

WIC Vendor Helpful Transaction Tips



Whether your store uses an Integrated or Stand-Beside POS system, here are some helpful tips to conduct successful WIC Card transactions.

Tip #1: Stores must ensure that the **APL is current and perform updates.**

Tip #2: WIC only provides WIC authorized foods that are available in the shopper's benefits and in the APL.

- No overrides.
- No substitutions or rain checks.
- Cashiers must scan the UPC on the food's package. Do not scan a sheet of UPCs or a different food item.
- Fresh fruit and vegetables with a Price Look-up Code (PLU) may need to be entered manually.

Tip #3: The California WIC App and the California WIC Authorized Food List Shopping Guide are **resources for helping shoppers** select foods or know why a food is not available to them.

Tip #4: The physical WIC Card must be swiped for all WIC Transactions. Do not ask for a second form of identification for a WIC purchase.

- Just the WIC Card and PIN are needed.
- **Vendors should never ask for the PIN or enter the PIN for the shopper.**

Tip #5: Some receipts may show the difference between the vendor's price for a WIC food item and the maximum amount the state will reimburse a vendor for that particular food item. The WIC shopper is **not responsible for paying the difference and the vendor may never ask the shopper to pay this amount.**

- Cash Value Benefits (CVB) are a set dollar amount which allow WIC shoppers to purchase authorized fruits and vegetables.
- **Note:** When WIC shoppers use all of their CVB benefit and there is still a balance due remaining, split tender transactions are permitted allowing WIC shoppers to pay the remaining balance with another tender type.

Tip #6: If a shopper is experiencing problems with their WIC Card, they may contact their local WIC office or call the Participant Support Line at 1-800-852-5770.

Tip #7: Even though shoppers are not required to buy all of their WIC foods at one time, **vendors must meet the Minimum Stocking Requirements (MSR) at all times.**



California Department of Public Health, California WIC program

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