

Florida WIC Program UPC Collection



**National WIC Association
2015 Technology and Program
Integrity Conference**

September 28-30, 2015

What Are These?



UPC Prefix Digit Unit	UPC Code	UPC Check Digit	Item ID	Description for Sales
7	99771-77020	4	HJ77020	HJ APPLE 8/64 OZ 99771-77020
7	99771-77025	9	HJ77025	HJ FRUIT PUNCH 8/64 OZ 99771-77025
7	99771-77026	6	HJ77026	HJ RED GRAPE 8/64 OZ 99771-77026
7	99771-77027	3	HJ77027	HJ ORANGE 8/64 OZ 99771-77027
7	99771-77029	7	HJ77029	HJ PINEAPPLE 8/64 OZ 99771-77029
7	99771-77031	0	HJ77031	HJ WHITE GRAPE 8/64 OZ 99771-77031
7	99771-34302	6	HJ34302	HJ PINEAPPLE 8/48 OZ 99771-34302
7	99771-33309	6	HM33309	HM CRISP RICE RG 12/12 OZ 99771-33309

ID	SBU	previousUPC	correctUPC	Brand	UNIT PRICING COUNT	UOM _ID	Item Description
476	OTC	798716062206	798716160629	NESTLE	250 ML		NUTREN 1.5 COMP H/C VAN
298	CANNED VEGETABLES	413311242603	041331124263	GOYA	15 OZ		GOYA BLACKEYED PEA CAN
297	CANNED VEGETABLES	736393510016		GLORY FOODS	15 OZ		GLORY BLACKEYE PEAS/RICE
336	CANNED VEGETABLES	469000015807	046900001587	RANCH STYLE	15 OZ		RANCH BLACK BEANS
313	CANNED VEGETABLES	205021505406	020502150546	JCS	15 OZ		JCS GREEN PIGEON PEAS
312	CANNED VEGETABLES	205021504902	020502150492	JCS	15 OZ		JCS BUTTER BEANS
311	CANNED VEGETABLES	205021505008	020502150508	JAMAICN CTRY	15 OZ		JCS RED KIDNEY BEANS
310	CANNED VEGETABLES	205021505309	020502150539	JAMAICN CTRY	15 OZ		JCS DRIED GUNGO PEAS
309	CANNED VEGETABLES	756691020006	075669102006	IBERIA	15 OZ		IBERIA SML WHITE BEANS WS

What Next?



INGREDIENTS: PEARS, ZUCCHINI, CORN, WATER, VITAMIN C (ASCORBIC ACID), CITRIC ACID.

INGREDIENTES: PERAS, CALABACÍN, MAÍZ, AGUA, VITAMINA C (ÁCIDO ASCÓRBICO), ÁCIDO CÍTRICO.

Gerber Products Company • Fremont, MI 49413, USA

- Brand specific foods vs store brands
- Contact manufacturers
 - Food labels
 - Ingredients list
 - UPC code
 - Actual pictures vs tables or lists

Nutrition Facts

Serving Size 2/3 cup (55g)

Servings Per Container About 8

Amount Per Serving

Calories 230 Calories from Fat 40

% Daily Value*

Total Fat 8g **12%**

Saturated Fat 1g **5%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 160mg **7%**

Total Carbohydrate 37g **12%**

Dietary Fiber 4g **16%**

Sugars 1g

Protein 3g

Vitamin A 10%

Vitamin C 8%

Calcium 20%

Iron 45%

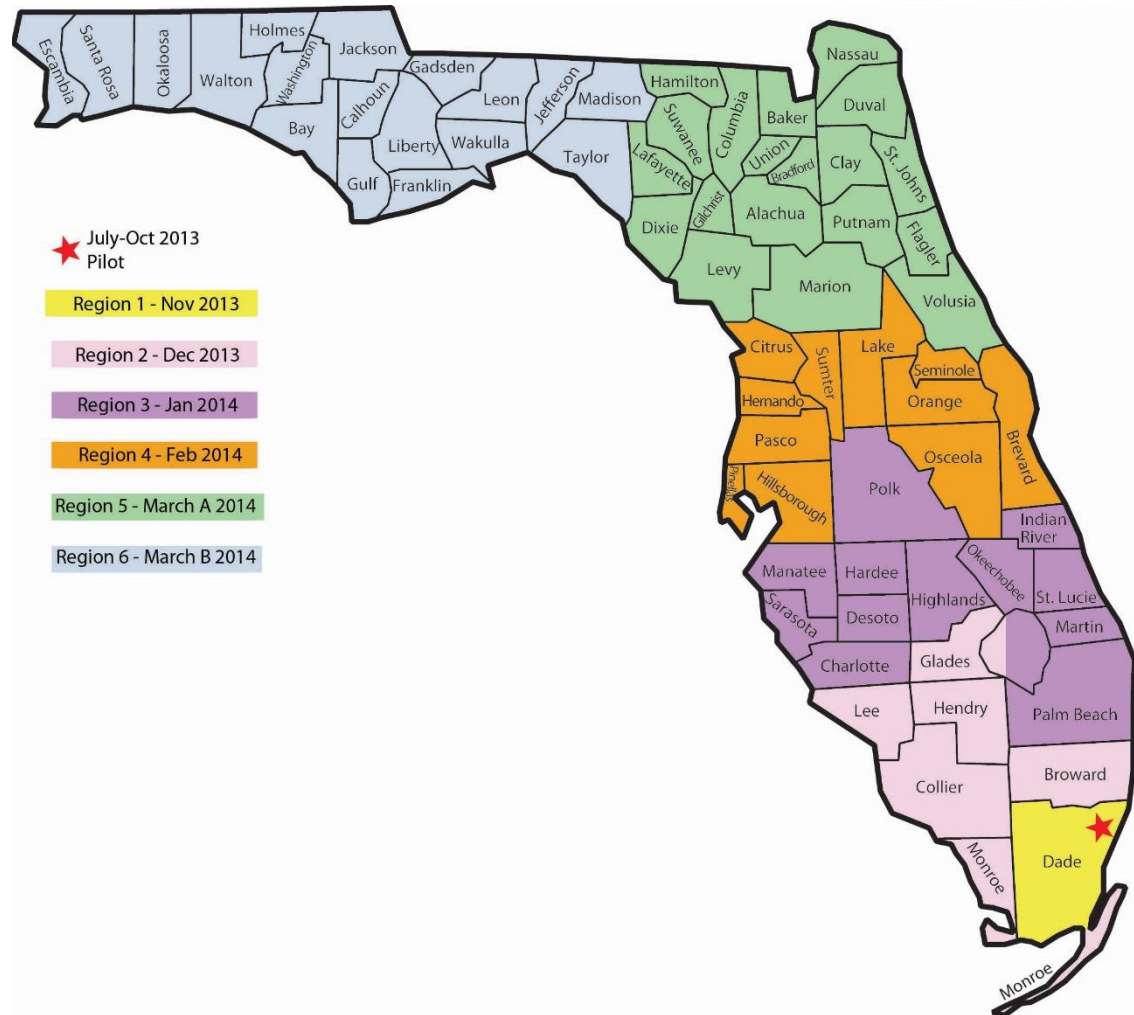
* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.

		Calories: 2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Where To Start?!



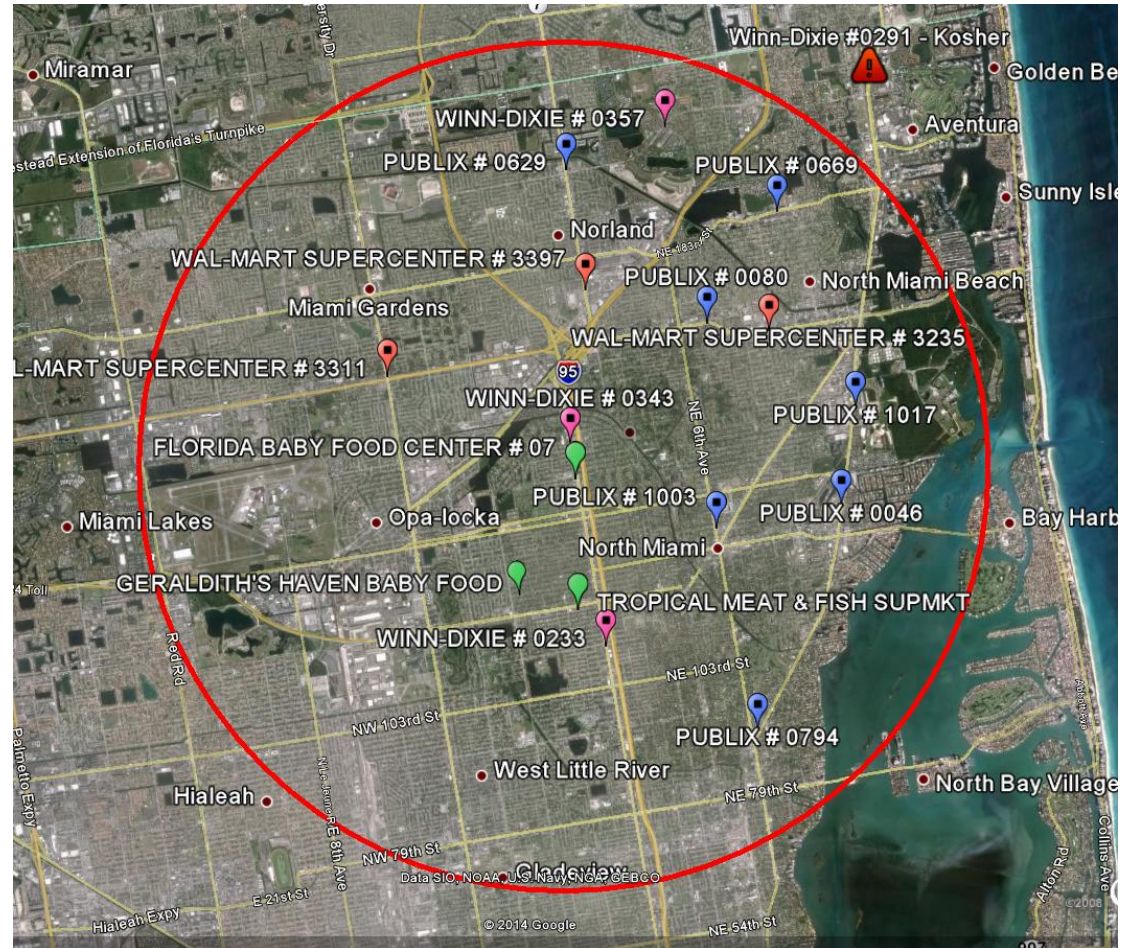
- Started with the Pilot area
- Worked up the state
- Stayed just ahead of Roll-Out



Pilot Area



- About 22 stores
- Included 14 stores from 3 major chains
- The rest small & large independents
- 3 Above 50% WIC

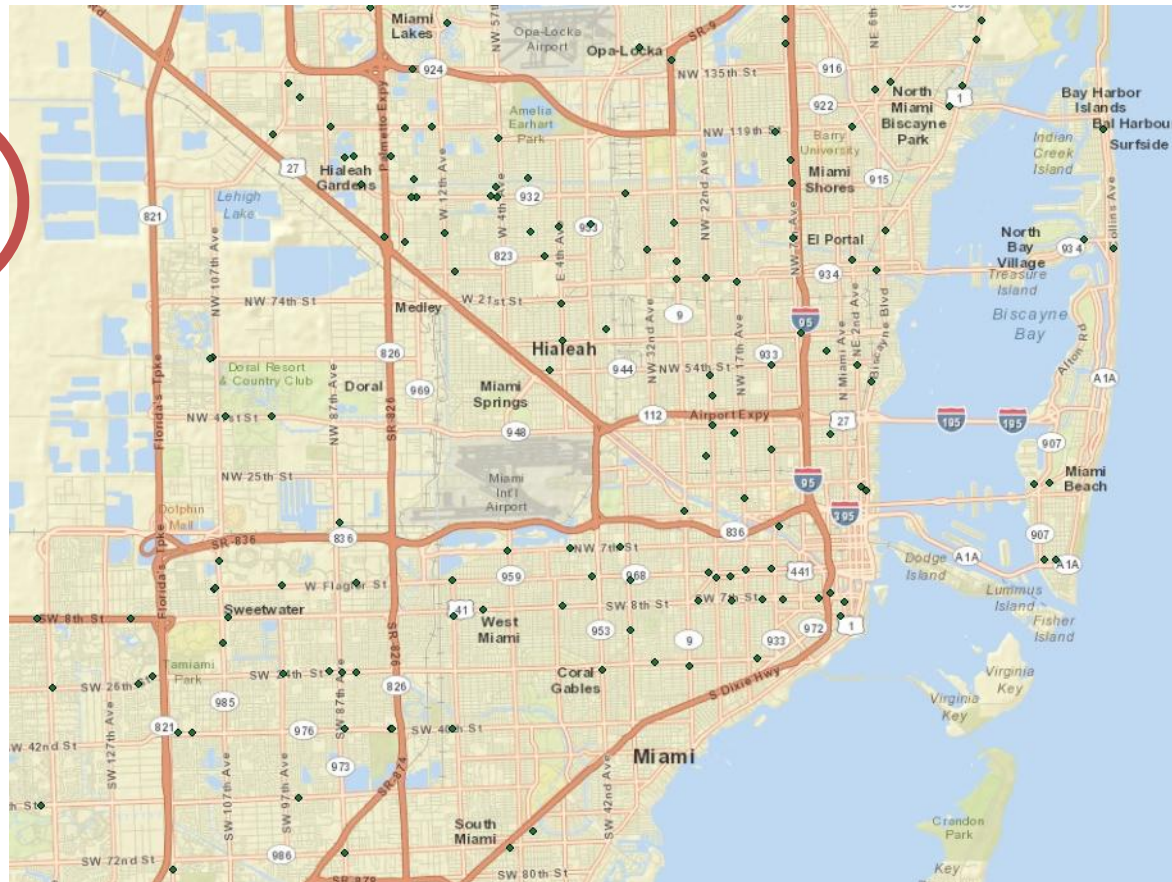
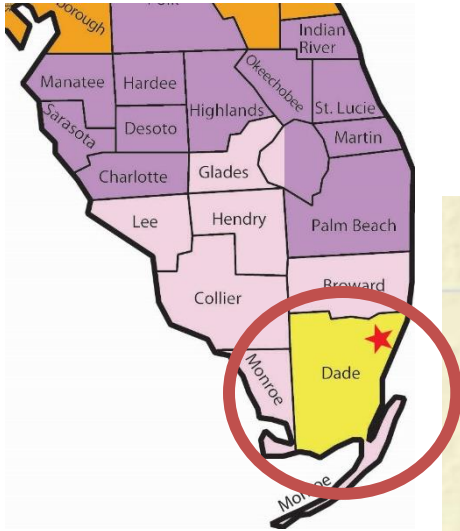


Pilot Area Stores



Vendor	Address	City	ST	Zip	Longitude	Latitude
Bravo Supermarket # 7	10400 NW 7th Ave	Miami	FL	33150	-80.210022	25.870211
Florida Baby Food Center # 07	14252 NW 7th Ave	Miami	FL	33168	-80.211746	25.905178
Florida Food Depot Inc	13057 W Dixie Hwy	North Miami	FL	33161	-80.18232	25.895464
Presidente Supermarket # 21	18350 NW 7th Ave	Miami Gardens	FL	33169	-80.213303	25.943295
Publix # 0046	12850 Biscayne Blvd	North Miami	FL	33181	-80.162376	25.894377
Publix # 0080	850 N Miami Beach Blvd	North Miami Beach	FL	33162	-80.182961	25.928516
Publix # 0629	19955 NW 2nd Ave	North Miami Beach	FL	33169	-80.205559	25.957685
Publix # 0669	1700 NE Miami Gardens Dr	North Miami Beach	FL	33179	-80.166908	25.945808
Publix # 0794	9050 Biscayne Blvd	Miami Shores	FL	33138	-80.183899	25.858376
Publix # 1003	12855 NE 6th Ave	North Miami	FL	33161	-80.186485	25.893522
Publix # 1017	14641 Biscayne Blvd	North Miami	FL	33181	-80.157196	25.910688
Save-A-Lot Food Store # 24362	8890 NW 7th Ave	Miami	FL	33150	-80.209564	25.856981
Top Value	13931 NW 27th Ave	Opa-Locka	FL	33054	-80.243584	25.900482
Tropical Meat & Fish Supmkt	11800 NW 10th Ave	Miami	FL	33168	-80.214638	25.882877
Wal-Mart Supercenter # 3235	1425 NE 163Rd Street	North Miami Beach	FL	33162	-80.171494	25.92573
Wal-Mart Supercenter # 3311	19501 NW 27th Ave	Miami Gardens	FL	33056	-80.244499	25.926901
Wal-Mart Supercenter # 3397	17650 NW 2nd Ave	Miami Gardens	FL	33169	-80.205017	25.936913
Winn-Dixie # 0233	11030 NW 7th Ave	Miami	FL	33168	-80.210297	25.876104
Winn-Dixie # 0343	14900 NW 7th Ave	Miami	FL	33168	-80.211815	25.911148
Winn-Dixie # 0357	980 Ives Dairy Rd	Miami	FL	33179	-80.185829	25.962799

After Pilot: Phase I



Roll-Out Plan



Projected UPC Collection Plan For Statewide EBT Rollout

Phase	LA	County	# of stores need UPC Collection	Total Number of Stores
Pilot	13	Miami-Dade	22	22
1	13	Miami-Dade	97	210
2	6	Broward	44	166
	11	Collier	8	34
	36	Lee, Glades, Hendry	29	75
	44	Monroe	1	10
		Subtotal:	82	285
3	8	Charlotte	2	19
	14	DeSoto	4	6
	28	Highlands	5	13
	31	Indian River	1	13
	41	Manatee	4	32
	43	Martin	1	18
	47	Okeechobee	1	4
	50	Palm Beach	25	136
	53	Polk, Hardee	13	64
	56	St. Lucie	4	25
	58	Sarasota	1	40
		Subtotal:	61	370
4	5	Brevard	5	52
	9	Citrus	0	16
	27	Hernando	0	22
	29	Hillsborough	11	123
	35	Lake	1	28
	48	Orange	21	117
	49	Osceola	2	34
	51	Pasco	1	49
	52	Pinellas	11	106
	59	Seminole	5	46
		Subtotal:	57	593

Roll-Out Plan



5	10	Clay	3	21
	16	Duval	8	86
	18	Flagler	1	10
	42	Marion	5	41
	45	Nassau, Baker	2	11
	54	Putnam	3	9
	55	St. Johns	0	18
	64	Volusia	2	53
	68	NCF (Alachua, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Lafayette, Levy, Sumter, Suwanee, Union)	21	66
	Subtotal:			45

6	3	Bay, Gulf, Walton	13	39
	17	Escambia	12	30
	20	Gadsden	4	6
	32	Jackson, Holmes, Washington, Liberty, Calhoun	13	18
	37	Leon	11	41
	46	Okaloosa	8	22
	57	Santa Rosa	5	16
	Subtotal:			66

Total Statewide:	430	1967
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Geocoded Roll-Out



UPC Collection Team



- For Florida, we found it best to have 1 team of 3 people:
 - Nutritionist – able to make on-the-spot nutrition assessment of food item
 - Vendor Management expert – familiar with store items, brand, demographics, history, etc.
 - FIS contract position – available to answer/assist smaller stores that were not planning to integrate and would be using a Verifone VX520.

Away We Go!




Or so we thought...

Software







Clipboard Sort & Filter Records Find

Michigan Department Of Community Health
MICH



WIC Bar_Code/Price Collection Program

-  Store Scan Routine
-  Report
-  Upload
-  Exit Program

Welcome to the WIC BarCode/Price Collection System. Please choose the correct peer group for this store.

Return to the Switchboard.

Go to the Collection outline.

Peer Selection

- 21
- 22
- 23
- 31
- 32
- 41
- 42
- 51
- 52
- 53
- 54
- 55
- 56
- 61
- 62
- 63


UPC CODE	021200192449	CATEGORY	51	SUB CATEGORY	
MANUFACTURER		EFFECTIVE DATE	12/12/2014		
BRAND NAME					
FOOD DESCRIPTION					
EXCHANGE SIZE	0	UPC PLU IND	U		
PACKAGE TYPE	0	ACTION CODE	01		
PACKAGE SIZE		REASON CODE			
PRODUCT DESCR		AUTH STATUS	Y		
AUTH DATE	12/12/2014	Current Peer Group	21		

UPC Data Collection Form

Return to Switchboard

Go To Peer Group/Price Form.

WIC BarCode/Price Collection System



Invalid CATEGORY

OK

Back To The Drawing Board



UPC COLLECTION MAIN FORM

Florida Department of Health
UPC COLLECTION

U.P.C.

Step 1 Download UPC Data from WIC SHARE

Step 2 UPC Collection Add and Review

Step 3 Backup / Export to Excel

Step 4 Upload UPC Data to WIC SHARE

UPC COLLECTION MAIN FORM | UPC Collection

UPC COLLECTION

Close Form Save Record Review UPC List Undo Nutritionist: Sharon Peacock

UPC/PLU CODE: 00123456789012 (4, 5 or 13 DIGITS) **14 Digits**

CATEGORY:

SUB CATEGORY:

CATEG	Category Description
02	Cheese
03	Eggs
05	Breakfast Cereal
06	Legumes
08	Fish
09	Baby Cereal
12	Baby Fruits & Vegetables
13	Baby Meats
16	Whole Grains
19	Fruit & Vegetables Cash Value
21	Infant Formula (IF)
31	Exempt Infant Formula (EXF)
41	WIC-eligible Medical Foods (WEMF)
51	Whole Milk
52	1%, 2% & Fat Free Milk

AVERAGE CATEGORY: 03

UPC/PLU DESCRIPTION: (Top of Receipt)

BRAND NAME:

FOOD DESCRIPTION:

EXCHANGE SIZE:

PACKAGE SIZE:

UOM:

UPC or PLU Indicator

AUTHORIZED STATUS: Y

AUTHORIZED DATE: 12/12/2014

AUTHORIZED BY: Sharon Peacock

Collected By: Erin Bosh

Collected Date: 12/12/2014

Updated By: Erin Bosh

Updated Date: 12/12/2014

FL-WISE Upload Date:

when # of ounces is captured

- Easier to Use
- Flexible for Updates/Changes
- Adaptable for other states with minor table changes
- Designed to use in the field, and upload data to network in Tallahassee through VPN

One More Upgrade!



DeskSpaceAnyplace.com[®]

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Grocery Cart Laptop Desk

\$69.00 Material: Tote Bag, a \$30. value:

RECOMMENDED ACCESSORIES: [Click here to view our list of important accessories for the Model 1200.](#)

Order today via Secure server ..

[No risk, 30-day 100% Satisfaction guarantee.](#)

Specifications: Grocery Cart Laptop DeskSize: 14.0 inches wide x 12.0 inches deep x 1.5 inches thick. Desk adjusts in depth to fit the child seat area of all carts makes and models. Desk also holds all laptop computer sizes up to 17 inch displays. Included: A portable, adjustable desk with non-skid top and ventilation holes to help keep laptops cool, a strap w/buckle to secure desks to carts and a tote bag.

Optional accessories include: A laptop security strap to make extra sure laptops stay on desks, a swing-out mouse shelf and document holders.

Materials: Desk is made from tough ABS black plastic with textured top and non-rusting aluminum alloy. Non-skid surface is manufactured by 3M.

Weight: 3.0 lbs.

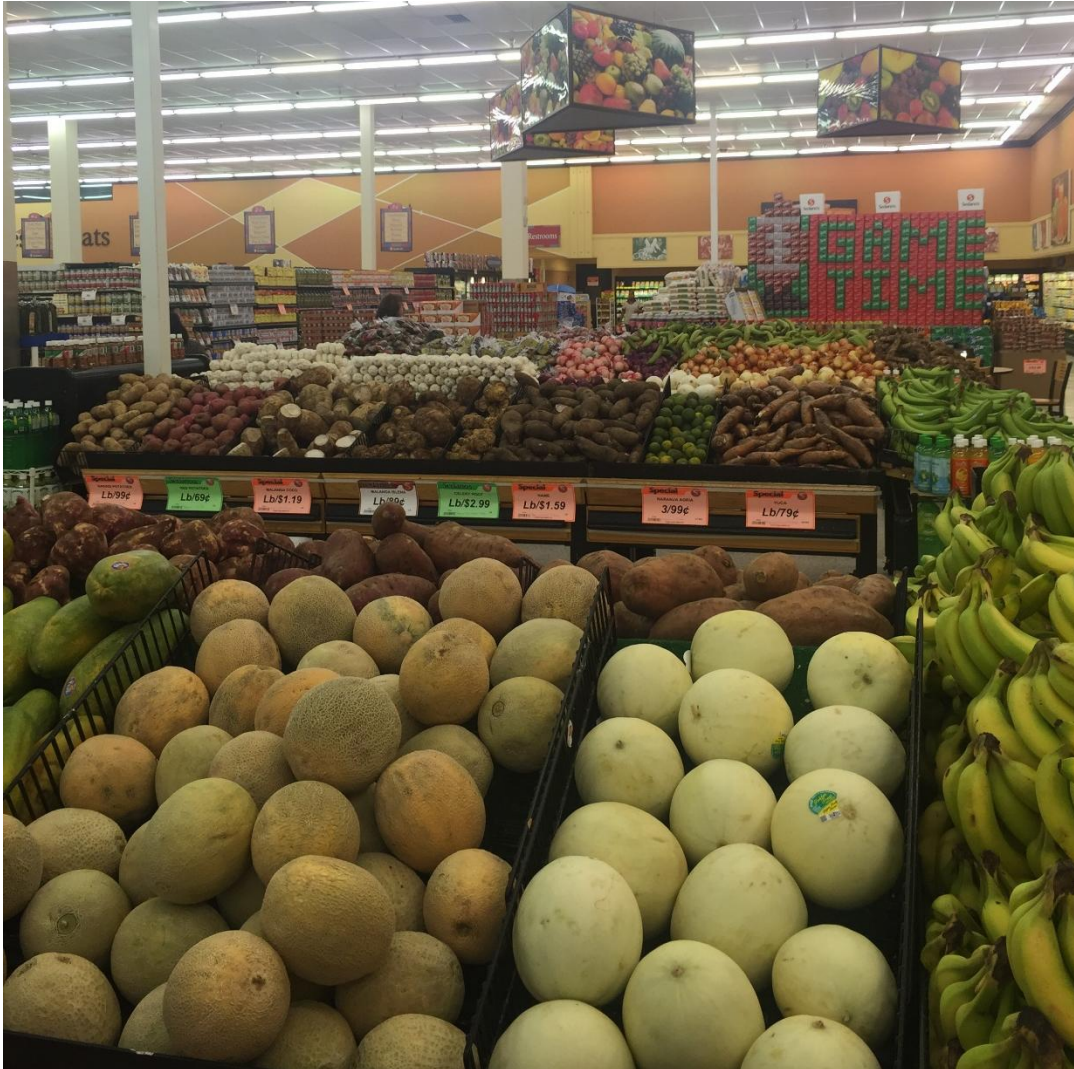
Away We Go – For Real This Time!



- Collected over 6,500 UPCs over 22 trips
- Average trip collection amount = 335



South Florida Produce



Time To Upgrade Again



MOTOROLA DS4208

GENERAL PURPOSE HANDHELD 2D IMAGER



Actual Cost Per UPC



Travel Dates	County	Employee	Total for Trips	Total UPCs Downloaded	UPC Cost Per Trip
3/17-21/14	Destin Area	Erin, Sharon, Kendrick	\$2,780.75	246	11.30
3/9-14/14	Pensacola Area	Erin, Sharon, Kendrick	\$2,728.23	769	3.55
2/9-14/14	Jacksonville Area	Erin, Sharon, Kendrick	\$2,592.65	299	8.67
12/1-6/13	Orlando Area	Erin, Sharon, Kendrick	\$2,234.27	104	21.48
*11/17-22/13	Orlando Area	Erin, Sharon, Kendrick	\$4,377.20	32	136.79
11/7-8/13	NCF	Erin, Sharon, Kendrick	\$860.05	63	13.65
10/7-10/13	Duval	Erin, Sharon, Kendrick	\$1,543.19	496	3.11
9/23-28/13	Hillsborough	Erin, Sharon, Kendrick	\$2,570.68	168	15.30
9/15-20/13	Pinellas	Erin, Sharon, Kendrick	\$2,651.56	269	9.86
8/25-30/13	Palm Beach	Erin, Sharon, Kendrick	\$4,401.54	67	65.69
8/11-17/13	Palm Beach	Erin, Sharon, Kendrick	\$4,603.09	289	15.93
07/29-08/02/13	Lee	Erin, Sharon, Kendrick	\$4,227.41	134	31.55

Actual Cost Per UPC



Travel Dates	County	Employee	Total for Trips	Total UPCs Downloaded	UPC Cost Per Trip
07/07-13/13	Lee	Erin, Sharon, Kendrick	\$4,705.32	463	10.16
06/23-07/03/13	Dade	Erin, Sharon, Kendrick	\$8,368.17	87	96.19
06/2-8/13	Dade	Erin, Sharon, Kendrick	\$4,947.10	404	12.25
05/19-24/13	Dade	Erin, Sharon, Kendrick	\$4,407.66	115	38.33
5/6-11/13	Dade	Erin, Sharon, Kendrick	\$4,464.71	153	29.18
4/21-27/13	Dade	Erin, Sharon, Kendrick	\$5,067.41	309	16.40
4/7-13/13	Dade	Erin, Sharon, Kendrick	\$4,709.96	236	19.96
3/18-29/13	Dade	Erin, Sharon, Kendrick	\$7,782.82	625	12.45
3/4-8/13	Dade	Erin, Sharon, Kendrick	\$2,978.45	831	3.58
Collected in Tallahassee prior to 3/4/13		Erin, Sharon, Kendrick	∅	1212	12.12
Totals			\$83,002.22	7,371	11.26

Total UPCs Uploaded: 12,756 (includes: approved, not approved, and future APLs)
 UPCs Uploaded on Trips: 6,537

UPC Collection



The Value

- Brands and foods that met our nutrition criteria we never would have known about.
- The chance to get to stores in some remote areas.
- Ability to meet and explain, in person, to stores about the new WIC EBT process, and their opportunity to ask questions.
- The confidence they had in calling “the person” they met instead of “the name” they’ve seen with future questions or problems.

UPC Collection



Examples of Items that can NOT go into your Approved Product List (APL):

- Store packed
 - Fruit bowls or packages
 - Dry beans
 - Rice
 - Anything packaged and sold by weight

UPC Collection



How Could We Have Guessed?

- The IMPORTANCE of heavy, weather-proof gloves if authorizing frozen fruits and/or vegetables.
- Even in July in South Florida, it's ***FREEZING*** in the refrigerated sections of grocery stores! Be prepared! Have jackets, sweatshirts, warm and comfortable shoes.
- Standing for 8 – 10 hours each day
- Physically demanding

UPC Collection



Overview

- Important to bring examples of receipts, any educational materials to help explain to vendors the changes about to occur.
- They very much appreciated the receipt examples and card design, to help explain to their staff.
- It also helped them to understand that this was real, and was more than just a concept. We had a “go live” date, and had visual proof of upcoming changes.
- Bring Vendor Compliance Review Forms, Minimum Inventory Requirements, Food Pamphlets, etc.

UPC Collection



Overview

- It was invaluable to have the 3rd person on the team
 - Nutritionist busy reading label
 - 2nd person focused on typing information in computer
 - 3rd person able to hold and scan product, but also able to split attention to surroundings
- When in bad areas, security was paramount.

UPC Collection



Questions?

UPC Collection



Contact Info:

Erin Bosh

Operations Review Specialist, Vendor Management

Florida Department of Health

Florida WIC Program

(850) 245-4444 x2875

fax: 850-922-3936

Erin.Bosh@flhealth.gov