The background features a dark blue gradient with a starry space pattern. On the left side, there are several circular gauges or dials with white markings and numbers, including 140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, and 260. Some gauges have arrows pointing in different directions, and there are also some smaller circular icons scattered throughout the scene.

# NAVIGATING CREATIVE SOLUTIONS BASED ON SA NEEDS

**OR HOW WE LEARNED TO TAME UPCS**

# Delaware WIC Program

Participants

17,000

Vendors

89

- Large Chains

6

- Independent Chains/Stores

8

- Small Stores

0

- Commissaries

1

# Requirement

Collect all WIC authorized product UPCs from all authorized vendors as efficiently as possible

# Challenges

- Small staff
- Unfamiliarity with UPC formats and the collection process
- No UPC collection tool

# Research Phase

Requested that vendors send us their  
UPCs in spreadsheets

- Received multiple spreadsheets with 7, 8, 10 digit UPCs that required too much time to figure out the real 12 digit UPC-A format

Ex: 3582609913 – Missing leading digit and check digit

# Research Phase

## Downloaded the VA UPC database from NUPC

- Delaware authorized food list much smaller than Virginia's
- Would have taken as much time to edit the list as collecting Delaware foods
- No good way to maintain changes to the list

# Research Phase

## Reviewed Existing UPC Collection Tools

- Florida Microsoft Access tool
  - No system documentation
  - Required advanced Microsoft Access knowledge to modify
- NovoDia APL Central
  - Apple products not allowed by Delaware IT Policy

# Research Phase

## Reviewed Existing UPC Collection Tools

- WIC on the Web (WOW)
  - eWIC modifications possibly not ready when needed
  - Connectivity in stores unreliable
- Other
  - Maine
  - Internally developed UPC collection tool

# Decisions

- Add an optional UPC collection deliverable in eWIC RFP and see what kind of responses we receive
- Continue developing internal collection tool

## Factors:

- Small staff
- Limited UPC collection knowledge
- Limited technical support for UPC collection tools

# Solution

CDP responded to the optional UPC collection deliverable and offered a good collection plan. Delaware accepted.

During the kickoff meeting we decided to use the internally developed UPC collection tool

# UPCManager<sup>©</sup>

## Features

- User and role based security
- Collects NUPC database required fields
- Creates NUPC and MIS upload files
- Exports UPC and vendor tables to Microsoft Excel
- Supports hand-held scanner input with auto-add capabilities
- Supports new chain specific APL type feature
- Converts UPC-E and UPC-A codes to standard EAN-13 codes
- Current category and subcategory tables with unit of measure, package size, short description and exchange size defaults
- Displays vendor details including contacts, peer group, and directions
- Customizable columns, filtering, and more

# UPCManager<sup>©</sup>



DELAWARE HEALTH AND SOCIAL SERVICES  
Women Infants and Children Program

Hi Jennifer

UPCS

VENDORS

UTILITIES

SETTINGS



Load  
UPCs



Filter  
UPCs



Add  
UPC



Export  
to Excel

Find UPC/PLU

GO

UPC/PLU NUMBER	CAT	SUB	PRODUCT DESCRIPTION	BRAND NAME	FOOD DESCRIPTION	UOM	PKG SIZE	EXCH SIZE	PKG TYPE
0021000608447	02	001	Medium Cheddar Cheese	Kraft	Cheese 1lb	LB	1	1	cheese:block
0021000608478	02	001	Extra Sharp Cheddar Ch...	Kraft	Cheese 1lb	LB	1	1	cheese:block
0021130032259	03	001	Large Grade A Eggs	Lucerne	Fresh Shell Eggs	DOZ	1	1	eggs:large
0021130043026	02	001	Whole Milk Mozzarella ...	Lucerne	Cheese 1lb	LB	1	1	cheese:block
0021130043163	02	001	American Deluxe Slices	Lucerne	Cheese 1lb	LB	1	1	cheese:sliced
0021130044047	02	001	Sharp Cheddar Cheese	Lucerne	Cheese 1lb	LB	1	1	cheese:block
0021130044184	02	001	Extra Sharp Cheddar Ch...	Lucerne	Cheese 1lb	LB	1	1	cheese:block
0021130046966	02	001	Low Moisture Part Skim ...	Lucerne	Cheese 1lb	LB	1	1	cheese:block
0021130047659	02	001	Medium Cheddar Cheese	Lucerne	Cheese 1lb	LB	1	1	cheese:block
0021130070022	51	001	Whole Milk	Lucerne	Whole Milk 1gal	GAL	1	1	milk:plastic

2,823 UPCs loaded. Acme 7806 (PG: 0001) selected.

Copyright 2016 ©

# UPCManager<sup>©</sup>

## UPC/PLU Detail



UPC/PLU Code  ✓ (13 digits)  
Type  UPC  PLU  
Category   
SubCategory   
Product Description   
Brand Name   
Short Description   
Package Type   
Unit of Measure  Package Size   
Shelf Price  (PG 0001 selected)  
APL Type  National Brand/All Vendors  
 Acme  
 Adams  
 Food Lion  
 Gigante (Milford)  
 Gigante (Wilmington)

Administrative  
Authorization Status   
Authorization Date   
Authorized By   
Effective Date    
Expiration Date    
Collected By   
Collection Date   
Updated By   
Updated Date   
Exchange Size   
 Rebate Item  
 Broadband Allowable

# UPCManager<sup>©</sup>

 Store # 100030-Acme 7806 

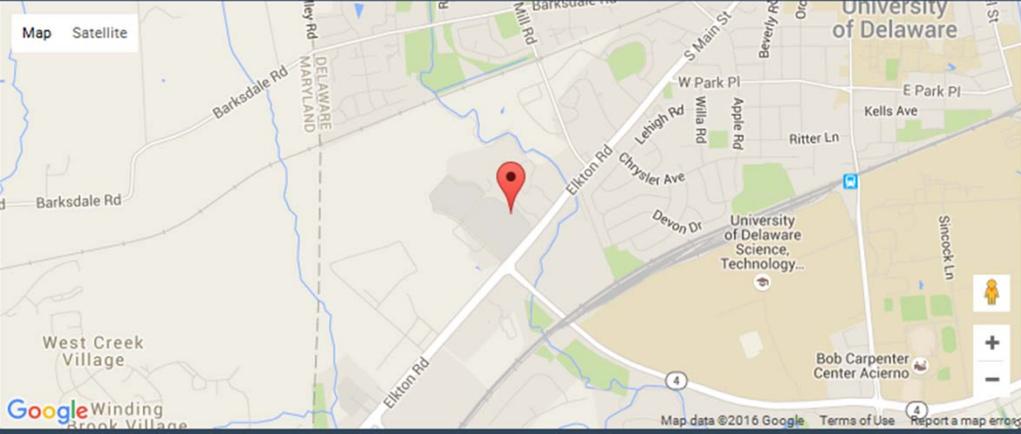
Corporate Owner Acme Markets Inc

Contact

Address 100 Suburban Drive  
NEWARK 19711 

County New Castle

APL Type 0001 Peer Group 0001



Map Satellite

Google Winding Brook Village

Map data ©2016 Google Terms of Use Report a map error

## More Information

- Full demonstration tomorrow morning
- [UPCManager.com](http://UPCManager.com)

# UPC Collection Process



## Analysis

- Review authorized food list for product commonality. Develop store plan of attack.
- Review vendor list. Sort by chain, region, and unique characteristics. Develop regional visitation schedule.

# UPC Collection Process



## Analysis

- **Examine staff capabilities and availability.**  
Develop staff collection plan and formulate travel budget.

# UPC Collection Process



## Scheduling

- Store visitation schedules should be designed to minimize travel and maximize store saturation

Visits will be slower at first then speed up as collectors become quicker and more UPCs are in the database. Schedule accordingly.

# UPC Collection Process



## Scheduling

- **Notify stores the week before visiting**

DE collected at 27 stores out of 89 (All within 1 week).

FL collected at 430 stores out of 1967 (22 trips, 335 UPCs per trip)

# UPC Collection Process



## UPC Collection

- The collection team should consist of at least a nutritionist or someone familiar with the authorized foods, a person to scan, and a person to enter product details into collection software
- Good opportunity to verify that the store has the correct shelf tags if required by your State

# UPC Collection Process



## UPC Collection

- After each day's collection, the UPC Collection Team reviews the collected data to ensure consistency

DE collected 2,869 UPCs and PLUs. DE vendors added another 75.

FL collected 6,500 (\$11.26 per UPC, 22 trips), FL vendors added another 8,500.

# UPC Collection Process



## Verification

- The UPC Collection Team meets to review the collected data. Verifies that all UPC information was collected properly and unauthorized foods were not collected accidentally.
- Retailer chains and individual stores also need to validate collected UPCs after State approval

# UPC Collection Process



## Upload to MIS

- The final task is upload to the MIS and NUPC databases. UPCManager automates these functions.
- Once UPCs are uploaded to the MIS, prices are set for each UPC or subcat through the MIS interfaces

# UPC Collection Issues

- Custom milk subcategories needed (HGL, QT)
- Confusion with broadband flag
- Some PLUs were non-standard (IFPSGlobal.com)
- Bluetooth scanners didn't work well
- Vendors claiming non-WIC authorized products were missing

Thank You!

Contact Information:

Gary Kline

DE Program Manager

[gkline@ciber.com](mailto:gkline@ciber.com)

[UPCManager.com](http://UPCManager.com)

[Sales@UPCManager.com](mailto:Sales@UPCManager.com)



Demonstration  
Tomorrow  
Morning