

## Maine eWIC Vendor Quarterly Call 1/12/2021

Ana Pedre, Vendor Manager for Maine WIC, hosted the call.  
On this call we invite our:

- Chain and Independent WIC Vendors
- Federal Partners from NERO
- Contractors:
  - EBT Provider/Processor - Solutran
  - Quality Assurance Team - Maximus

### Maine WIC Messenger 2021:

We tried to send out this in new format; but stores have indicated it is not printer friendly. A printer friendly version can be found on our website, <https://www.maine.gov/dhhs/mecdc/population-health/wic/vendors/documents/WIC-Messenger-Winter-2021.pdf> . Stores have until the end of February to review with staff that handles WIC, record in the training log and return the training log to us. We provided that link in the newsletter. Be sure to indicate the name of your store and your vendor number on the log before sending that back to us at [wicvendor@maine.gov](mailto:wicvendor@maine.gov).

### Last WIC check:

The last checks have a last date to use of 12/25. Make sure cashiers know that all Maine WIC checks have expired. If your store accepts an expired WIC check, your store will not be paid for that check.

WIC clients are still learning how to use their eWIC Cards. We recommend to clients to split their orders make sure their chosen foods are covered. Please continue to allow for customers to split their WIC transactions.

WIC Shopper is now available for WIC clients to view their balance, if they have a smart phone, they can enter their eWIC card number and see their balance on the WIC shopper app. Grocery stores can still report item through the app if it is not ringing up as WIC approved. Or submit UPCs by email at APL [SubmitUPCWIC@maine.gov](mailto:SubmitUPCWIC@maine.gov).

### Renewal Regions:

Aroostook, Washington and Hancock counties. April Young will be reaching out to stores in the spring. We probably will be doing trainings virtually again this year.

Help Us Do Our Best Work - Survey Topics:

- *Why some products are WIC able on one register and not on the other?  
Why does my system keep changing what is accepted or not?*
- *Our new system keeps changing what is WIC approved.*
  - First we need to identify when this issue happens.
    - Is this when verifying WIC foods at the register OR
    - When a customer is redeeming their WIC Food benefits?

We have an APL that stands for Approved Product List. This list includes all the foods that we are aware of that our nutritionists have reviewed to make sure they met the federal requirements. The most up-to-date file is loaded each night to your register system. The same file that is on the WICShopper App.

Various Products like a gallon of whole milk or low fat milk are WIC approved.

The customers WIC benefits are tailored to the family's needs.

- When family A is issued a food package that includes whole milk their WIC benefit will only cover the whole milk.
- Family B is issued low-fat only low-fat will be covered by WIC
- Family C is issued both whole milk and low-fat, they can redeem both

If the family balance inquiry includes 1 gallon of low-fat milk and is unable to redeem 1 gallon of low-fat milk:

Check if WIC Approved on your system or WICShopper App

- IF WIC Approved Contact your IT department - APL file may be corrupted
- If not submit product via WICShopper App "I couldn't buy this!" or email [SubmitUPCWIC@maine.gov](mailto:SubmitUPCWIC@maine.gov)

OTHER Comments received,

- It would benefit users to be reminded to use the e wic card first during transactions at the register
- Customers not paying attention to what they are supposed to be getting for a benefit. We have several that assume that if the product is WIC able, they should be able to get it even if it's not in their benefit package.
- Our new system keeps changing what is WIC approved.
- Customer getting wrong items
- No obstacles at this time E-WIC is going great here!!

Comments like this will guide us and help us focus on achieving an excellent WIC experience at the stores.

Questions:

Hannaford asked whether we will send the pdf of newsletter. We are looking at options to changing the format of the e-mailed newsletter. We will send the pdf to Hannaford.

Next Call:

Tuesday, April 13, 2021 at 11:00 am.

Call in number: 1-877-455-0244

Passcode: 2072875366