

WIC VENDOR HANDBOOK

SPECIAL SUPPLEMENTAL FOOD PROGRAM FOR WOMEN, INFANTS, AND CHILDREN (WIC)

Oklahoma State Department of Health
WIC Service
123 Robert S Kerr Avenue
Oklahoma City, OK 73102
405-426-8505 or toll free 1-888-655-2942, Option #5
Fax 405-900-7576

The Special Supplemental Nutrition Program for Women, Infants and Children is open to all eligible persons regardless of race, color, sex, national origin, age, or disability.

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WIC PROGRAM SUMMARY

The Oklahoma State Department of Health (OSDH) funded by the U.S. Department of Agriculture has administered the WIC Program since 1976 through local county health departments and nonprofit health agencies in the state of Oklahoma.

The WIC program is a nutrition education and supplemental food program for nutritionally at-risk pregnant and postpartum women, infants, and children to the age of five years.

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC Program) was authorized in legislation passed by the United States Congress in Section 17 of the Child Nutrition Act of 1966. The reason for enactment was due to findings that substantial numbers of pregnant, postpartum and breastfeeding women, infants and young children from families with inadequate income were at special risk with respect to their physical and mental health by reason of inadequate nutrition or health care, or both.

The purposes of the program are:

1. to provide ***specific supplemental foods*** for good health and nutrition during critical times of growth and development. Foods provided by the program supply calcium, protein, iron, and vitamins A, C, and D.
2. to provide nutrition education to participants at no cost. Nutrition education is designed to be easily understood by participants and to bear a practical relationship to participant nutritional needs, household situations, and cultural preferences. The goals of nutrition education are:
 - a. to emphasize the relationship between proper nutrition and good health with special emphasis on the nutritional needs of pregnant, postpartum, and breastfeeding women, infants and children under five years of age;
 - b. to assist the individual who is at nutritional risk in achieving a positive change in food habits, resulting in improved status and in the prevention of nutrition related problems through optimal use of the supplemental foods and other nutritious foods;
 - c. to serve as an adjunct to good health care during critical times of growth and development, in order to prevent the occurrence of health problems and to improve the health status of these persons.

As the result of the WIC Program, research indicates the following:

1. increased enrollment in prenatal care in the first trimester of pregnancy;
2. increased infant birth weight;
3. increased intakes of iron and Vitamin C during infancy;
4. increased intake of nutrient dense foods;
5. The WIC Program has been shown to save the taxpayers \$3.13 in Medicaid expenses for every \$1.00 spent on pregnant women on WIC.

Applicants for the program must meet specified income eligibility criteria, and be determined at nutritional risk by a health professional. Selected risk criteria may include anemia, medical conditions related to nutrition, low birth weight, and inadequate dietary patterns. Participants are certified for a six month period, then re-evaluated for recertification. Participants receive benefits loaded onto their eWIC card covering a three month period during their quarterly visits at the health department.

eWIC card are accepted at any OSDH WIC authorized grocery stores and pharmacies. The WIC participant receives the specific supplemental food/formula as allowed by the eWIC system's program for each participant, based upon the approved foods/formulas as listed in the "Guide to WIC Authorized Foods" section of the OSDH *WIC Vendor Handbook* and the *Oklahoma Unified WIC Approved Food Card*.

Authorized foods include specific cereals, fruit juices, infant formulas, infant cereals, milk, cheese, eggs, dried beans or peas, peanut butter, canned fish, fruits & vegetables and whole grain options. Federal law mandates the amounts of specific nutrients in the foods selected for the WIC program.

WIC VENDOR APPLICATION AND AUTHORIZATION PROCESS

Vendor participation in the WIC Program is at the vendors request.

The department shall provide an application for applying to become a WIC retail vendor at any time throughout the year. Submission of a completed application shall not constitute authorization to an applicant to accept or receive payment through eWIC. Any application submitted improperly or incompletely shall be returned to the applicant. Any application not completed and returned to the department within 60 calendar days from receipt by the applicant shall not be processed. An applicant can apply for authorization to become a WIC retail vendor by submitting to the department the information detailed on pages E(1)-6 and E(1)-7, Section 310:410-3-11 of the State of Oklahoma Administrative Procedures Act/WIC Regulations (APA/WR).

Vendors wishing to participate in the WIC Program should submit a written request to:

Oklahoma State Department of Health
WIC Service
123 Robert S Kerr Avenue
Oklahoma City, OK 73102
405-426-8505 or toll free 1-888-655-2942, Option #5

Upon receipt of the application, the department shall utilize the participant/vendor ratios. (See 310:410-3-10, page E(1)-5 of the State of Oklahoma Administrative Procedures Act/WIC Regulations.)

The vendor/applicants price list for the WIC Authorized Foods will be analyzed to determine competitiveness of prices. (Competitive prices are established using redemption price received through the eWIC redemption process from vendors currently authorized with the WIC program that have the same peer group classification as the applicant).

The vendor/applicants must ensure that the previous owner didn't sell the store in an attempt to circumvent a WIC sanction. The department may consider such factors as whether the store was sold to a relative by blood or marriage of the previous owner(s) or sold to any individual or organization for less than its fair market value.

WIC VENDOR AUTHORIZATION

(See 310:410-3-12, page E(1)-7 of the APA/WR.)

Upon successful completion of the process for application or reauthorization, each applicant or WIC vendor who meets the criteria set forth, shall be notified that they are approved for authorization ***pending completion of a WIC vendor agreement.***

WIC VENDOR AGREEMENT REQUIREMENT

(See 310:410-3-31, page E(1)-15 of APA/WR.)

All authorizations to act as a WIC retail vendor require a properly executed, written WIC vendor agreement between the department and the vendor. In the retail purchase system, a standard WIC vendor agreement requires ratification annually. The department is under no obligation to re-authorize a WIC vendor at the time of expiration of the vendor agreement.

The state Vendor Monitor or representative of the local WIC program may make an on-site evaluation. The following criteria are used for evaluation:

1. reviews stock of WIC food items (see page B-1 for requirements);
2. verifies submitted prices are accurate and comparable to WIC vendors with stores of the same peer group classification;
3. verifies store's location is accessible to WIC participants;
4. verifies fresh merchandise is available and the store is clean;
5. reviews information packet and handbook;
6. reviews vendor's current state and local operating licenses or permits.

Following the on-site evaluation, the agreement may be signed at the store. The date for beginning WIC operations at the store will be established.

The completed agreement is returned to the state office for countersignature by the agency's comptroller. Completed agreement copies will be returned to the WIC vendor.

WIC VENDOR EDUCATION

(See 310:410-3-20, page E(1)-12 of the APA/WR.)

An initial WIC retail training course shall be provided to vendor applicants who have met the criteria. All vendor sites shall send a representative listed on the application to such training course except as provided for by the department.

WIC RETAIL VENDOR RESPONSIBILITIES

(See 310:410-3-35, page E(1)-16 of the APA/WR.)

WIC foods must be stocked in sufficient quantity so that a WIC participant can redeem the benefits loaded on their eWIC cards for the prescribed quantity.

(Rain checks or IOU's are not allowed.) Fresh merchandise must be issued to the participant.

The minimum quantities, sizes, and types of WIC foods necessary at a vendor site are those specified in the WIC Vendor Agreement.

The vendor shall monitor the WIC foods approved by the USDA and shall furnish only the prescribed quantities, types and brands specified by the participant's eWIC card for each transaction.

Vendors accept accountability for the actions of employees in the processing of eWIC transactions and the selling of authorized foods. Vendors shall be responsible for any actions of vendors' employees which are contrary to the WIC Vendor Agreement and WIC regulations.

Vendors must purchase WIC stock at wholesale prices. Do not purchase items from another retailer for resale.

WIC VENDOR COMPLIANCE AND SANCTIONS

(See 310:410-3-50 - 310:410-3-55, pages E(2)-22 - E(2)-26 of the APA/WR.)

The state agency believes the objectives of the WIC program can be met through education and training. Violations of the WIC vendor agreement and WIC regulations indicate a need for employee training.

The state has designed systems to detect vendors who deliberately abuse or inadvertently defraud the WIC Program. These systems also identify vendors who, unknowingly violate WIC regulations or the terms of the vendor agreement. Sanctions shall be imposed by the state against Oklahoma WIC vendors for whom there is documented evidence of abuse.

Methods of monitoring include, but are not limited to the following:

1. computerized tracking of eWIC transactions to detect price abnormalities;
2. compliance purchasing conducted by state or federal investigators;
3. unannounced site visits by the state's Vendor Monitors;
4. invoice comparisons to detect improper or illegal substitution for WIC approved items.

Purchase invoices of WIC approved foods must be kept for three years (required by Oklahoma Statute).

PRICES AND SPECIAL OFFERS

Prices charged for WIC foods must be the current lowest price charged to other customers. **DO NOT ADD SALES TAX.** If a WIC food item is on sale, you must charge only the sale price.

Treat WIC participants with the same courtesy offered to cash customers. **You may need to help new WIC participants select correct foods.** Familiarity with brands and package sizes of WIC Authorized Foods is a must.

WIC participants are entitled to all special offers including trading stamps, prizes, premiums, buy-one-get-one-free, etc.

WIC participants may use manufacturers' coupons to reduce the cost to the WIC program. Ensure that no cash be exchanged during a eWIC transaction.

The use of a manufacturer's coupon could make a branded product the "least cost available" in that specific category.

Ensure that no restitution shall be sought from WIC participants for eWIC transactions not paid by the state.

ADDITIONAL NUTRITION/WIC PROGRAMS

Nine Native American/Indian Agencies within Oklahoma also provide Nutrition/WIC Programs.

These programs are separate and apart from the Oklahoma State Department of Health Nutrition/WIC Program.

Native American/Indian Nutrition/WIC Programs require a contract/agreement with each individual agency.

They are as follows:

Cherokee Nation PO Box 948 Tahlequah, OK 74465	918-453-5291 Sonya Wynn, WIC Director Teresa Gann, Vendor Manager
Chickasaw Nation PO Box 1548 Ada, OK 74820	580-436-7296 Katrina Lewis, WIC Director Tia Carter, Vendor Coordinator
Choctaw Nation 1803 Chukka Hina Drive Durant, OK 74701	580-916-9140 Shelly Rector, WIC Director Blakelyn Dawson, Vendor Coordinator
Inter-Tribal Council of Oklahoma PO Box 1308 Miami, OK 74355	918-919-4050 Michale Lasiter, WIC Director Michale Lasiter, Vendor Manager
Muscogee Creek Nation PO Box 580 Okmulgee, OK 74447	918-549-2780 Katura Bunner, WIC Director Joanna Fisher, Vendor Coordinator
Osage Nation 1301 Grandview Ave. Pawhuska, OK 74056	918-287-5368 Dawna Bowman, WIC Director Marcy Hoskinson, Vendor Manager
Otoe-Missouria Tribe 8151 Highway 177 Red Rock, OK 74653	580-723-4466 Rene Harris, WIC Director
Potawatomi Nation 1601 S. Gordon Cooper Shawnee, OK 74801	405-273-3216 Shelley Schneider, WIC Director Chris Melton, Vendor Coordinator
WCD Enterprises, Inc. PO Box 247 Anadarko, OK 73005	405-247-2533 Carol Jared, WIC Director Carl Taylor, Vendor Manager

B. GUIDE TO AUTHORIZED WIC FOODS

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**You and your associates
are the final links in the
chain of food delivery to
the "WIC" participants.
You must ensure that only
"WIC Approved Foods"
are allowed!**

AUTHORIZED WIC FOODS

WIC Foods to be stocked include the following:

1. Fortified white whole milk; white and chocolate, reduced fat, low fat, and skim milk in gallon, half-gallon, and quart containers (**LEAST COST BRANDS REQUIRED**)
2. Evaporated milk (**LEAST COST BRANDS REQUIRED**)
3. Instant nonfat dry milk (**LEAST COST BRANDS REQUIRED**)
4. Eggs - Grade A or AA Large or Medium, white or brown (**LEAST COST BRANDS REQUIRED**)
5. Cereal - At least eight cold and two hot WIC authorized cereals (**SPECIFIC BRANDS LISTED**)
6. Juices – Single Strength Juices – 64 oz. Bottles (**SPECIFIC FLAVORS, BRANDS**)
7. Legumes - (Canned or Dry Beans or Peas) – 16 oz. or less canned, 1 pound package dry. (**Any Brand**)
8. Infant formula - Stock contract infant formulas. (**SPECIFIC BRANDS**)
9. Infant Cereal (dry, without fruit, 8 or 16 oz containers) - At least two of the following cereals: Barley, Oatmeal, Rice, Mixed Grain (**SPECIFIC BRANDS**)
10. Infant Fruits and Vegetables ("Stage 2" 4oz or 8oz) – At least three varieties of fruits and three varieties of vegetables. (**ANY BRAND**)
11. Peanut Butter - 16oz to 18oz (**ANY BRAND**)
12. Cheese – (**LEAST COST BRANDS REQUIRED**, by category selected)
13. Tuna (2.5 - 12 oz can or pouch) - Oil or Water (Dolphin Safe) (**ANY BRAND**)
Salmon (2.5 - 15.0 oz can or pouch) - (**ANY BRAND**)
Sardines (3 – 23 oz cans) - (**ANY BRAND**)
Chub or Atlantic Mackerel (4 – 15 oz can) - (**ANY BRAND**)
14. Fresh Fruits and Vegetables – At least 5 categories of fresh fruits and 5 categories of fresh vegetables.
15. Whole Wheat or Whole Grain Bread – At least 10 loaves. (**SPECIFIC BRANDS**)

The "**LEAST COST BRAND**" in all of the food categories in which it applies is the "**LEAST COST BRAND**" available to the participant at the time an eWIC transaction is completed.

QUESTION (?), CALL (405) 426-8505 OR TOLL FREE 1-888-655-2942, Option #5

"LEAST COST" BRANDS...

are a requirement of the state of Oklahoma WIC Program, with the exception of brand specific items; i.e., cereals, infant formula, and certain fruit juices as noted in the *WIC Vendor Handbook*.

"LEAST COST BRANDS REQUIRED" LEAST COST is defined as the least cost brand available **BY CATEGORY SELECTED**, at the time of purchase.

EXAMPLE:

MILK	Whole, lowfat or skim (all percents). Any one of these are approved as long as the one chosen is the lowest price available in that category.
CHEESE	Kraft cheese is allowed <u>ONLY</u> when there is not a lower cost cheese in stock OR when a sale price or coupon makes it the "LEAST COST" available.
EGGS	Large Grade A or AA White or Brown Eggs, Dozen Only. (Medium allowed if Large is not available).

NOTE:

The brand name of KRAFT is used in the example ONLY due to the fact that they represent the majority of errors in allowable least cost available foods at store level.

WIC Approved Food List

Yogurt

Type listed on your WIC benefits – whole milk, low-fat, nonfat.

Yogurt must be assigned at the clinic as a substitute for some of your milk benefit and issued to your eWIC account.

1 year olds may redeem any yogurt type, children above age 2 and women may redeem low-fat or nonfat yogurt only.



Low-fat and Nonfat Quart

32 ounces (Quart)

Best Choice

Low-fat:

Peach
Strawberry
Strawberry
Banana
Vanilla

Nonfat:

Plain

Best Yet

Low-fat:

Plain
Vanilla

Nonfat:

Vanilla

Coburn Farms

Low-fat:

Plain

Dannon All

Natural

Low-fat and

Nonfat:

Plain

Food Club

Low-fat:

Strawberry
Vanilla

Great Value

Nonfat:

Plain

Hiland

Nonfat:

Plain

LALA

Low-fat:

Plain

Lucerne

Nonfat:

Plain
Vanilla

Mountain High

Low-fat:

Plain
Vanilla

Nonfat:

Plain

Nancy's

Low-fat:

Plain
Vanilla

Yoplait

Low-fat:

Blueberry
Harvest Peach
Strawberry
Strawberry
Banana
Vanilla

Nonfat:

Plain

WinCo

Nonfat:

Plain

Low-fat 8-Pack

32 ounces (Eight pack of 4-ounce cups)

Yoplait Kid

Low-fat:

- Cotton Candy and Wild Berry
- Strawberry and Blueberry
- Strawberry and Cotton Candy
- Strawberry Banana and Raspberry
- Strawberry Banana and Strawberry



Low-fat and Nonfat 4-Pack

Four pack of 4-ounce cups (16 ounces) x 2 = 32 ounces

Activia

Low-fat:

Black Cherry
Blueberry
Mango
Mixed Berry
Peach
Prune
Strawberry
Strawberry Banana
Vanilla

Activia Light

Nonfat:

Peach
Strawberry
Vanilla



Low-fat and Nonfat Greek Quart

32 ounces (Quart)

Best Choice

Greek

Nonfat:

Plain
Vanilla

Best Yet Greek

Nonfat:

Plain
Vanilla

Better Goods

Greek

Nonfat:

Plain

Chobani

Greek

Low-fat:

Nonfat:

Plain
Strawberry
Vanilla

Chobani Zero

Sugar Greek

Nonfat:

Vanilla
Strawberry

Coburn Farms

Greek

Nonfat:

Plain

Dannon Light

+ Fit Greek

Nonfat:

Vanilla

Food Club

Greek

Nonfat:

Plain

Good & Gather

Greek

Nonfat:

Plain
Vanilla

Lucerne Greek

Nonfat:

Plain
Strawberry
Vanilla

Oikos

Triple Zero Greek

Nonfat:

Vanilla

Great Value

Greek

Nonfat:

Plain

WinCo Greek

Nonfat:

Plain

Whole (including Greek) Quart

32 ounces (Quart)

Best Choice

Whole:

Plain

Better Goods

Greek

Whole:

Plain

Brown Cow

Whole:

Maple
Plain
Vanilla

Chobani Greek

Whole:

Plain

Dannon All

Natural

Whole:

Plain
Vanilla

Good & Gather

Greek

Whole:

Plain

Lucerne

Whole Greek:

Plain
Whole:

Great Value

Greek

Whole:

Plain

Nostimo Greek

Whole:

Plain

Mountain High

Whole:

Plain
Strawberry
Vanilla

Milk, Plant-Based Beverages and Cheese

Milk

Milk is issued in quarts or gallons on your benefit.

4 quarts = 1 gallon

3 quarts = 0.75 gallon

2 quarts = 0.5 gallon

1 quart = 0.25 gallon



White Milk

Least Cost Brand

Gallon, ½ Gallon and Quart Sizes

- Percentage as specified on benefit list

Milk substitutions (such as lactose-free, soy milk, plant-based milk, etc.) must be assigned at the clinic and issued to your eWIC account.

Buttermilk

Any Brand

Quart

Evaporated Milk

Least Cost Brand

12-ounce can

- Percentage as specified on benefit list

Lactose-Free Milk

Any Brand

½ Gallon

- Percentage as specified on benefit list

Instant Dry Milk

Least Cost Brand

- Percentage as specified on benefit list

Plant-Based Beverages



Ripple Kids
Original
48 ounce



Ripple Kids
Unsweetened
Original
48 ounce



Silk Kids
Original
59 ounce

Soy Milk



8th
Continent
Original
64 ounce



Pacific Foods
Ultra Soy
Original
32 ounce



Silk
Original
64 ounce

Cheese

Cheese must be assigned at the clinic as a substitute for some of your milk benefit and issued to your eWIC account.



Least Cost Brand

8, 16 or 32-ounce packages only in the following varieties:

- Pasteurized processed American slices
- Block or shredded only of:
 - Cheddar - Colby Jack - Mozzarella - Swiss
 - Colby - Monterey Jack - Muenster



Not Authorized

- Individually wrapped slices
- String
- Deli
- Processed cheese food

Tofu

Tofu must be assigned at the clinic as a substitute for milk or egg benefit and issued to your eWIC account.



16 ounces only



Azumaya
Firm
Extra Firm
Silken



Franklin Farms
Firm
Extra Firm
Medium Firm
Soft



House Foods America
Firm
Medium Firm
Extra Firm



Nasoya
Silken

Fruits and Vegetables



Fruits

Fresh, Canned and Frozen

- Any variety whole or cut without added fats, oils or sugars (including artificial sweeteners)
- Bagged or prepackaged
- Cut fruits without added dips
- Organic fruits



Vegetables

Fresh, Canned and Frozen

- Any variety whole or cut without added fats, oils or sugars (including artificial sweeteners)
- Bagged or prepackaged
- Vegetables, including salads without dips or dressings
- All potatoes and yams
- Organic vegetables



Fresh Cut Herbs

- Any fresh cut herbs, including basil, dill, chives, parsley, marjoram, tarragon, fennel, cilantro, rosemary, savory, thyme, oregano, sage or mint

Not Authorized

- Salad bar purchases or fruit baskets
- Fresh fruits and/or vegetables packaged with dips, sauces or glazes
- Breaded, creamed or sauced vegetables
- Nuts, seeds, peanuts or fruit-nut mixtures
- Vegetable-grain mixtures (i.e., pasta, rice, noodles, etc.)
- Spices and dried herbs
- Potted plants with fruits, vegetables or herbs
- Ornamental and decorative fruits and vegetables such as chili peppers or garlic on a string, gourds or painted pumpkins
- Edible blossoms and flowers, such as squash blossoms
- Home canned and home preserved fruits and vegetables

Eggs



Least Cost Brand

Medium or Large Dozen

- Grade A or AA
- White and brown

Not Authorized

- Nutrient enhanced or reduced cholesterol eggs

Juice



Juice can be substituted for a portion of cash value benefit dollars. Juice must be assigned at the clinic as a substitute and issued to your eWIC account.

64-ounce Bottles

100% juice only – Pasteurized, no cocktails, unsweetened



Best Choice

Apple
Blends (Berry, Cherry, Grape and Punch)
Cranberry
Grape
Pineapple
Tomato
Vegetable
White Grape
White Grapefruit



Best Yet

Apple
Cranberry
Cranberry Grape
Grape
Grapefruit
Orange
Orange Mango
Orange Pineapple
Pineapple
Pineapple Mango
Tomato
Vegetable
White Grape



Freedom's Choice

Apple
Grape



Great Value

Apple
Cranberry
Cranberry
Pomegranate
Cranberry Grape
Grape
Orange Blend
Pear
Ruby Red
Grapefruit
Tomato
Vegetable
White Grape
White Grape
Peach



Harvest Classic

Apple
Apple Orange
Pineapple
Cranberry
Cranberry Apple
Cranberry Grape
Cranberry
Raspberry
Grape
Orange
Pineapple
Vegetable
White Grape



Juicy Juice
Any Flavor
100% Juice



Langers

Apple
Apple Berry
Cherry
Apple Cranberry
Apple Grape
Apple Kiwi
Strawberry
Apple Orange
Pineapple
Apple Peach
Mango
Concord Grape
Cranberry Plus
Cranberry
Raspberry Plus
Grape
Orange
Pineapple
Pineapple Orange
Red Grape
Ruby Red
Grapefruit
White Grape



Market Pantry

Apple
White Grape



Old Orchard

Acai Pomegranate
Apple
Apple Cranberry
Berry Blend
Black Cherry
Cranberry
Blueberry
Pomegranate
Cherry
Pomegranate
Cranberry
Pomegranate
Grape
Kiwi Strawberry
Mango Tangerine
Orange
Peach Mango
Pineapple
Red Raspberry
Strawberry
Watermelon
White Grape
Wild Cherry



Signature Select

Apple
Cherry
Pomegranate
Elderberry
Cranberry
Cranberry Grape
Cranberry
Raspberry
Grape
Grapefruit
Tomato
Vegetable
White Grape



Tipton Grove

Apple
Grape
Pineapple
Vegetable
White Grape

Cold Cereal

GF = Gluten Free

Allowed in 9.8-ounce to 36-ounce size only



Best Choice

Bran Flakes
Corn Crisps
Frosted Shredded Wheat
Happy O's
Rice Crisps
Wheat Flakes



Best Yet

Bran Flakes
Bite Size Shredded Wheat – Frosted
Toasted Oats



Freedom's Choice

Bran Flakes
Frosted Shredded Wheat
Toasted Oats



Food Club

Bran Flakes
Corn Squares
Frosted Shredded Wheat
Rice Squares
Toasted Oats



Great Value

Bran Flakes
Corn Squares^{GF}
Frosted Bite Size Shredded Wheat
Toasted O's
Rice Squares^{GF}



General Mills

Cheerios^{GF}
Multi Grain Cheerios^{GF}
Blueberry Chex^{GF}
Cinnamon Chex^{GF}
Corn Chex^{GF}
Rice Chex^{GF}
Wheat Chex
Fiber One Honey Clusters
Berry Berry Kix
Honey Kix
Kix
Total Whole Grain Wheaties



Kellogg's

All Bran Complete
Wheat Flakes
Complete Bran
Frosted Mini Wheats
Frosted Mini Wheats
Cinnamon Roll
Frosted Mini Wheats Golden Honey
Frosted Mini Wheats Pumpkin Pie Spice
Frosted Mini Wheats Strawberry
Little Bites Frosted Mini Wheats



Kiggins

Bite Size Shredded Wheat – Frosted
Corn Squares
Rice Squares
Rollin' Oats



Malt-O-Meal

Frosted Mini Spooners



Post

Grape Nuts
Grape Nuts Flakes
Great Grains
Banana Nut Crunch
Great Grains
Crunchy Pecan



Quaker

Life Cereal
Original
Oatmeal Squares
Brown Sugar
Oatmeal Squares
Honey Nut



Signature Select

Bran Flakes
Frosted Shredded Wheat Bite Size
Toasted Oats
Rice Pockets



Winco

Bran Flakes
Bite Size Frosted Shredded Wheat
Toasted Oats

Whole Grains



Bread

12 to 24 ounce packages



Best Choice

100% Whole Wheat



Best Yet

100% Whole Wheat



Bunny

100% Whole Wheat



Food Club

100% Whole Wheat



Great Value

Multigrain
Whole Wheat



Lewis

Healthy Life
100% Whole Wheat
Whole Wheat



Market Pantry

Whole Wheat



Monk's

Wheat Whole Grain



Mrs. Baird's

100% Whole Wheat
Sugar Free
Whole Grain
Wheat



Nature's Own

100% Whole Grain
100% Whole Wheat with Real Honey
Whole Wheat
Hamburger Buns



Oroweat

Multigrain
Sandwich Thins
Whole Grain
Oatnut
Whole Wheat
Whole Wheat
English Muffins
Whole Wheat
Hamburger Buns
Whole Wheat
Sandwich Thins



Ozark Hearth

100% Whole Wheat
Multigrain
Hamburger Buns
Whole Wheat
Whole Wheat
Hamburger Buns
Whole Wheat
Hotdog Buns



Pepperidge Farm

100% Whole Wheat
Cinnamon Raisin Swirl
100% Whole Wheat
Very Thin Sliced
100% Whole Wheat
Whole 15 Grain
Whole Grain
Honey Wheat
Whole Grain
Oatmeal



Sara Lee

100% Whole Wheat



Signature Select

100% Whole Wheat



Thomas

Whole Wheat
Bagels
Whole Wheat
English Muffins



Toufayan

Multi Grain Pita Bread
Whole Wheat Flat Bread
Whole Wheat Pita Bread



Winco

100% Whole Wheat
Whole Wheat
Whole Wheat
English Muffins



Wonder

100% Whole Wheat

Gluten free?
Contact your
WIC office for
gluten free
options.

Hot Cereal

GF = Gluten Free

Allowed in 9.8-ounce to 36-ounce size only

Approved brands of oatmeal packets count as cereal benefit



Cream of Rice

Cream of Rice
Original^{GF}



Cream of Wheat

Cream of Wheat
1 Minute
Cream of Wheat
2½ Minute
Cream of Wheat
10 Minute
Cream of Wheat
Whole Grain
Instant
Cream of Wheat
Whole Grain 2½ Minute



Food Club

Instant Oatmeal



Great Value

Instant Oatmeal



Malt-O-Meal

Chocolate
Original



Quaker

Instant Oatmeal
Instant Grits



Signature Select

Instant Oatmeal



Winco

Instant Oatmeal



Whole Wheat Tortillas

16 to 64-ounce packages



Best Choice
100% Whole Wheat
Whole Wheat



Don Pancho
Whole Wheat
Taco Size



Food Club
Whole Wheat



Great Value
Whole Wheat
Taco Size



Guerrero
Whole Wheat
Taco Size



La Banderita
Whole Wheat Fajita
Size
Whole Wheat Tortilla
Soft Taco Size



Mama Lupe's
100% Whole Wheat
Taco Size



Mission
Whole Wheat
Fajita Size
Taco Size



Ortega
Whole Wheat



Santa Fe Tortilla Company
Whole Wheat



Tio Santi
100% Whole Wheat
Taco Size

Soft Corn Tortillas

GF

16 to 64-ounce packages



Best Choice
Corn



Chi Chi's
White Corn



Don Pancho
White Corn



Great Value
White Corn



Guerrero
Corn



La Banderita
White Corn
Yellow Corn



La Banderita
La Burrita
Corn



Mission
Yellow Corn
White Corn



Ramirez And Sons
Stone Ground Corn

GF = Gluten Free



Santa Fe Tortilla Company
White Corn
Yellow Corn



Signature Select
White Corn



Tio Santi
White Corn

Whole Wheat Pasta

Any Shape – 100% whole wheat

8 to 16-ounce packages



Allegria



Barilla



Best Choice

bettergoods
Better Goods



Food Club



Gia Russa



Good & Gather



Great Value



Hodgson Mill



Racconto



Ronzoni



Signature Select



Winco

Oatmeal

16 to 42-ounce containers

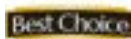
Approved individual oatmeal packets count as cereal benefit, other packages of oats (i.e., canisters, bags, etc) count as whole grain benefit



Always Save
Old Fashioned
Oats
Quick Oats



Avelina
Old Fashioned
Oats^{GF}
Quick Cooking
Oats^{GF}



Best Choice
Old Fashioned
Oats
Quick Oats



Best Yet
Old Fashioned
Oats
Quick Oats



Bob's Red Mill
Rolled Oats



Food Club
Old Fashioned
Oats
Quick Oats



Good & Gather
Old Fashioned Oats
Quick Oats



Great Value
Old Fashioned Oats
Quick Oats



Hodgson Mill
Thick Cut Rolled
Oats
Quick Rolled Oats



McCann's
Irish Oatmeal



MOM's Best
Old Fashioned Oats
Quick Oats



Signature Select
Old Fashioned Oats
Quick Oats
Quick Steel Cut Oats



That's Smart
Quick Oats



Winco
Oats
Quick Oats



Quaker
Quick Oats
Steel Cut Oats
Overnight Oats
Rolled Oats

Additional Whole Grain Options

Must have whole grain as primary ingredient by weight.

Not Authorized

• Organic

Additional Whole Grain Options

Options such as Quinoa, Corn Meal, Corn Masa Flour, Wild Rice, Bulgur, Amaranth, Buckwheat available. Use the barcode scanner on the WIC Shopper App for approved items.



Brown Rice

GF

GF = Gluten Free

Any Brand

8.8 to 80-ounce packages

Ben's Original

Ben's Original
Boil-in-Bag
Instant
Long Grain

Best Choice

Best Choice
Boil-in-Bag
Instant
Long Grain

Best Yet

Best Yet
Instant
Long Grain

Blue Ribbon

Blue Ribbon
Long Grain

Food Club

Food Club
Instant
Long Grain

Good & Gather

Good & Gather
Instant
Long Grain

Gourmet House

Gourmet House
Long Grain

Great Value

Great Value
Boil-in-Bag
Instant
Long Grain

Gulf Pacific

Gulf Pacific
Long Grain

Lundberg

Lundberg
Long Grain

Mahatma

Mahatma
Long Grain

Minute

Minute
Instant
Ready to Serve
Cups

Par Excellence

Par Excellence
Long Grain

Riceland

Riceland
Extra Long Grain

Sarita

Sarita
Long Grain

Signature Select

Signature Select
Long Grain

Success

Success
Long Grain

Texmati

Texmati
Long Grain

WinCo Foods

Winco
Instant

Legumes (Beans or Peas)

Dry

Any Brand

One pound bag
• Unflavored

Not Authorized

- Organic
- Soup mixes

Canned Beans and Black-eyed Peas

Any Brand

15 to 16-ounce cans

Not Authorized

- Added meat, sugars, fats or oils
- Green beans (can be purchased with fruit/vegetable dollars)
- Organic
- Refried beans (except fat free refried beans)



Nut and Seed Butters

Peanut Butter

Any Brand

16 to 18-ounce container only

Allowed varieties:

- Creamy or crunchy
- Regular or reduced fat
- Salted or unsalted
- Regular, natural or no sugar added

Not Authorized

- Omega-3
- Organic
- Added chocolate, honey, jelly or marshmallow



Almond and Sunflower Butter

Almond or Sunflower Butters must be assigned at the clinic as a substitute for legume or egg benefit and issued to your eWIC account.

Up to 18 ounces

Not Authorized

- Added marshmallows, honey, jelly, chocolate or similar ingredients

Barney Butter
Smooth Almond

Justin's
Cinnamon Almond
Classic Almond
Classic Vanilla Almond

Maranatha
Coconut Almond
Creamy Almond
Crunchy Almond

Sam's Choice
Creamy Almond

Sunbutter
Creamy Sunflower
Crunchy Sunflower
Natural Sunflower
No Sugar Added Sunflower



Infant Foods

Infant Formula

Any Brand

Redeem as Specified on Food Benefit
• Iron Fortified

Infant Meats

Any Brand – Stage 2 or 2nd Foods

2.5 ounces, multipacks allowable

Not Authorized

- Added DHA and ARA
- Dinners

Infant Cereal

Any Brand 8 or 16-ounce containers

Allowed varieties:

- Oatmeal
- Mixed Grain
- Multigrain
- Rice
- Barley

Not Authorized

- Added DHA and ARA
- Added fruit or yogurt
- Added milk or formula

Infant Fruits and Vegetables

Any Brand – Stage 2 or 2nd Foods

4 ounce containers, multipacks allowable

Not Authorized

- Added DHA and ARA
- Smoothies/desserts
- Dinners
- Grain blends



Infant foods are calculated by ounce instead of by item on eWIC.

Canned Fish

Tuna

Any Brand

2.5 to 12-ounce can or pouch
• Any Flavor
• Oil or water

Not Authorized

- Albacore
- Organic

Salmon

Any Brand

2.5 to 15-ounce can or pouch
• Pink or White
• Any Flavor
• Oil or water

Not Authorized

- Organic

Sardines

Any Brand

3 to 23-ounce cans
• Any Sauce
• Oil or water

Not Authorized

- Organic

Chub or Atlantic Mackerel

Any Brand

4 to 15-ounce can
• Oil or water

Not Authorized

- Organic



C. ACCEPTANCE AND PROCESSING OF THE
eWIC BENEFITS CARD

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Cashier Instructions for Processing eWIC Transactions Using an Integrated Point of Sale (POS) System

1. How to start an eWIC transaction:

- a. WIC participants are not required to have ID folders or other ID when using their eWIC card.
- b. WIC participants will not sign any document when paying with eWIC.
- c. It is not necessary for WIC items to be separated from other items purchased. Cashiers will scan the order as a mixed basket.
- d. Before scanning begins, the Cashier will NOT use the WIC key used for paper WIC checks on the register. The Cashier will start scanning as if it is a cash sale.

2. What's next after the Cashier has finished scanning the order:

- a. Please remember that eWIC must always be processed first, before other payment methods. Any other method of payment would pay for the WIC items within the scanned order.
- b. Cashier should press the subtotal key and wait for the WIC participant to swipe their eWIC card and enter their PIN number.
- c. Once the WIC participant has entered their PIN, the Cashier will ask the participant not to select "Yes or No" on the pin pad and explain they will need to discuss the participant's eWIC benefits before going forward.
- d. While watching the customer to ensure they do not select "Yes or No" on the pin pad, the cashier will press the tender key (EFT, Debit/Credit, or WIC tender). The Cashier may need to enter the total amount of sale as displayed on their monitor depending on the register system.

3. Having the WIC participant confirm eWIC items:

- Once all steps in section 2 above have been completed, the eWIC Benefits Redemption/Utilized Benefits receipt will print.
- The cashier must provide the eWIC Benefits Redemption/Utilized Benefits receipt to the WIC participant for their approval before moving forward. It is critical the cashier understands this receipt and can explain it to the WIC participant.
- The top portion of this receipt will show the items and quantity of the WIC participant's current eWIC benefits. The bottom of this receipt lists the items to be paid for with the eWIC Card. The Cashier should explain to the customer that the items listed are items eWIC has selected to pay for and any item not listed here will be on their cash balance. Then ask the customer if there are items missing from this list.
- If the WIC participant questions why an item is not listed to be paid by eWIC, the Cashier will use three tools to determine the reason. These tools are; (1) WIC Food Card, (2) List of food item benefits, on the eWIC Benefits Redemption Utilized Benefits receipt, and (3) the quantity balance of those items listed on their benefits. These three tools will always explain why eWIC **is** or **is not** paying for an item.
- Changes can be made at this time to correct a purchase by having the participant select "no" on the pin pad. This will allow you to void any items that did not scan as WIC approved and scan the correct WIC approved items.

4. Completing the eWIC transaction:

- Once the WIC participant has agreed with the eWIC Benefits Redemption/Utilized Benefits receipt, the WIC participant will select “Yes” on the pin pad and the cashier will collect all other forms of payment for the remaining items. Once the WIC participant selects “Yes”, the eWIC transaction is final. Refunds and returns are not allowed.
- After all forms of payment have been collected, the final receipt will print. The top portion will be a normal appearing receipt showing all items purchased and how they were paid for. The next section will show the WIC participant’s beginning eWIC benefits and under that will list each item eWIC paid for. The bottom portion will display the WIC participant’s remaining WIC benefits after the transaction.

C. ACCEPTANCE AND PROCESSING OF THE eWIC BENEFITS CARD

eWIC Benefits Redemption/Utilized Benefits Receipt:

Quantity of
the customer's
benefits.

eWic Beginning Balance

PAN: *****3447

State: OK

QTY	UOM	Description
50.00	POUND	CHEESE OR TOFU
50.00	DOZEN	EGGS
900.00	OUNCE	BREAKFAST CEREAL
50.00	CONTAI	LEGUMES
750.00	OUNCE	FISH
392.00	OUNCE	INFANT CEREAL
392.00	OUNCE	INFANT FRUITS & VEGETABLES
125.00	OUNCE	INFANT MEATS
800.00	OUNCE	BREAD/WHOLE GRAINS
100.00	CASH V	FRUIT & VEGETABLES - CASH
12.00	POWDER	GERBERGS GENTLE21667
896.00	OUNCE	YOGURT
50.00	GALLON	MILK - WHOLE
50.00	GALLON	MILK FAT REDUCED
50.00	CONTAI	JUICE - 64 OZ

Date benefits
will expire.

These benefits expire at MIDNIGHT on
12/27/2016

Scanned Items
eWIC has selected
to pay for.

eWic Benefits Redemption

8.00 OUNCE INFANT FRUITS & VEGETABLES
GERB 2ND TWN

C. ACCEPTANCE AND PROCESSING OF THE eWIC BENEFITS CARD

Final Register Receipt with eWIC

GERB 2ND TWN \$1.19 T F
TOTAL SALES \$1.19
1 BALANCE DUE \$1.31
Electronic WIC \$1.19
Auth Code = 622218
CHANGE \$0.00

The top portion of the receipt is the normal register receipt showing all items purchased, how they were paid for, and the total of the transaction.

This section lists the beginning balance of the customer's eWIC benefit items and quantity before the transaction.

eWic Beginning Balance
PAN: *****3447 State: OK
QTY UOM Description
50.00 POUND CHEESE OR TOFU
50.00 DOZEN EGGS
900.00 OUNCE BREAKFAST CEREAL
50.00 CONTAI LEGUMES
750.00 OUNCE FISH
392.00 OUNCE INFANT CEREAL
392.00 OUNCE INFANT FRUITS & VEGETABLES
125.00 OUNCE INFANT MEATS
800.00 OUNCE BREAD/WHOLE GRAINS
100.00 CASH V FRUIT & VEGETABLES - CASH
12.00 POWDER GERBERGS GENTLE21667
896.00 OUNCE YOGURT
50.00 GALLON MILK - WHOLE
50.00 GALLON MILK FAT REDUCED
50.00 CONTAI JUICE - 64 OZ
These benefits expire at MIDNIGHT on
12/27/2016

The eWIC Benefits Redemption section will list all items eWIC has paid for.

eWic Benefits Redemption
8.00 OUNCE INFANT FRUITS & VEGETABLES
GERB 2ND TWN

eWic Ending Balance
PAN: *****3447 State: OK
QTY UOM Description
50.00 POUND CHEESE OR TOFU
50.00 DOZEN EGGS
900.00 OUNCE BREAKFAST CEREAL
50.00 CONTAI LEGUMES
750.00 OUNCE FISH
392.00 OUNCE INFANT CEREAL
384.00 OUNCE INFANT FRUITS & VEGETABLES
125.00 OUNCE INFANT MEATS
800.00 OUNCE BREAD/WHOLE GRAINS
100.00 CASH V FRUIT & VEGETABLES - CASH
12.00 POWDER GERBERGS GENTLE21667
896.00 OUNCE YOGURT
50.00 GALLON MILK - WHOLE
50.00 GALLON MILK FAT REDUCED
50.00 CONTAI JUICE - 64 OZ

This section lists the ending balance of the customer's eWIC benefit items and quantity remaining after the transaction.

These benefits expire at MIDNIGHT on
12/27/2016

DO'S & DON'TS FOR CASHIERS

DO'S

- Be respectful and patient with every customer no matter how they pay for their food.
- Call for management assistance quickly when needed, also, contact the OSDH WIC Offices additional help is needed.
- Give customers the service you like to receive when shopping.
- Listen to customers as if you mean it; repeat their concerns when you can.
- Speak in a pleasant tone and tell customers what can be done to solve a problem.
- Seek to exceed a customer's expectations.
- Always thank customers for shopping at your store!

DON'TS

- Don't make rude faces or sounds when greeting customers.
- Don't talk loudly or use harsh language with customers (even if they do).
- Don't focus on what they cannot get, for example: "you can't get that brand of juice and peanut butter here."
- Don't say help needed with WIC, when calling for management assistance.
- Don't decide for the customer what items to put back if the purchase exceeds the benefit balance.
- Don't rush the customer or cut them off while talking.
- Don't charge the WIC customers more than the other customers.

FAQ's

When is sales tax charged to eWIC cardholders?

- Sales tax is charged only when a customer exceeds the Cash Value Benefit amount and uses cash to pay the difference.
- Sales tax is never charged on food items paid for by WIC Program benefits or by SNAP benefits.

What if a WIC customer attempts to exchange WIC Foods?

- The Oklahoma WIC Program does not allow exchanges except for spoiled items.

Are rain checks or substitutions allowed if an item is out of stock?

- No, rain checks are not allowed if the product is out of stock; the sale must be refused.

Can another brand be substituted if the least cost brand is out of stock?

- Yes, when the normal least cost brand is not available, the next higher priced brand would become the approved item as it would be the least cost brand at the time of that purchase.

Can any brand of juice be purchased?

- No, only the brands identified in the Approved Product List database or on the Oklahoma Unified WIC Approved Food Card are allowed for purchase.

What if the eWIC cardholder attempts to purchase the wrong food or formula?

- Politely assist them in selecting the correct foods and formula items whenever possible.
- Report the repeat offender to a manager so they can contact the State WIC Office.

Will all WIC approved food and formula items have shelf labels?

- No, the Oklahoma WIC Program does not require items to have a label.

What should I do if a food item does not scan?

- Check the error message and call for management assistance if needed.

What should I do if the eWIC benefit card is damaged or does not scan?

- The eWIC Cardholder will need to contact their WIC Clinic to get a replacement card.

What if a lost eWIC card is found?

- Contact the State WIC office at 1-888-655-2942, Option #5 or 405-426-8505

Appendix A

Oklahoma Regional Map

