



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

Central Regional Reauthorization

The existing Vendor Agreement between authorized vendors in the Central WIC Region will expire on September 30, 2016. This area includes the following counties: Braxton, Clay, Greenbrier, Nicholas, Pocahontas, and Webster. In order for stores to continue to be authorized, a new Vendor Agreement must be in place, which will be effective October 1, 2016. One of the requirements of the Vendor Agreement is all authorized vendors must receive federally mandated training before being authorized to participate in the West Virginia WIC Program. The State WIC Office will offer in-person training on September 14, 2016 at two separate times/locations. The first training will be offered from 9:00 am to 11:30 am at the Braxton Technology Center, and the second will be from 1:00 pm to 3:30 pm at the Summersville Workforce West Virginia location. Corporate contacts, certified trainers and retail store managers in this region should schedule for one of these sessions as soon as possible by calling (304) 558-1115.

Package Changes for Post Honey Bunches of Oats (HBO)

Package size changes for Post Honey Bunches of Oats Honey Roasted and Post Honey Bunches of Oats with Almonds cereals:

- The 27 ounce size is being discontinued for both flavors.
- The 23 ounce and 28 ounce sizes are being added for both flavors.
- The package size changes are effective August 1, 2016.
- There are no changes to the 14.5 ounce and 18 ounce size packages.

Status	Product	Ounces	UPC
Discontinued	HBO Honey Roasted	27	884912003928
Discontinued	HBO with Almonds	27	884912003911
New	HBO Honey Roasted	23	884912006806
New	HBO Honey Roasted	28	884912249272
New	HBO with Almonds	23	884912006813
New	HBO with Almonds	28	884912249265

The West Virginia WIC Approved Product List (APL) was updated on August 1, 2016 to reflect the new package sizes. The discontinued 27 ounce package size of both flavors will remain in the APL to account for inventory still available in stores.

Nature's Own 100% Whole Grain Wheat Sugar Free Bread Package Change

On September 1, 2016, the packaging for Nature's Own 100% Whole Grain Wheat Sugar Free Bread will change. However, the nutrition label, ingredients and Universal Product Code (UPC) will remain the same. Both packaging designs are allowed for purchase with WIC benefits; Nature's Own 100% Whole Grain Wheat Sugar Free Bread remains West Virginia WIC Approved.



Silk Original Soymilk Gets a Packaging Refresh

Silk Original Soymilk will have an updated package design of the 64 ounce (1/2 gallon) container beginning in mid-September 2016. The Universal Product Code (UPC) (025293600393) remains the same.



Unacceptable Courtesies During Cashier Procedures

Compliance buy investigations are covert, onsite visits in order to ensure program integrity of vendor practices including conducting WIC transactions and customer service. During compliance buys throughout the spring, the State WIC Office has noticed common violations with regard to the exchange of WIC benefits for the prescribed foods:

- Lack of Offering a Sales Receipt
 - Per the vendor handbook checkout procedures:
 - ◇ “The cashier is to ring up the amount for each individual item that will be charged against the eWIC benefit card, and is required to offer the WIC participant a sales receipt” (page 9).
 - ◇ On our visits, cashiers dispose of the first receipt which prints from the integrated system without offering the receipt to the customer. This receipt is intended to advise the WIC participant what will be deducted from the benefit balance prior to their authorization of the purchase. Ultimately, all sales receipts that print during a WIC transaction must be offered to the customer in addition to the final receipt.
- Violation of Confidentiality
 - Per the vendor handbook Appendix J Sanction Schedule, Article N:
 - ◇ “Vendor is found to violate (or attempt to violate) the confidentiality of participant information as per the Privacy Acts or State Agency policies regarding confidentiality.”
 - ◇ On our visit, the cashier attempted to address service delays resulting in other customers extended wait times by sharing, “Sorry you have to wait, there is a problem with WIC.” While understandably a courtesy to address service delays, this is a violation of the WIC participant confidentiality, and may exacerbate stigma related to the WIC shopping experience. The acceptable courtesy is to ask for assistance without mentioning the purchase method.



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

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