



Date: March 9, 2022
To: Summer Food Service Program (SFSP) Member
From: Summer Food Service Team
Subject: Summer Food Service Program Bulletin - March 9, 2022

SFSP Bulletin: Unique Entity ID (SAM) Transition ACTION REQUIRED by April 4, 2022

All organizations that receive funding from the Federal government are required to have a Unique Entity Identifier (UEI). Currently this is referred to as the DUNS number provided by Dun and Bradstreet. Beginning April 4, 2022, the DUNS numbers will no longer be accepted and will be replaced with a UEI registered through SAM.gov.

IMPORTANT: All organizations that operate the USDA Child Nutrition Programs are required to have a UEI to receive reimbursement for meals and milk provided through these programs, beginning April 4, 2022.

Please note, this information is being provided through different channels at DPI to ensure all entities are aware of this change.

Watch: [Get a Unique Entity ID \(SAM\)](#) - 9-minute video

Log into [SAM.gov](#) and select 'Get Started' then select one of the following:

- **Register Entity:** If your agency is registered with [SAM.gov](#), this new UEI has already been assigned and can be accessed in [SAM.gov](#). The UEI is currently located below the DUNS Number on your entity registration record. You must sign in to your SAM.gov account to view entity records. To check your entity's registration status, visit the [SAM.gov Status Tracker](#). A login with a SAM.gov account is required to view entity registration status.

- **Get Unique Entity ID (SAM):** If your agency has a DUNS number but is not registered with [SAM.gov](#), you will need to request a UEI at SAM.gov. Obtaining a UEI is free. You may receive emails offering to assist with the registration process for a fee, but those are not from SAM.gov.

You will need the following information to request a UEI with SAM.gov:

- 1) DUNS Number (If your organization does not yet have a DUNS number, or no one knows it, visit the [Dun & Bradstreet \(D&B\) website](#) or call 1-866-705-5711 to register or search for a DUNS number.)

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- 2) Legal Business Name
- 3) Physical Address (including ZIP + 4)
- 4) Sam.gov user account (sign-up at [SAM.gov](https://sam.gov))

More information on transitioning from DUNS to UEI can be found here:

- [DUNS to Unique Entity ID \(SAM\) Transition](#)
- [Guide for Getting a UEI](#)

Reporting the UEI to the DPI Child Nutrition Programs

The DPI will be monitoring to ensure all agencies with a current contract operating any of the USDA Child Nutrition Programs have a UEI through SAM.gov by April 4, 2022. The UEI will be required to be entered into Online Services. More information to come after April 1, 2022.

For More Information:

- See the DPI [Unique Entity ID \(SAM\) Transition webpage](#).
- Contact us at cnt@dpi.wi.gov or 608-267-9129.