



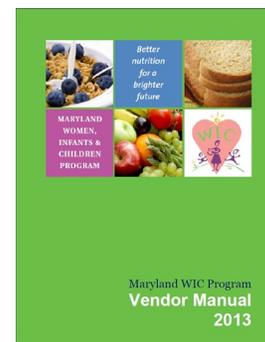
VENDOR UPDATE Summer 2013

A Publication of the Maryland WIC Program
Maryland Department of Health and Mental Hygiene, Prevention and Health Promotion Administration
Martin O'Malley, Governor – Anthony G. Brown, Lt. Governor – Joshua M. Sharfstein, M.D., Secretary



2013 WIC VENDOR MANUAL

All WIC authorized stores should be in receipt of the 2013 WIC Vendor Manual which was mailed in April. The WIC Vendor Manual is where you find answers to questions such as receiving reimbursement for rejected WIC checks, replacement of vendor stamps, and other WIC Program policies and procedures. If you have not received your 2013 WIC Vendor Manual, or would like additional copies, please contact James A. Butler at 410-767-5258, Siwon Lee at 410-767-5433, or Tiasha Taylor at 410-767-3519. You may also reach us toll-free at 1-800-242-4WIC (4942). The 2013 WIC Vendor Manual is also available online at www.mdwic.org.



WIC ACRONYM AND LOGO USE

Federal regulations, and Code of Maryland Regulation 10.54.03.15B(2)(f), prohibits a vendor from using the WIC acronym or WIC logo, or close facsimiles, in the name of the vendor, in advertising, or in other promotional materials. Three or more violations of this COMAR provision will result in a 1-year disqualification of WIC authorization. The only authorized "WIC Accepted" sign is the one provided by the Maryland WIC Program. Vendors may use self generated shelf tags only if they have been approved for use by the WIC Program. We appreciate the cooperation of vendors that have made us aware of unauthorized acronym and logo use. If you have any questions, or would like to seek approval for use of the WIC acronym or logo, please contact James A. Butler at 410-767-5258 or 1-800-242-4WIC toll-free.



Photo above is an example of an Unauthorized WIC Sign

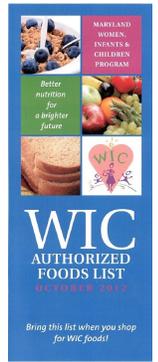
PROGRAM INTEGRITY

The Maryland WIC Program considers ensuring the integrity of the program a key component of our mission of providing supplemental nutrition benefits to WIC participants. Fraud and abuse of any nature is serious and will not be tolerated. We consider WIC staff, participants, and authorized vendors equal partners in the prevention of program fraud and abuse. If you wish to report WIC fraud and abuse, please feel to contact James A. Butler at 410-767-5258 or 1-800-242-4WIC (4942) toll free. All calls are kept confidential and, if you wish, you can submit an anonymous report on our website: www.mdwic.org. WIC vendors are reminded that disqualification from the WIC Program may also result in disqualification from SNAP. Conversely, SNAP disqualifications will result in disqualification from the WIC Program.



2013 WIC AUTHORIZED FOODS LIST

The Maryland WIC Program is in the process of developing a 2013 WIC Authorized Foods List which will be effective October 1, 2013. The changes are intended to provide clarification for some food items and eliminate those that were not widely available. We will also include a Frequently Asked Questions section. The color of the 2013 WIC Authorized Foods List will be different to enable you to distinguish it from the 2012 WIC Authorized Foods List. As soon as complete details have been finalized, we will send an Important Vendor Notice summarizing the changes. In the interim, if you have any questions about allowed foods, please contact James A. Butler at 410-767-5258, Siwon Lee at 410-767-5433, or Tiasha Taylor at 410-767-3519. You may also reach us toll-free at 1-800-242-4WIC (4942).



e-WIC CORNER

The U.S. Department of Agriculture, Food Nutrition Service recently issued a "proposed rule" governing implementation of WIC-EBT. USDA has collected public comments to be considered before finalizing the rule. Below, for your information, are some excerpts from the proposed rule.

- USDA will require all State Agencies to have an active eWIC project by October 1, 2015.
- Upon statewide implementation of eWIC, the State Agency will not be liable for any point of sale (POS) maintenance costs.
- Unless authorization is required to assure participant access, new vendors seeking authorization must demonstrate eWIC capability.
- The Operating Rules and Technical Implementation Guide (TIG) will be updated at least annually. The Operating Rules spell out the basic business rules for each function in an eWIC system. The TIG, which is based on the ANSI X9.93 standard, supplements the Operating Rules with more specific technical information and guidance on what vendors must do to support eWIC.
- Retail Vendor Certification for eWIC: FNS plans to establish procedures and guidance for the certification of retail vendor electronic cash registers and associated payment devices, to include the development of common test scripts and testing criteria.



The complete proposed rule can be found at: <http://www.fns.usda.gov/wic/regspublished/EBTproposedrule.htm>.

Maryland's anticipated timeframe for the e-WIC pilot phase is 2015. For more information, you may contact James A. Butler at 410-767-5258, or our EBT Project Manager, Joseph Ferrara at 410-767-4462 or call 1-800-242-4WIC (4942).

The Vendor Update is a publication of the Maryland WIC Program.

Visit us online at www.mdwic.org



The services and facilities of the Maryland Department of Health and Mental Hygiene (DHMH) are operated on a non-discriminatory basis. This policy prohibits discrimination on the basis of race, color, sex, or national origin and applies to the provisions of employment and granting of advantages, privileges, and accommodations.

The Department, in compliance with the Americans With Disabilities Act, ensures that qualified individuals with disabilities are given an opportunity to participate in and benefit from DHMH services, programs, benefits, and employment opportunities.

USDA prohibits discrimination in the administration of its programs.