



**Wisconsin eWIC
Retailer Update
April 2015**

eWIC Pilot Update

eWIC is here! Sauk, Juneau, and Adams counties prepared for months for their respective pilot rollout dates on February 25th and March 25th. The State Vendor Management Office did certifications at all of the stores in this area to make sure that their systems were ready for eWIC. Spot checking on UPC codes and the Authorized Product List (APL) continues. All vendors in this area attended the vendor training at their local WIC office and the staff visited the stores to conduct practice shopping to ensure that the stores were trained and ready to go. The WIC Program received a tremendous amount of positive feedback from our pilot vendors and they are looking forward to seeing more participants with eWIC cards in their stores.

Choosing an eWIC System

There are two different types of systems that are used to run eWIC: integrated and stand-beside systems. Stand-beside systems use a device similar to the ones that run SNAP transactions. The WIC Program will pay the lease for a certain number of devices during the implementation of eWIC based on a store's average monthly WIC redemptions. Here is the breakdown:

Average Monthly WIC Redemption	
# of devices paid by WIC regardless of peer group	Range
4	\$18,000/month or greater
3	\$11,000 - \$17,999
2	\$5,500 – \$10,999
1	\$5,499/month or less

After eWIC has been rolled out across the state at the end of September, the WIC Program will no longer be allowed to pay for the monthly lease of these devices. For a SNAP-only device, the monthly lease fee is \$15. To add WIC to a SNAP device, it is an extra \$7/month. For a WIC-only device, the monthly lease cost is \$22.

Along with the monthly lease of the device is a transaction fee based on the type and number of transactions completed in one month. That breakdown is listed here:

	SNAP Only Merchants	Cash Only Merchants	SNAP & Cash Merchants	WIC Only	SNAP & WIC MERCHANTS
** Monthly Transaction Fee (Includes 100 per month)	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
** Transactions 101-500	\$00.10	\$00.10	\$00.10	\$00.10	\$00.10
** Transactions 501-1,000	\$00.07	\$00.07	\$00.07	\$00.07	\$00.07
** Transactions above 1,001	\$00.05	\$00.05	\$00.05	\$00.05	\$00.05

There are no certified stand-beside credit/debit/SNAP devices that are capable of running an eWIC transaction beyond FIS Merchant Services. Do not purchase any new equipment without first verifying if it is eWIC-certified by calling the State WIC Vendor Unit at (608) 266-6912.

There are two types of integrated systems that are available: PC-based “out-of-the-box” systems and electronic cash register (ECR) point-of-sale (POS) systems. These systems work with a third party processor and the fees associated with those transactions are negotiated independently. To learn more about the integrated system costs and functionality, please contact the individuals and/or review the links listed below:

- “Out-of-the-box” systems:
 - FTS Solutions – Gerry Ramirez, (281) 240-5691, www.ftssol.com
 - Upfront Software – Rick Martin, (603) 494-3589, www.upfrontsoftware.com
- ECR POS systems:
 - North Country – Mike Schaden, (920) 757-0729 ext. 11704 or Bryan Schmidt, ext. 11708, www.ncbpinc.com
 - Retail Data Systems (RDS) – Bill Hughes, (262) 896-2600, www.rdspos.com

Mapping Produce Information

In order to redeem the cash value Fruit and Vegetable benefit, integrated stores will need to map non-standard produce PLUs and store-packaged produce to an internationally recognized PLU for an equivalent produce item within their cash register systems. It is important that you **work with your system reseller** to learn the process of mapping the produce you sell so that they will be able to be purchased with the eWIC card. For store-packed produce that does not have a standardized equivalent (for example, a package containing multiple types of product), a universal PLU can be used.

Retailer-Assigned PLUs

The WI APL contains the PLUs published by the International Federation of Produce Standards (IFPS). PLUs for items not allowed by WIC, such as herbs, were removed before these were added to the APL. There are other more generic PLUs in the IFPS list that can be assigned to various types of produce. For example, a retailer identified PLU 4591 in their system as Indian Corn (the dried, decorative type not allowed by WIC). According to the IFPS, it is “Corn, retailer assigned.” Similarly they used a PLU, Onions, to identify onion sets for planting in the garden, also not WIC-approved. This could also apply to decorated pumpkins or gourds. Since retailer-assigned PLUs identify different items in different stores which may or may not be WIC-approved we cannot remove them from the APL. It is not incorrect to use these PLUs, however, cashiers must assure that these items are not purchased with WIC benefits. If your store is selling these items, cashiers must process them in a separate transaction that does not use the eWIC card as payment.

Training Materials Now Online!

The eWIC Training Team has been working hard to make our primary and supplemental training materials available to all of our vendors online. Please visit <https://www.dhs.wisconsin.gov/wicpro/vendor-auth/index.htm> and scroll down to the bottom of the page to see the ‘eWIC Vendor Resources’ section. This section has the “All Staff and Manager” webinars, as well as the “Readiness Toolkit” in a PDF format for you to use to get ready for eWIC at your store.

As a reminder, all vendors are still required to attend in-person training within your area. More information about your specific training will be provided at a later date via a mailed invitation from your local WIC Project office.

Next Steps and Timeline

Here are some to-do items and reminders to start planning for as eWIC is rolled out throughout the state:

- ✓ Determine if your store will be running a stand-beside or integrated system. Contact the WIC Vendor Management office at (608) 266-6912 with any changes or updates to your system.
- ✓ If you plan to, or are already running an integrated system, please contact Jim Chilcoat (866-237-4814, jim.chilcoat@cdpehs.com) or Steven Jeantet (405-496-9192, steven.jeantet@cdpehs.com) at CDP to make sure that your system is ready for eWIC and work closely with your reseller to schedule installation prior to your rollout date.
- ✓ Start reviewing the eWIC training materials on the Wisconsin WIC Program’s website (link listed above).
- ✓ Work with your system reseller to map produce PLUs within your integrated cash register system.
- ✓ Look for an invitation from your local WIC Project office regarding the details of your vendor training. These will be sent approximately two months prior to your rollout area.

Stay Connected

Wisconsin eWIC Retailer Updates are periodic updates from the Wisconsin WIC Program. If you haven’t signed up for e-mail notifications for new update postings, please sign up at <https://www.wicvendorwi.org/> (second item in the Links column on the left.) If you have any questions or concerns, please call (608) 266-6912 or e-mail joanne.chalhoub@wisconsin.gov.