



The WIC'r Basket

Vendor Newsletter of the West Virginia WIC Program

West Virginia Department of Health and Human Resources | Bureau for Public Health, Office of Nutrition Services

Reauthorization

The existing Vendor Agreement between authorized vendors in the TSN WIC Region will expire on June 30, 2016. This area includes the following counties: Fayette, Logan, McDowell, Mercer, Mingo, Monroe, Raleigh, Summers and Wyoming. In order for stores to continue to be authorized, a new Vendor Agreement must be in place, which will be effective July 1, 2016. One of the requirements of the new Vendor Agreement is all authorized vendors must receive federally mandated training before being authorized to participate in the WV WIC Program. The State WIC Office will offer training via teleconference on the following dates: Thursday, June 9, 2016, from 1:00 pm to 3:00 pm and Friday, June 10, 2016, from 10:00 am to 12:00 pm. Corporate contacts, certified trainers and retail store managers within the TSN WIC Region should schedule for one of these sessions as soon as possible.

Suggested Actions for Smooth Transactions

To ensure smooth WIC transactions and consistent customer service, the following suggestions are provided:

- Prepare your cashiers and other store personnel through training. The Vendor Unit is available upon request to conduct educational buys, which offer the opportunity to have questions answered during a live transaction.
- Discard all outdated WIC Approved Food Lists and Shopping Guides. If needed, contact the Vendor Unit to request additional copies of the WIC Approved Shopping Guide (effective July 1, 2015).
- As required, retain a copy of the WIC Approved Shopping Guide (available in both English and Spanish) at each register that accepts the eWIC benefit card.
- If your store has an integrated system, confirm your point of sales (POS) contractor or IT support is downloading a copy of the WIC Approved Product List (APL) daily to ensure your system has the most current information available to you and your customers.
- Post *The WIC'r Basket* in the breakroom or at the time clock to keep your staff updated and solicit questions they may have about upcoming changes or updates.

What is Considered a Substitution during Milk Transactions?

As a reminder, substitutions of any kind, including package size, are not allowed. Half gallons and quarts of milk cannot be substituted for gallon size containers. This is with the exception of lactose free milk and soy milk; also, one quart or half gallon of whole and one quart or half gallon of low fat milk at the same time. A store may not allow two half gallons in place of a gallon of milk; two quarts in place of a half gallon of milk; or four quarts in place of a gallon of milk. If a participant purchases more than one half gallon or more than one quart during a single transaction, a substitution has occurred. Cashiers may refer to the **Not Included** section for milk in the WIC Approved Shopping Guide or call for manager assistance if questions or issues arise.

Staffing Changes

Heidi Staats transitioned from Outreach and Special Projects Coordinator into the position of Vendor Management Coordinator on February 16, 2016. She has worked for the WIC Program for eight years and has facilitated the WIC Love to Grow Advisory Council, which includes vendor and corporate representatives from nine stores. Please feel free to contact her at Heidi.E.Staats@wv.gov.

What Cashiers Need to Know

To ensure each WIC cardholder receives the correct foods prescribed to them, cashiers should always:

- Keep the WIC Approved Shopping Guide at the register for easy reference.
- Follow-up with management to have the Universal Product Code (UPC) added to the West Virginia WIC Approved Product List if a presumed, allowed item does not scan.
- Refer to the WIC Approved Shopping Guide or call for manager assistance if questions or issues arise.

Mapping of Price Look-Up (PLU) Codes

With the upcoming growing season, it's a good time to review mapping of PLU Codes to the WIC Cash Value Benefit (CVB). When a WIC approved item is not in the Approved Product Listing (APL), using the generic PLU Code 4469 is an option to use until the item can be added to the APL. Please complete the form, "Procedure for Adding Universal Product Codes (UPC) to the West Virginia WIC Approved Product Listing," found under the vendor tab of our web page at <http://ons.wvdhhr.org/> to add WIC items to the APL. Corporate offices or third party affiliates may also provide an Excel file containing UPCs and product names for all produce items to ensure inclusion in the West Virginia WIC APL. Submissions may be emailed to dhhrwicvu@wv.gov or faxed to (304) 558-1541.

Introducing the WICShopper™ Mobile Phone App

Using the WICShopper™ mobile phone application, WIC participants can determine what food is WIC eligible as they shop. WICShopper™ can also load participants' real-time benefits balance, allowing them to know with certainty what benefits are available to spend. WICShopper™ can be helpful for authorized WIC vendors since the app links to the West Virginia WIC Approved Product List (APL).

- Get the app: Download WICShopper™ from your app store and select West Virginia.
- Check products: Select "Scan Product Barcode." Place product barcode in the center of the camera screen.
- Take the photo or select "Key Enter Product UPC." Type the product barcode (12 numbers). Press "Lookup Barcode."
- The WICShopper™ app will then return a red "Not a WIC Item" or green "Allowed WIC Item" message. For fresh fruits and vegetables, a yellow "Allowed WIC Item" message will appear since the app is unable to determine the quantity the participant may want to purchase in consideration of their balance available.



Earl Ray Tomblin, Governor
Karen L. Bowling, DHHR Cabinet Secretary
Dr. Rahul Gupta, Commissioner and State Health Officer

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