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**Background Information: The Authorized Retailer's Role**

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Effective Date: June 1, 2014

Supersedes: New

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Understanding the important role authorized retailers play in providing foods to eWIC cardholders is critical. Contact the store's assigned Vendor Liaison to address questions that have not been answered in this manual.

### **I. Retailer Agreement**

- A. Retailers must sign a Retailer Agreement and meet all selection and authorization criteria before they can accept eWIC food benefits.
- B. eWIC benefit cards are the sole payment method used by the WIC Program. An eWIC benefit card is issued to each eligible cardholder for the purpose of purchasing selected foods.

### **II. Performance Guidelines**

- A. Authorized retailers are responsible for adhering to all program requirements outlined in the Retailer Agreement, Retailer Manual, federal and state regulations, and other written procedures distributed by the WIC Program.
- B. Authorized retailers must ensure that cashiers and other store personnel understand and comply with all program requirements when accepting and processing eWIC food benefits and participating in the WIC Program.
- C. Authorized retailers are encouraged to contact the State WIC Office for guidance if they suspect eWIC cardholders need additional education or counseling in using eWIC food benefits including:
  - 1. Understanding what foods are WIC approved;
  - 2. Using the eWIC benefit card; and
  - 3. Any other eWIC cardholder issues.