



Pennsylvania
Department of Health

2025

WIC Vendor Training 2025

for Federal Fiscal Year 2026 | October 1, 2025 – September 30, 2026

Mandatory Non-Interactive Annual Training

WIC Vendor Training 2025

for Federal Fiscal Year 2026 | October 1, 2025 – September 30, 2026

Mandatory Non-Interactive Annual Training

Agenda

1. Training Objectives
2. WIC Overview
3. WIC Shopping
4. WIC Customer Guidance
5. Vendor Responsibilities
6. eWIC Processes
7. Vendor Processes
8. WIC Food List
9. Available Resources
10. Questions
11. Training Verification



Agenda:

Training Objectives

WIC Overview

WIC Shopping

WIC Customer Guidance

Vendor Responsibilities

eWIC Processes

Vendor Processes

WIC Food List

Available Resources

Questions

Training Verification

OBJECTIVES

Training Objectives

Improve the WIC shopping experience for customers and vendors.

Provide guidance for seamless eWIC checkouts and how to troubleshoot common issues.

Educate WIC authorized vendors on program requirements.

Provide vendors training to avoid noncompliance with WIC requirements.



The objectives of Training Objectives

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Provide guidance for seamless eWIC checkouts and how to troubleshoot common issues.

Educate WIC authorized vendors on program requirements.

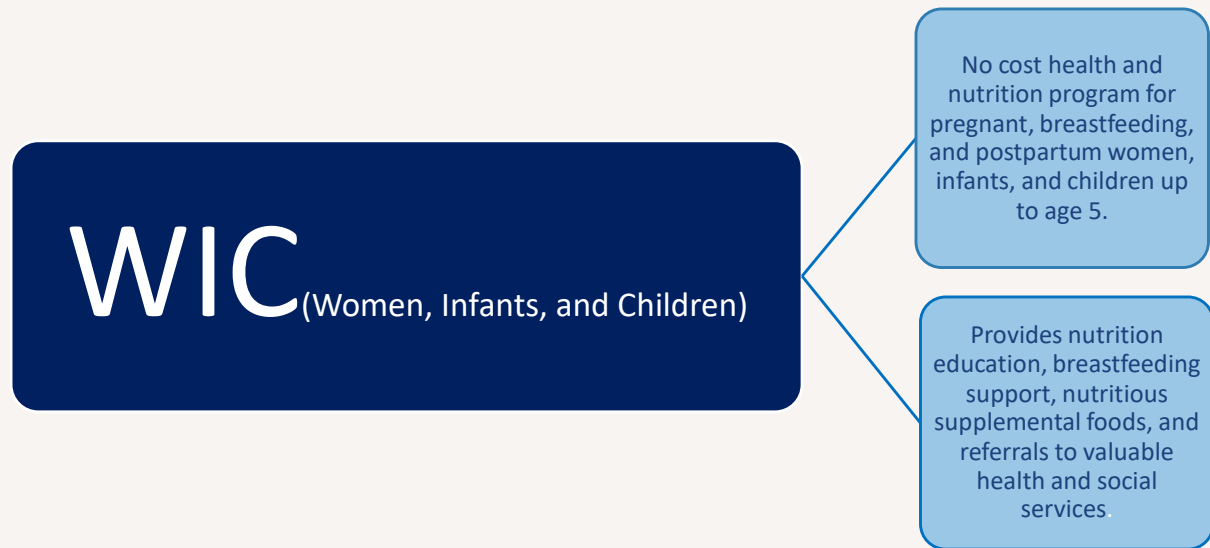
Provide vendors the training to avoid noncompliance with WIC requirements.

WIC Overview



First, we will give a brief overview of the Pennsylvania WIC Program.

What is WIC?



What is WIC? WIC is the acronym for the Special Supplemental Nutrition Assistance Program for Women, Infants and Children commonly referred to as WIC.

WIC is a no cost health and nutrition program for pregnant women, breastfeeding women, postpartum women, infants, and children up to age 5.

WIC provides nutrition education, breastfeeding support, nutritious supplemental foods and referrals to valuable health and social services.

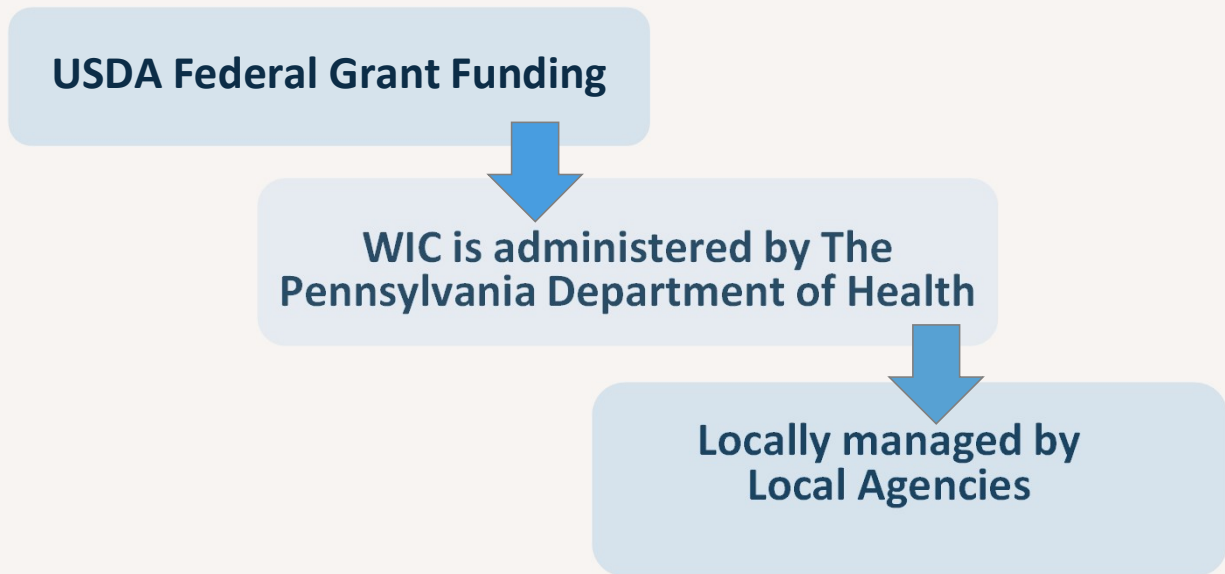
Mission Statement

“The mission of the WIC program is to safeguard the health of low-income women, infants, and children up to age 5 who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care.”



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Funding



Funding is provided by USDA.

In Pennsylvania, WIC is administered by the Pennsylvania Department of Health.

The Pennsylvania Department of Health contracts with local agencies that manage county level WIC services, including clinic and food delivery services.

WIC SHOPPING

WIC Shopping



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Now we will discuss the WIC shopping experience. Here is the image that is used for the front side of the Pennsylvania eWIC cards.

WICShopper App

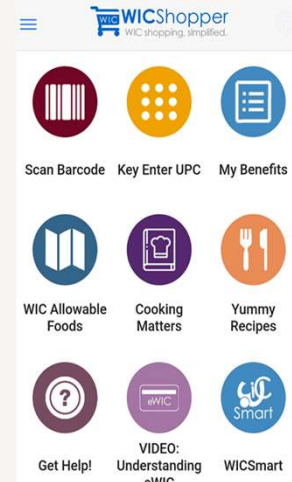
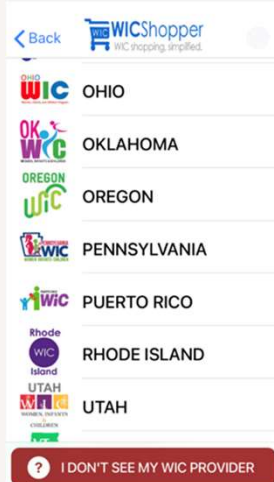


- Available via Apple and Google Play.
- Download, select Pennsylvania, then use.

*It will ask for a card number, this can be skipped and used without.



To help with the WIC shopping experience, we highly recommend store staff and participants utilize the WICShopper app.



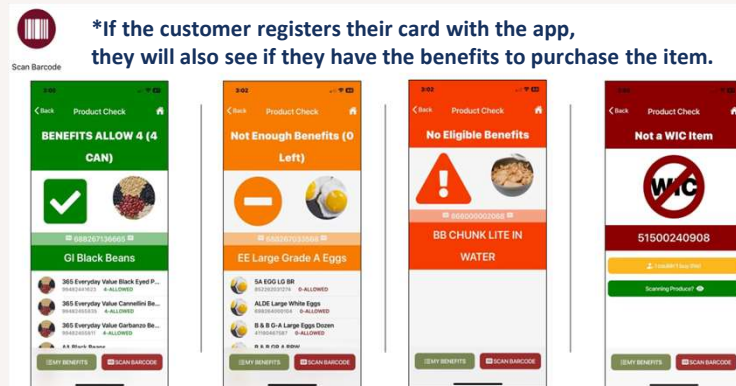
To help with the WIC shopping experience, we highly recommend store staff and participants utilize the WICShopper app.

- The WICShopper is available in the Apple or Google Play stores.
- Download the app, select Pennsylvania, then use.

We recommend this for store staff because they can quickly scan items to see if they are WIC allowable, helping to make for a smoother check out process or confirmation of meeting minimum inventory requirements.

WICShopper App Continued

Users can scan food items to see if they are WIC allowable.



Store staff or WIC customers can submit products that are not scanning as WIC allowable, but appear to be WIC allowable, for consideration to be added to the Authorized Product List (APL).

*A picture of the item is required; this is covered in more detail further in this training.



Users can scan food items to see if they are WIC allowable.

Store staff or WIC customers can submit products that are not scanning as WIC allowable, but appear to be WIC allowable, for consideration to be added to the Authorized Product List (APL).

WIC customers can link their eWIC card to their WIC Shopper App to track benefit usage.

The Food List is also available on the app in multiple languages.

There is also a store locator to find WIC authorized vendors.

WICShopper App Notes continued

WIC customers can link their eWIC card to their WIC Shopper App to track benefit usage.

The Food List is also available on the app in multiple languages.

The app can also be used as a store locator to find WIC authorized vendors, as well as vendors who support self-checkout.

Fresh fruit and vegetables will not scan as WIC allowable. This is due to the PLU codes used for fresh produce.

If WIC customers receive a new card, they will need to wait until the next day to link their card to the WIC Shopper.

The benefit tracking feature of the WICShopper updates at 6:00 am and 5:30 pm each day. There may be an additional delay if a vendor does not submit their claim file daily.



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The benefit tracking feature of the WICShopper updates at 6:00 am and 5:30 pm each day. There may be an additional delay if a vendor does not submit their claim file daily.

eWIC Transaction

Your cash register receipts will look different, but the general contents should be the same. All eWIC transactions have three receipts:

Beginning Balance

Utilization Balance

Ending Balance

Beginning balance shows the customer what's available on their card.

Utilization or redemption receipt shows what will come off of their balance with this transaction.

*You must provide this to the customer PRIOR to the customer approving the WIC transaction. The participant should review this receipt to ensure what is coming off their card is correct and what they might be expected to pay is also correct. Then they can approve the transaction.

Ending balance shows the customer their balance after today's purchase.

*You MUST give participants ALL receipts!! Examples on next page.



Your cash register receipts will look different, but the general contents should be the same. All eWIC transactions have three receipts:

A beginning balance - The beginning balance shows the customer what's on their card for the current month.

A utilization or redemption receipt - The utilization receipt shows what will come off the WIC card after you've scanned their items. You must provide this to the customer **PRIOR** to the customer approving the WIC transaction. The participant should review this receipt to make sure that what is coming off their card is correct and what they might be expected to pay is also correct. Then they can approve the transaction.

An ending balance - The ending balance shows the customer what's left on their card after today's purchase.

You MUST give participants ALL receipts!!

eWIC Transaction

Victor's PA Grocery and Pharmacy 233 Easterly Parkway, State College ===== WIC Beginning Balance ===== 02/01/2018 12:40 *****6123 7.00 Half G 1% / Skim(FF) Mlk allon 1.00 Quart 1% or Skm Milk - Qt 1.00 Dozen Eggs 8.00 CVB Fruit and Veg 2.00 Can Juice Child 1.00 Jar Pean Butter 16-18oz 5.00 Can Sim Advance Pud 36.00 Ounce WIC Cereal 2.00 Pound WIC Whole Grains 32.00 Ounce Yogurt - Low/Non Fat These benefits expire at MIDNIGHT on 02/28/2018 ----- Cashier #: 5 Tran #: 57 Trace #: 57 Lane id: 7 CAID: 5001000000000000 ----- !!!!THANK YOU!!!! -----	Victor's PA Grocery and Pharmacy 233 Easterly Parkway, State College ===== WIC Utilization Receipt ===== 02/01/2018 12:40 *****6123 1.00 Dozen Eggs 1.00 HAWN GRDA LGB EGG 1.00 Jar Pean Butter 16-18oz 1.00 RICHFOOD PEANUT BUTT 1.00 Pound WIC Whole Grains 1.00 PEPPERIDGE FARM WHOL 32.00 Ounce Yogurt - Low/Non Fa t 32.00 SHURFINE LOWFAT YOGU 1.00 Can Juice Child 1.00 IGA ORANGE JUICE These benefits expire at MIDNIGHT on 02/28/2018 ----- Cashier #: 5 Tran #: 57 Trace #: 757 Lane id: 7 CAID: 5001000000000000 ----- !!!!THANK YOU!!!! -----	Victor's PA Grocery and Pharmacy 233 Easterly Parkway, State College ===== WIC Ending Balance ===== 02/01/2018 12:42 *****6123 7.00 Half G 1% / Skim(FF) Mlk allon 1.00 Quart 1% or Skim Milk - Qt 0.00 Dozen Eggs 8.00 CVB Fruit and Veg 1.00 Can Juice Child 0.00 Jar Pean Butter 16-18oz 5.00 Can Sim Advance Pud 36.00 Ounce WIC Cereal 1.00 Pound WIC Whole Grains 0.00 Ounce Yogurt - Low/Non Fat These benefits expire at MIDNIGHT on 02/28/2018 ----- Cashier #: 5 Tran #: 57 Trace #: 757 Lane id: 7 CAID: 5001000000000000 ----- !!!!THANK YOU!!!! -----
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*Example of each receipt, may be different by system

Here are some sample receipts.

You MUST give participants ALL receipts!!

Mixed Basket POS systems

If your store has a Point-of-Sale (POS) system that allows mixed basket purchases, then the customer can purchase WIC allowable food items with their non-WIC items.

Mixed basket purchases are when a customer places all their items on the belt and the cashier scans all the items in one transaction. Please make sure to use eWIC as the first form of payment tender. The POS system will remove what is WIC approved from the eWIC card. Then the customer can pay for all non-WIC items with another form of payment, such as cash, credit, or EBT Access benefits.

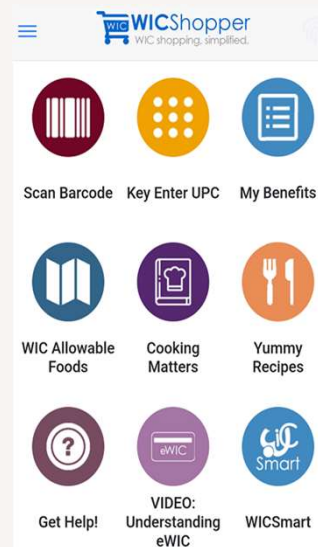
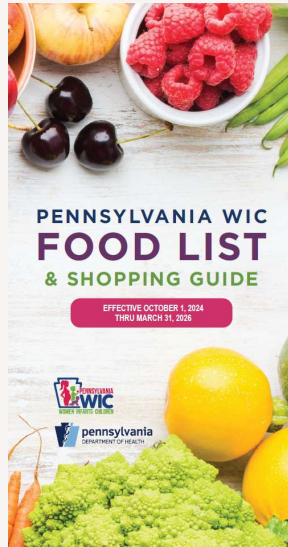


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What If Foods Won't Scan?

The product may not be approved. Use the WICShopper App or check the [PA WIC Food List & Shopping Guide](#) or Cashier Food List to determine if the item is approved by PA WIC.



What happens if a food doesn't scan?

You may have a customer bring up a food item that doesn't scan as WIC allowed. There are a few reasons for this:

One, the product may not be approved. Check the PA WIC Food List or the WICShopper app to see if it's allowed.

What If Foods Won't Scan? - continued

- The WIC Customer may not have the benefits left for the purchase or may not have this item as part of their benefit. Check WIC Customer's WIC Beginning Balance to see if the card has the benefits available for the purchase.
- If you have checked the balance and it appears that the item should scan as WIC Approved, then reach out to a manager who can submit the item to the State Agency to evaluate if it should be added to the approved list.
- Please know that it will take a few days to appear if the item is approved.

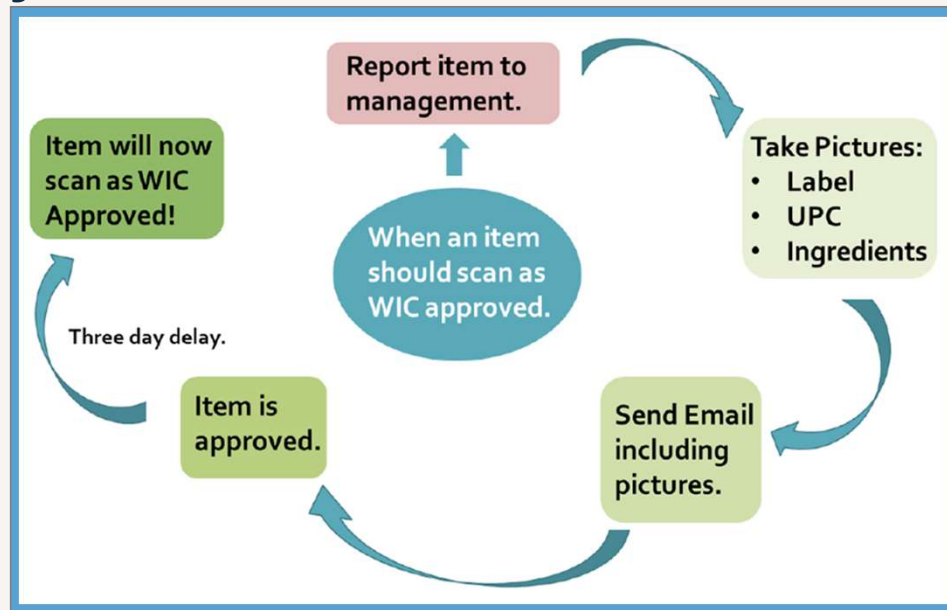


Another reason that a product might not scan as allowable is the customer may not have the benefits available for the item. You can check the beginning balance or ask the customer to check and show you.

If you have checked the customer's beginning balance and it appears that the item should scan as WIC Approved, then reach out to a manager who can submit the item to the State Agency to evaluate if it should be added to the approved product list.

Please know that it will take a few days to appear if the item is approved.

Potentially WIC Allowable Food Submission Process



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If it appears the food item should be WIC allowable, here is the process. Two to three pictures will be needed– including the front label, the UPC code, and the ingredients. You'll send an email and the pictures to PA WIC and it will be evaluated if the item is allowed. If it is, then it will be added to the APL and then, after a short delay, it will be available for purchase. **You can submit new products thru the WICShopper App but you can also submit it thru email.**

This process does take a few days. The customer cannot leave with the item if it doesn't scan. They will have to pick another WIC allowable item for their current shopping trip.

If there is an emergency, which would only be for infant formula issues, the process might be able to be expedited. Call your Retail Store Coordinator if there is an emergency.

Submitting Potentially WIC Allowable Products

Product consideration requests can be sent through the WIC Shopper App in the “I couldn’t buy this” icon.

You can also submit product consideration requests via email to: pawicapl@pa.gov

All product consideration requests will need a brief product description, a picture of the front label (*item size/weight is needed as part of this picture*), a picture of the UPC code, and a picture of the ingredients and nutritional label. Please also provide contact details in the event there are additional questions or better images needed.



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As mentioned previously, all product consideration requests will need a brief product description, a picture of the front label, a picture of the UPC code, and a picture of the ingredients and nutrition label. Please also provide contact details in the event there are additional questions or better images needed.

Store Benefits

When using WIC benefits, WIC Customers are entitled to take advantage of:

- Coupons, including double coupon savings
- Discount cards
- Fuel perk cards
- Buy one, get one free – the free item does not need to be a WIC allowable item, and should not be counted towards their allotted WIC purchases.
- Any store promotions offered to non-WIC customers.



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Buy one, get one free – the free item does not need to be a WIC allowable item, and should not be counted towards their allotted WIC purchases.

Any store promotions offered to non-WIC customers.

WIC Checkout Tips

Customers should always utilize their WIC benefits as the first form of payment.

If a card does not work, complete a benefit inquiry to see if there are benefits available.

If card has benefits but does not work, please recommend that the customer try another register.

If the other register does not work, please recommend they try different store to shop, prior to returning to the local agency clinic. *Example – If currently having issues at Weis, try Giant.



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Card Error

If there is a problem with the eWIC card, you will get a message stating: “Card Error.” This could be due to:

**Card being on the
Hot Card List (HCL)**

Card is damaged

Incorrect PIN

WIC Customers can enter the wrong PIN 7 times, after this the card will become locked and they will need to return to WIC office to have the PIN reset.

If the card won't read, the store cannot just type in card number (PAN), participant will need to return to the WIC office.



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Card Removed Too Early

What to do if a WIC customer removes their card too soon during checkout:

When this happens, the benefits are removed from the participant's eWIC card, but the transaction is not included in the claim file for the store.

Make copies of all receipts from the transaction and write down the full 16-digit PAN number from the participant's card, along with their name.

Allow the participant to leave with the food – if you do not, the items are still removed from the participant's card.



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Make copies of all receipts from the transaction and write down the full 16-digit PAN number from the participant's card, along with their name.

Allow the participant to leave with the food – if you do not, the items are still removed from the participant's card. Make sure the customer also reviews the ending balance before their next shopping trip. If something is wrong, they may need to go back to the WIC clinic.

Card Removed Too Early - continued

Send an email to Heather Baker (heatbaker@pa.gov) and Penelope Heichel (pheichel@pa.gov) with:

- Your store name
- PENN ID number (4 digit)
- Amount requested
- A statement that the person was allowed to leave the store with the items
- Receipts
- Name and good contact number

An adjustment will be made for the store in the amount requested or the total of the item prices as long as they do not go over the “Not to Exceed” amount.

The adjustment will attach itself to the next claim file submitted by the store (after approval).



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Amount requested,
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amount.

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Self-Checkout

Vendors can choose to participate or not participate in self-checkout for WIC participants at their discretion.

Vendors who would like to participate in self-checkout should email ra-dhpawicvendor@pa.gov to begin the process of enabling self-checkouts



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Lost Cards

Any cards that get left at the store need to be held for 24 hours. If the customer does not return to pick up the card within 24 hours, drop the card into any mailbox for return to the state. You do not need a stamp or an envelope.

If the customer returns to claim the lost card, insert the card into the terminal and have the customer enter their PIN. If the system accepts the PIN and generates a beginning balance receipt, you may return the card to the customer.



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WIC SHOPPING

WIC Customer Guidance



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WIC Customer Issues

Call your Retail Store Coordinator (RSC) if you have an issue with a WIC customer.

Customer service issue reports should include the transaction date and time, receipt or last 4 digits of the PAN # and any other information you have obtained.

WIC staff will contact the customer.

WIC customers contact the WIC Office if they have a service issue at a store.

Your RSC will contact your store about any problems WIC customers report.



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WIC SHOPPING

Shoplifting

If shoplifting is a concern, please reach out to your Retail Store Coordinator to submit a report.

Vendors can ban a WIC customer if they feel it is necessary.



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WIC SHOPPING & VENDOR RESPONSIBILITIES

Vendor Responsibilities



Pennsylvania
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Read slide.

Communication

Please do not hesitate to communicate with your Local Agency Retail Store Coordinator or the State Agency Vendor Management Unit.

The Local Agency Retail Store Coordinator is the primary contact for vendors. Retail Store Coordinators are county specific administrators.

Most correspondence is sent and received via email. This allows for more efficient processing. Due to this it is required to have a viable email that is monitored regularly.

The State Agency Vendor Management Unit can be reached at:

ra-dhpawicvendor@pa.gov *Email is recommended as your inquiry or issue will be documented.

Multiple staff members can also review and respond.

[Contact Us | PA WIC Vendor Assistant](#)

Telephone: 717-783-1289



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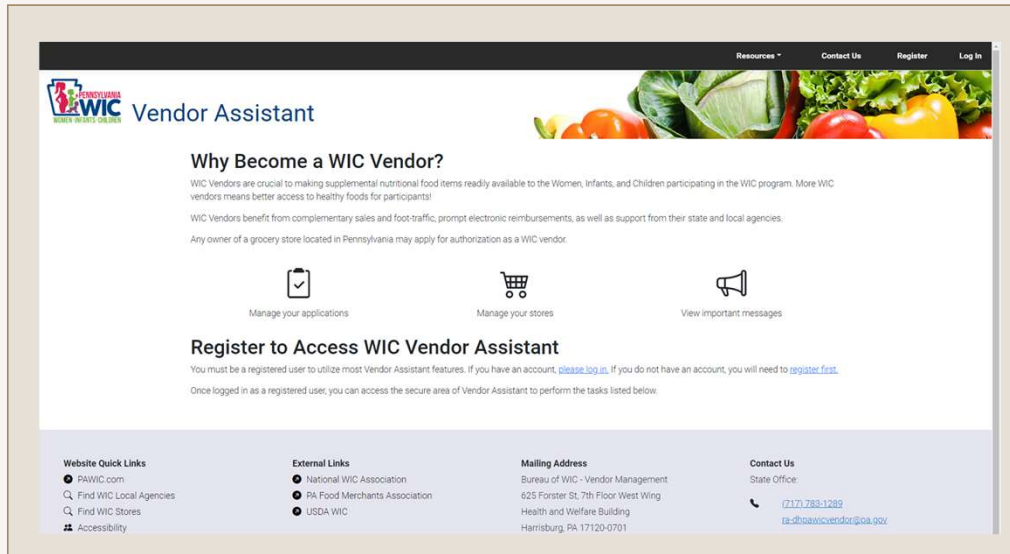
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Vendor Assistant



The Pennsylvania WIC Program launched a new Vendor Assistant Portal February 1, 2023.

Vendor Assistant Continued

Please make all staff aware of the Vendor Assistant website:

<https://wic.health.pa.gov/VendorAssistant/>

PA WIC Program information, including Retail Store Alerts, are publicly available to anyone accessing the website. Regulations and a current copy of the Retail Store Handbook can be found on the Vendor Assistant website. Referencing Vendor Assistant can fulfill the vendor obligation to have a copy of the Regulations and Retail Store Handbook available to staff onsite.

Users only need to log-in to Vendor Assistant user account to monitor their reauthorization cycle, submit applications, or control user access to the business entities' Vendor Assistant account.

Additional Vendor Assistant information and guidance is available via a Retail Store Alert:

["2023-2-14 New Vendor Assistant External User Guidance"](#)



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eWIC Vendor Responsibilities

- Download the APL and HCL at least every 48 hours; we recommend daily
- Submit your claim files daily, or no later than 48 hours after the transaction.
- Scan each food item or container carefully.
- Have a [WIC Retail Store Handbook](#) and Pennsylvania state regulations on site and a copy of the WIC food list at each cash register that accepts eWIC.
- Display the red WIC authorized vendor decal on or near each public store entrance.
- Provide orientation and training to staff and share this training with your staff upon completion. At least one representative must attend annual training.



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Display the red WIC authorized vendor decal on or near each public store entrance.

Provide orientation and training to staff and share this training with your staff upon completion. At least one representative must attend annual training.

eWIC Vendor Responsibilities continued

Additional responsibilities include:

- Providing only WIC allowable foods in exchange for eWIC benefit
- Formula must be purchased from an approved retailer to be found on the [PA Licensed Formula Sellers List](#).
- Do Not Discriminate
- Do Not accept out of state eWIC cards or farmers market checks.
- WIC customers must be permitted to participate in promotions, such as buy one get one free.
- Do not offer incentives to WIC customers, this is not allowed.
- Ensure the State Agency and Retail Store Coordinator have your most recent contact information and report any changes for your store as soon as they are known.



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- Ensure the State Agency and Retail Store Coordinator have your most recent contact information and report any changes for your store as soon as they are known.

Minimum Inventory Requirements

WIC authorized vendors are required to meet [Minimum Inventory Requirements](#) at the time of the Initial On-Site Authorization review and thereafter while authorized.

To meet the Minimum Inventory Requirements the products must be available at or below the current competitive price for their peer group and be on the current [PA WIC Approved Food List](#).

Vendors may be granted an exception to the minimum inventory requirements for certain allowable foods (such as infant formula) when the most recent redemption records for their store show no purchases of that allowable food for a period more than 90 days.



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PRICING

Competitive Price

Competitive prices are published quarterly and made available under the Resources -> Retail Store Alerts section on Vendor Assistant ([Retail Store Alerts](#) | [PA WIC Vendor Assistant](#)).

Products must be at or below the competitive price.

Not all products in the store must be at the competitive price. Only products and varieties required to fulfill the minimum inventory requirements need to be competitively priced.

Example Peer Group 1 peanut butter competitive price is \$3.95 for the period of April 1, 2025, and June 30, 2025. The vendor could meet the requirement by having two 16 oz. containers of store brand peanut butter to meet the Minimum Inventory Requirement but can carry several other brands above the competitive price.



Competitive prices are published quarterly. To fulfill minimum inventory requirements products must be at or below the competitive price.

Not all products in the store must be at the competitive price. Only products and varieties required to fulfill the minimum inventory requirements need to be competitively priced.

Example Peer Group 1 peanut butter competitive price is \$3.85. The vendor could meet the requirement by having two 16 oz containers of store brand peanut butter to meet the Minimum Inventory Requirement but can carry several other brands above the competitive price.

Change of Ownership

PA Code § 1105.4. Change of ownership of a WIC authorized store.

A store's status as a WIC authorized store is void the date a change of ownership of the store occurs.

Vendors must notify the PA WIC Program of any changes in ownership in writing at least 15 days prior to or immediately upon knowledge of (whichever occurs first). Changes in ownership can reported to your local Retail Store Coordinator or to: ra-dhpawicvendor@pa.gov

To reduce interruption of service to participants due to a change of ownership, the prospective new owner of the store may apply for authorization in advance of the change in ownership.

A store's application for authorization will not be accepted if it has been determined that the store submitting the application, either under prior ownership or in a previous location, was disqualified and the purpose of the relocation or sale of the store was to avoid a disqualification.



Vendors must notify the PA WIC Program of any changes in ownership. Changes in ownership can reported to your local Retail Store Coordinator or to: ra-dhpawicvendor@pa.gov

A store's status as a WIC authorized store is void when a change of ownership of the store occurs.

In order to allow uninterrupted service to participants prior to a change of ownership of a WIC authorized store, the prospective new owner of the store may apply for authorization in advance of the change in ownership.

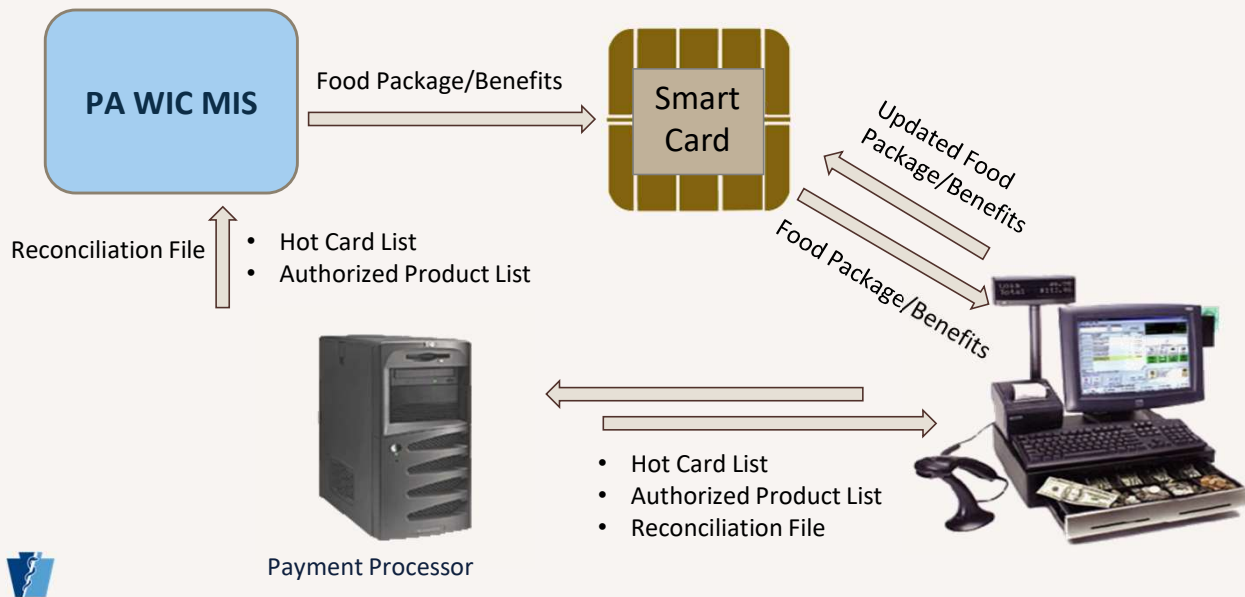
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eWIC Processes



Read slide.

eWIC Information Flow



There are a lot of moving parts and information that flows from one system to another with eWIC

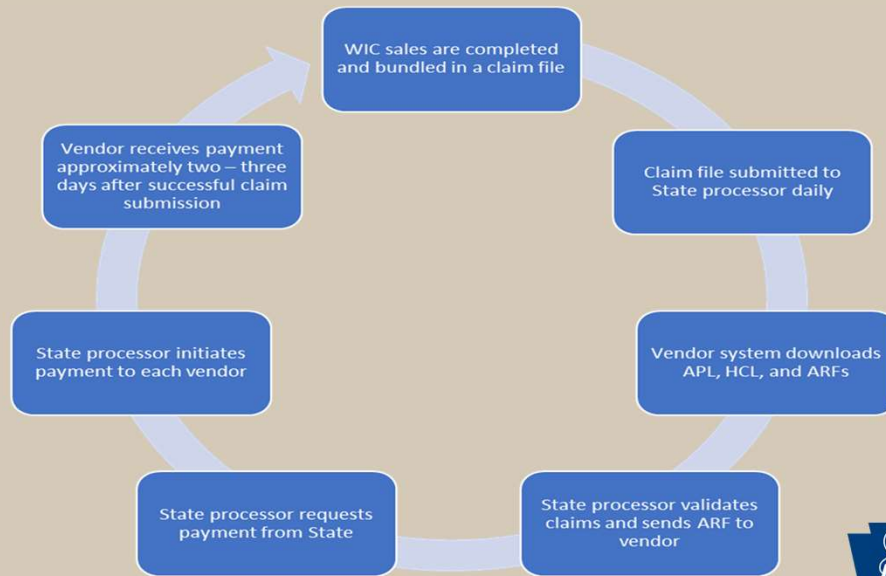
1. The Management Information System is the computer system that manage eWIC– participants are certified, and a food package is created and assigned to the participant.
2. An eWIC card is loaded with those benefits–
3. The MIS also creates two files that the stores must use
 - The Hot Card List – or HCL – tells the EBT vendor which cards have been reported lost or stolen or are no longer valid
 - The Authorized Product List – or APL – tells the EBT vendor which products are authorized as WIC eligible products. This file is at the individual UPC level for each product.
4. The MIS sends the files to the EBT processor. –
5. The store is responsible for downloading those two files we just mentioned at least every 48 hours (can be done more often)– the HCL and the APL
6. The customer goes to the store, does their shopping, and then goes to the checkout. The card is inserted into the card reader and the cashier scans the items.
7. The card and items are reviewed by the card reader and approved or declined.

Those decisions are made by the information in the HCL, the APL and loaded onto the card. Once the transaction is complete, the card reader updates the benefits on the card. Some important differences to note about smart card transactions > Cashiers cannot enter the PAN# into the POS if it doesn't work .

8. At the end of the day, the store sends a claim file to the EBT processor –
9. The EBT processor reconciles the claim against the lists and also allows only the maximum allowable price and then sends a reconciliation file to the store –
10. The EBT processor sends another reconciliation file to the WIC MIS to update the benefit balance and show redeemed benefits –

eWIC PROCESSES

Claims Processing



1. Every day, your system should pull all your sales together in a claim file. There is a requirement to submit them within 48 hours but we are recommending every 24 hours.
2. The system will send the claim file to the EBT processor.
3. Your system will also download the APL, the HCL and the Auto-Reconciliation File (ARF). The APL and HCL must be downloaded every 48 hours but we are recommending every 24 hours.
4. The EBT processor validates the claim file and sends an ARF back to you. The ARF contains information about what is being claimed vs. what is being paid. One of the major differences for you in this process is that if there are price adjustments, they will be done before the claim is paid not AFTER the check is deposited like before. This is where the APL and HCL become really important. If you accept a card that has been reported lost or stolen and you haven't downloaded the HCL in at least 48 hours, you will not be paid for that transaction. If you accepted a product that was no longer on the APL and you haven't downloaded the APL in at least 48 hours, you will not be paid for that product. The ARF tells you what is paid vs. what was requested in the claim file.
5. The next step is that the EBT processor requests payment from PA; once PA pays the processor, the processor will send the funds electronically to you. If you submit claims daily, you should receive payment within 2-3 days after successful

submission.

Claim File Submission Timelines

Claim files that are 30 days or less from the date of transaction that have failed to be submitted for payment from your POS can be resubmitted without PA-WIC approval.

Any claim file containing transactions and/or claim file dates that are older than 30 days from the date of request are required to obtain approval from PA-WIC. Your POS contact should email Heather Baker (heatbaker@pa.gov) or Penelope Heichel (pheichel@pa.gov) with the request.

****Important Policy****

Any claim file containing transactions and/or claim file dates that are older than 60 days from the date of request will no longer be able to be resubmitted.



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Maximum Allowable and Competitive Prices

The [Maximum Allowable](#) Price is the most the WIC Program will pay a store for food purchased using an eWIC card.

The [Competitive Price](#) is the price WIC foods must be priced at or below, to be counted as minimum inventory.

Maximum Allowable Prices are generated weekly based on the previous 60 days' average Claim Price per Peer Group and UPC, plus a system generated cost containment margin, with a maximum 10% increase per week.

Competitive Prices are generated quarterly based on 60 day's average Claim Price per Peer Group and food category, plus 20%.



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MAPPING

Mapping Fresh Produce

Ensure you are mapping your produce correctly. All produce should be mapped to the appropriate universal PLU.

This includes any new fresh produce with UPC's that come into the store.

You should not submit fresh produce UPCs to the APL. Fresh produce UPCs will never scan as allowable on the WIC Shopper App. Fresh produce should be mapped to the PLU code. Examples:

- Bananas need to be mapped to 4011.
- A bag of red delicious apples should be mapped to PLU 4015 or at least to red apples.
- A bag of plain lettuce would be mapped to the appropriate kind of lettuce, i.e. a bag of romaine would be mapped to 3097.



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CERTIFICATION

Level 3 Certification (L3)

New vendors or vendors who change POS systems will need a Test Buy Certification, known as a Level 3 certification.

A Level 3 certification refers to testing being done by the retailer in coordination with the WIC State Agency and involves a live purchase at the WIC vendor location to demonstrate the system is properly configured. The POS System being used is tested by executing a subset of the certification test scripts and providing receipts showing the results.

Allows PA WIC to come into your store and verify that you are ready to conduct eWIC transactions.

The representative will complete an eWIC purchase, a benefit reversal, PIN lock scenario, and balance inquiry.



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Level 3 Certification (L3) continued

L3 certifications are required when:

- A new store applies to become a PA vendor
- Change of Ownership
- Lapse in Authorization
- If a store purchases a new POS (Point of Sale) system
- The vendor made changes/upgrades to their original POS



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Level 3 Requirements for State Agency

Requirements for the State Agency before they go on-site to perform the certification are:

- Store must have their PA WIC vendor ID
- FTP credentials have been set up between the store/contact and the State's EBT processor (Custom Data Processing (CDP))
- Banking information needs to be in WIC's system
- Must have an agreement with their POS provider
- Must have all their fresh produce mapped



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- Must have an agreement with their POS provider
- Must have all their fresh produce mapped

Level 3 Requirements for the Vendor

Requirements for the store to be ready before SA staff comes on-site to perform the certification are:

- Have the equipment installed.
- A manager or staff person who has been trained on the POS equipment and with the eWIC process needs to be present for the certification.
- Items mapped and inventory data entry completed.
- Need to have a maintenance contract or agreement for technical support for their POS.
- Store personnel need to have the phone number available for the technical support person for their POS in the event of an issue.
- In a perfect world, the L3 certification should take no more than 30 minutes. However, this depends on the level of training and understanding by the store staff.



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VENDOR PROCESS

Vendor Processes



Pennsylvania
Department of Health

Vendor Processes.

Onsite Review Notes

WIC authorized vendors must meet [Minimum Inventory](#) and [Competitive Price](#) requirements at all times.

Once an onsite review begins staff cannot go to another store to get an item that your store does not have in stock.

[Minimum Inventory](#) food items that do not have a shelf-price or are non-compliant with competitive price requirements will be recorded as a finding. Staff may correct the issue, but it will still be recorded as a finding.

Please prepare your store in advance of the review. Ensure your store is compliant with minimum inventory and competitive price requirements, in addition to other WIC Program requirements.



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Onsite Review Notes continued

- Prior to any onsite review, correspondence will be sent to the vendor contacts that have been provided to the PA WIC Program.
 - PA WIC maintains vendor contact information provided on applications or by written notification to the PA WIC Program. *Email is considered written notification.
 - Post-onsite review correspondence will include next steps in any processes.
 - Ensure to return any vendor agreements or requested documents to avoid termination of your WIC authorization, or processing delays. Please monitor your email accounts for PA WIC correspondence.
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Initial Authorization

- Retail Store Coordinators' goal is to conduct an initial store review within 30 days from the date the application is accepted.
- The Retail Store Coordinator will email the Initial Review Announcement Letter, which specifies the week that the review will be conducted. The letter is mailed at least one week prior to the review taking place.
- Prior to the onsite review, once your store is ready, the Retail Store Coordinator will conduct the Level 3 Certification of our POS system and Initial training. The Retail Store Coordinator will provide the WIC authorized vendor decal, WIC posters, etc., at the time of training.



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Reauthorizations

- Reauthorization occurs every three years for WIC authorized vendors. The USDA requires a new application every 1095 days.
- An application should be completed prior to your store's scheduled reauthorization review date. If your store does not complete the application prior to the review, a letter will be sent informing your store to submit an application within 10 days.
- Reauthorizations allow stores to verify that they want to continue participation in the WIC Program.
- Reauthorizations also allow the PA WIC Program to confirm that a store is compliant with WIC regulations, policies, and procedures.



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All PA WIC Program requirements must be met at the time of the reauthorization.

Reauthorizations continued

All PA WIC Program requirements must be met at the time of the reauthorization.

Your store and ownership will receive a reauthorization announcement letter via email, at least one week in advance of the week your reauthorization will be conducted.

All PA WIC Program requirements must be met at the time of the reauthorization.

Please be prepared.



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Your store and ownership will receive a reauthorization announcement letter via email, at least one week in advance of the week your reauthorization will be conducted.

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Please be prepared.

Vendor Agreements

- After authorization, temporary, probationary, or reauthorization approval, each vendor location is sent a new Vendor Agreement. The Vendor Agreement must be signed and returned.
- If not received timely, the vendor will be terminated from the PA WIC Program.
- Monitor your email and return the completed Vendor Agreement, or your store will be removed from the PA WIC Program.
- This is the most common reason vendors are inadvertently removed from the WIC program.



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MONITORING

Compliance Monitoring

Routine Monitoring Reviews

Inventory Audits

Above 50 Percent Vendors

Compliance Investigations



Read slide.

Routine Monitoring Reviews

- Annually, monitoring reviews must be conducted on at least 5% of the number of stores that are WIC authorized.
- Reviews are unannounced and random.
- Routine Monitoring Reviews provide vendors the opportunity to correct any findings of non-compliance either through onsite corrective actions or at a follow up unannounced review.
- Other reasons WIC would conduct a monitoring review
 - The State agency high risk identification system
 - WIC customers reporting issues at the store
 - Reports of improper food substitutions
 - Reports of insufficient amounts of WIC foods available



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Reports of insufficient amounts of WIC foods available

Inventory Audits

§1105.3 Terms and Conditions of Participation

- (11) Provide Federal, State, Department and local agency representatives who are involved in monitoring the store's compliance with statutes and regulations governing the WIC Program, access, which includes providing copies if requested by the Department, to purchase records used for Federal tax reporting purposes and other records as requested to determine compliance with WIC Program requirements.
- (16) Maintain purchase records and records used for Federal tax reporting purposes for allowable foods for a minimum of 2 years.

The PA WIC Program may conduct an inventory audit of your store. It is important to maintain thorough documentation of your store purchase and inventory records.



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Above 50 Percent Vendors

§ 1105.6. Monitoring of WIC authorized stores

- (h) Annual determination of WIC sales percentage. The Department may request from a store information necessary for the Department to determine whether the store qualifies as an above-50-percent store.
- This information may include a request for State or Federal Income Tax returns, State Sales Tax records, Department of Revenue Form PA-3 filings, and sales records. This paragraph does not apply to stores owned by nonprofit entities.
- Above-50-percent-store—A store that derives more than 50% of its annual food sales revenue from WIC Food Instruments, and a new store applicant expected to meet this criterion under guidelines approved by USDA-FNS.
- Currently, PA WIC Program does not allow vendors to derive more than 50 percent of their annual food sales revenue from the WIC program.



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Compliance Investigations

- The PA WIC program will conduct compliance investigations on WIC authorized vendors.
-

- WIC authorized vendors will not be notified that a compliance investigation is scheduled or occurring.



Read slide.

Initial, Annual, and Corrective Training

- Prior to becoming a WIC authorized vendor, store staff will need to participate in an initial training.
- Annually, a representative of each store must participate in Annual Training.
- Vendors may be required to attend corrective training.
- There is a corporate train the trainer option as well.
- All training attendance will be documented.
- Failure to attend and complete training will result in termination of WIC authorization.



Read slide.

SANCTIONS

Vendor Sanctions

WIC may disqualify a WIC authorized vendor or impose a civil money penalty in lieu of disqualification for reasons of WIC program abuse.

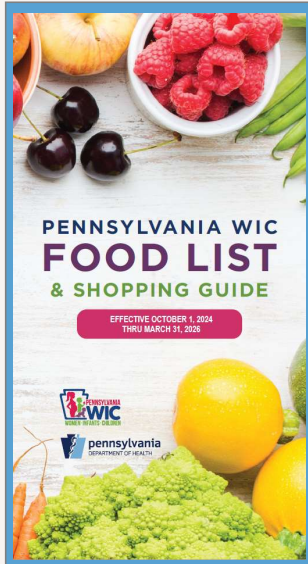
Stores disqualified from WIC due to non-compliance may also be disqualified by SNAP (Food Stamp Program).

Disqualifications range from six months, one year, 3 years, 6 years, and permanent.



Read slide.

WIC Food List



The current food list is being extended until March 31, 2026.



WIC Food List. The WIC Food list is an important tool for participants and store staff. An important aspect of this training is encouraging store staff to familiarize themselves with the food list and utilize it as a resource when issues arise. The current food list is being extended until March 31, 2026.

The WIC Food List

The State Agency is responsible for maintaining a list of all WIC-eligible foods. To keep the list updated, PA reviews brand specific products every year to ensure that the foods are eligible and authorized to be on the food list.



It is a requirement to have the food list at each register that participants could use at your store.

- Milk
- Yogurt
- Cheese/Soy Products
- Juice
- Cereals
- Fruits
- Vegetables
- Legumes (Beans)
- Canned Fish
- Eggs
- Peanut Butter
- Whole Grains
- Infant Foods



The SA is responsible for maintaining a list of all WIC-eligible foods. In order to keep the list updated, PA reviews brand specific products every year to ensure that the foods are eligible and authorized to be on the food list.

It is a requirement to have the food list at each register that participants could use at your store. We are going look at each of the categories but will not be going into every single item that is allowed or not allowed. Please make sure to review your food list for a thorough listing of all items.

Infant Food Purchasing Tips

MULTIPACK TIP:

2 oz
2 oz = 1 Container

4 oz = 1 Container

4 oz
4 oz = 2 Containers

HOW TO PURCHASE 32-4 OZ CONTAINERS OF FRUITS/VEGETABLES

1 128 oz box	10 12 oz boxes + 4 2 oz containers OR 2 2 oz double pack OR 1 4 oz double pack	10 12 oz boxes + 2 4 oz containers OR 2 2 oz double pack	32 4 oz containers OR 32 2 oz double pack	64 2 oz containers
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Multipacks or variety pack boxes are allowed for infant foods. For example, 2-2-ounce package equals 1, 2-4-ounce package equals 2 or 1 variety pack with 16 2-pack containers.

NOTES

Food List Notes

This is a quick review of the food list.

Please be sure to review the food list for a complete list of allowed and non-allowed products.

The food list generally changes annually. There will be no updates to the WIC Approved Food List at this time. Please be on the lookout for an update to this list in Spring/Summer of 2026.

The WIC program also provides a Cashier Food List, which condenses the foldable booklet to a two-page poster for quick review.

Please see next slides for a quick review of the Cashier Food List.



65

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NOTES

Preview of Upcoming Changes

Starting April 1, 2026, we will be moving to the new food packages that came out from USDA in 2024.

A retail store alert will come out later this year with all of the changes.

Preview of changes:

- * All children and women will have canned fish in their food packages.
- * Women will be getting the same size juice as children (64 oz.)
- * Additional whole grains will possibly be added to the food list, such as whole wheat bagels, English muffins, naan, wild rice.



Read slide.

FOOD LIST

Cashier Food List



WIC Approved Foods

EFFECTIVE OCTOBER 1, 2024 THRU MARCH 31, 2026

pawic.com | health.pa.gov | 1-800-WIC-WINS (1-800-942-9467)
PA WIC is funded by the USDA. This institution is an equal opportunity provider.

FRUITS & VEGETABLES

Organic is OK
Any Brand

FRESH

BUY:
✓ Loose or pre-packaged
✓ Whole or cut

CANNOT BUY:

✓ Saled bar items, party platters or fruit baskets
✓ Herbs, nuts or peanuts
✓ Saled kits with nuts, croutons or dressing
✓ Fruits or vegetables with dips
✓ Dried fruit, fruit leathers or fruit snacks

FROZEN

BUY:
✓ Plain
✓ Bag or box
✓ Low sodium OK



CANNOT BUY:

✓ With sugar, breeding, honey, butter, sauce, cheese, fat, or oil
✓ With meat, rice, or pasta
✓ Fries or tater tots
✓ Soup

CANNED

BUY:
✓ Water or juice pack only
✓ Metal, glass, or plastic container
✓ Low sodium OK



CANNOT BUY:

✓ With added meat, fat, oil, rice or pasta
✓ With added sugar or in syrup
✓ With non-nutritive sweetener
✓ Pickled vegetables, sauerkraut or olives
✓ Cranberry sauce or pie filling
✓ Soup
✓ Jarred salsa or pasta sauce
✓ Infant or toddler foods or squeezable pouches
✓ Anything with marshmallows
✓ Relishes and ketchup

PEANUT BUTTER

16 TO 18 OUNCE CONTAINERS

BUY:
✓ Any brand labeled
✓ "Peanut Butter" only

DO NOT BUY:
✓ Reduced fat peanut butter, peanut butter spread, those mixed with jelly, marshmallow, chocolate or honey
✓ Organic peanut butter, added omega-3s, DHA, ARA or non-nutritive sweeteners

CANNED FISH

CANNED FISH: 3.75, 5, OR 6 OUNCE ONLY

BUY:
Any brand Chunk Light Tuna, Pink Salmon or Sardines (including flavored sardines, such as in mustard, tomato sauce or lemon). Can be packed in water or oil.

CANNOT BUY:
✓ Albacore Tuna
✓ Bristling Sardines
✓ Red Salmon
✓ Organic Fish

LEGUMES & BEANS

TYPES OF BEANS TO PURCHASE

BUY:
✓ 15 to 16 oz cans
✓ 1 pound of dried beans
✓ Organic is allowed
✓ Sugar in canned kidney beans is allowed.
✓ You will be allowed to purchase dried or canned beans based on what is on your WIC benefit balance.

EXAMPLES, BUT NOT LIMITED TO THE FOLLOWING:

Black beans
Blackeye peas
Butter beans
Garbanzo beans
Great northern beans
Kidney beans

Lentils
Lima beans
Navy beans
Pinto beans
Split peas

CANNOT BUY:
✓ Canned green or yellow beans, green lima beans, wax beans, added seasonings (spices), sugars, oils, fats, sauces or meats

NUTRITION FACT
Canned fish, peanut butter, beans and eggs are good sources of protein and cost much less than meat.



RESOURCES

Available Resources

Vendor Assistant

<https://wic.health.pa.gov/VendorAssistant/>

Cashier Food List

[FoodListEnglish.pdf \(pa.gov\)](#)

Your Local Retail Store Coordinator

<https://wic.health.pa.gov/VendorAssistant/Home/Contact>

State Agency

ra-dhpawicvendor@pa.gov

(717) 783-1289

State Regulations

<https://www.pacodeandbulletin.gov/Display/pacode?file=/secure/pacode/data/028/partVIIItoc.html&d=>

PA WIC Policy (Section 4.01 – 4.05)

<https://www.pawic.com/PoliciesAndProcedures.aspx>



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<https://www.pawic.com/PoliciesAndProcedures.aspx>

NOTES

Additional Notes

The PA WIC Program will notify vendors of changes to Federal or state statutes, regulations, policies, or procedures governing the PA WIC Program before the changes are implemented.

We will give as much advance notice as possible.

Please refer to your WIC Retail Store Agreement for a list of all requirements.



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Questions

If you have any questions, please contact your Retail Store Coordinator or the State Agency at ra-dhpawicvendor@pa.gov.

If you are unsure who your local Retail Store Coordinator is, you can use the Search function available on the [Contact Us | PA WIC Vendor Assistant](#).

THANK YOU

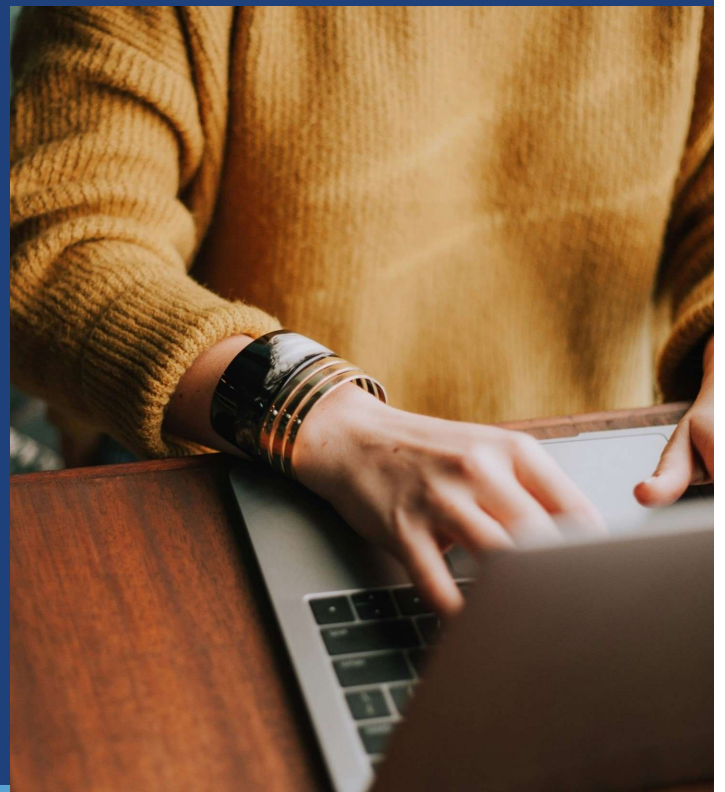


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