



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

Gerber® Infant Cereal Graphics Update

Select Gerber® 8 oz. infant cereals will have a graphics label update on a flow-through basis at retail locations starting in March 2017. Please note there will be no Universal Product Code (UPC) or pricing change associated with this label update. Gerber® Barley Infant Cereal will not be impacted by the graphics change.

Product	UPC	On-Shelf Date (approximate)
Gerber® Rice 8 oz.	0 15000 07000 7	March 2017
Gerber® Oatmeal 8 oz.	0 15000 07001 4	April 2017
Gerber® Multigrain 8 oz.	0 15000 07003 8	April 2017
Gerber® Whole Wheat 8 oz.	0 15000 07004 5	March 2017



How Do I Get My Product Included on the WIC Approved Food List?

WIC federal regulations define minimum requirements for WIC allowable foods. The WIC Approved Food List outlines specific food products which may be purchased by WIC participants at West Virginia authorized retail locations. The WIC Program is currently accepting product applications for food items to be considered for the WIC Approved Food List which will become effective October 1, 2018.

The official announcement, required nutritional criteria of ingredients, and application may be found at <http://ons.wvdhhr.org/Vendor/FoodConsideration/tabid/1188/Default.aspx>. Applications will be accepted until May 31, 2017.

Please encourage your corporate office, distributor, and/or product manufacturers to apply for consideration of products in your store. The WIC Program would like to consider, and encourage, applications for:

- 12 to 36 oz. boxes or bags of adult breakfast cereal;
- 12 oz. frozen juice and 64 oz. shelf-stable or refrigerated juice;
- 8 to 32 oz. packages of soft corn tortillas;
- 8 to 32 oz. packages of whole wheat macaroni/pasta products;
- 8 to 32 oz. packages of whole wheat tortillas;
- 8 to 32 oz. packages of whole wheat bread, buns or rolls;
- 8 to 32 oz. packages of whole grain bread, buns or rolls;
- 32 oz. packages (including multi-packs) of yogurt;
- Any size canned/shelf-stable fruits and vegetables without added sugars, fats or oils; and
- Any size frozen fruits and vegetables without sauces, added sugars, fats, oils or salt.

If you have any questions regarding product applications, please call the WIC Nutrition Unit at 304-558-0030 or email Jamie.M.Chapman@wv.gov.

Who Should I Contact?

For stores using integrated eWIC systems, technical issues related to your Point of Sale (POS) system should be directed to your corporate Information Technology department or Value Added Reseller. For stores using the state issued Fidelity Information Services (FIS) stand-beside eWIC equipment, technical issues should be directed to the FIS Retailer Help Desk at 1-888-226-0655.

Many other questions can be answered by referencing the FIS eWIC Procedures Manual provided with your POS device, and the WIC Vendor Handbook. If your question is not addressed in any of these resources, below is a quick reference guide which identifies who to contact for specific issues:

Call FIS Help Desk at 1-888-226-0655 to:

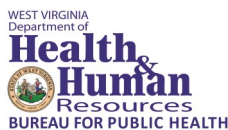
- Report a found eWIC benefit card.
- Request services on FIS supplied POS device or report equipment failure.
- Seek assistance with system error messages.
- Purchase additional FIS stand-beside devices.
- Arrange to return POS device before closing a store or transitioning to an integrated eWIC system.

Call the WIC UPC Coordinator at 304-558-0030 to:

- Ask questions regarding the status of specific food items on the Approved Product List (APL) file. (Be prepared to provide UPC information).
- Seek assistance on how to submit a UPC request for food ringing up as, "Not Approved."
- Ask questions about the Product Look Up (PLU) mapping process for Cash Value Benefit (CVB) redemptions.
- Ask questions about the eWIC certification process for installing a new integrated eWIC system.
- Seek assistance with eWIC card errors at the time of checkout.

Call the WIC Vendor Management Unit at 304-558-1115 to:

- Ask questions about the Not to Exceed (NTE) reimbursement level for WIC approved foods.
- Report customer service issues related to WIC participants and the eWIC card.
- Obtain additional copies of resources distributed by the WIC Program (i.e., window decals, Approved Shopping Guides, WIC shelf labels, etc.).
- Report any changes as required in the Vendor Agreement (i.e., formula supplier, ownership, contact info, etc.).



Jim Justice, Governor

Bill J. Crouch, DHHR Cabinet Secretary

Dr. Rahul Gupta, Commissioner and State Health Officer

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To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at http://www.ascr.usda.gov/complaint_filing_cust.html, or at any USDA office, or write a letter addressed to USDA and provide in the letter all the information requested in the form. To request a copy of the complaint form, call (866)632-9992. Submit your completed form or letter to USDA by:

Mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;

Fax: (202)690-7442; or
or Email: program.intake@usda.gov

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