the policies and procedures of WIC. These responsibilities include, but are not limited to, the following:

1. Comply with requirements specified in the Vendor Agreement and the Delaware WIC Vendor Handbook.
2. Purchase infant formula from the Approved List of Infant Formula Wholesalers/Retailers/Manufacturers only.
3. Accept and process eWIC benefits only within the confines of the store.
4. Ensure that a minimum stock of WIC foods with future expiration dates is on the shelves at all times.
5. Post the “We Accept eWIC” door decal in a highly visible location on or near entrances to the store.
6. Vendors may not override any transaction.
7. Give all WIC participants the same service and the same courtesies as non-WIC customers.
8. To make changes to the Approved Product List, the vendor must complete the UPC Application Form available at de.gov/wic.
9. At least one employee is to attend and complete all required training per store. Those employees are then responsible to train all store employees on WIC procedures and distribute WIC materials.
10. Keep the current eWIC Program Booklet and authorized food list at each cash register.
11. Submit timely, accurate Monthly Self Monitoring checklist of minimum stock food items as required by the State Agency.
12. Cooperate with WIC officials when the store is being evaluated or monitored.
13. Do not use any incentives, “give aways”, specials, or the like, for the purpose of encouraging or otherwise enticing WIC participants to redeem their eWIC benefits at the store.
14. Notify the WIC State Agency in writing at least fifteen (15) days in advance of when the store ceases operation, changes ownership, name, or location.
15. Compliance with the vendor selection criteria must be maintained throughout the agreement period, including any changes to the criteria.

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotape, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing, or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at: http://www.ascr.usda.gov/complaint_filing_cust.html, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter 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;

(2) fax: (202) 690-7442; or

(3) email: program.intake@usda.gov.

This institution is an equal opportunity provider.

Delaware WIC Program
655 Bay Road, Suite 1C
Dover, DE 19901

www.de.gov/wic

The information in this booklet is subject to change.