

THE WIC'R BASKET



WEST VIRGINIA WIC PROGRAM VENDOR NEWSLETTER

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

Spring 2018

Monongalia Reauthorization

The existing Vendor Agreement between authorized vendors in the Monongalia WIC Region will expire on June 30, 2018. This area includes the following counties: Doddridge, Harrison, Marion, Monongalia, Preston, and Taylor. A new Vendor Agreement must be in place effective July 1, 2018 for stores to continue to be authorized. One of the requirements of the Vendor Agreement is that all authorized vendors must receive federally mandated training before being authorized to participate in the West Virginia (WV) WIC Program. The State WIC Office will offer in-person training at the Harrison County Family Resource Network (FRN) office on April 11 at 9 am and 1 pm, and at the Monongalia County Health Department on May 16 at 9 am and 1 pm. Corporate contacts, certified trainers, and retail store managers in this region should make a reservation for one of these sessions as soon as possible by calling (304) 558-1115. All applications and agreements with original signatures must also be received by the Vendor Management Unit no later than May 16, 2018.

2018 Annual Training

It is once again time for federally required West Virginia WIC Annual Training. If your store is not required to participate in reauthorization training between October 2017 through September 2018, annual training must be completed through an online distance learning platform. One representative from each store must complete all lessons within the online course and obtain at least an 80% on the quiz by April 25, 2018.

On March 19, 2018, email notifications with instructions on how to access the course were sent to those enrolled for annual training. If you would like additional representatives enrolled or would like access to the course for training new employees or corporate trainers, please contact the Vendor Management Unit at (304) 558-1115 or by email dhrwicvu@wv.gov.

2018 Similac® Update

- “No Artificial Growth Hormones” will begin to appear on packaging of Similac® Advance OptiGRO®, Similac® Sensitive® Fussy & Gas, Similac® Sensitive® Spit Up, and Similac® Total Comfort™ in mid-June 2018. This change will not affect price, product name, or Universal Product Code (UPC). Packaging with or without “No Artificial Growth Hormones” is allowed for purchase with WIC benefits. Please note all Authorized Vendors must have at least one representative can of each of type of Similac® infant formula listed above to meet the requirements for WIC minimum stock.
- Similac® Sensitive® Spit Up Ready to Feed 32 ounce containers will change from a 6 count case to a 4 count case. There will not be a change to the unit prices, UPC, graphics, or name.



Introducing New WIC Approved Shelf Label

The Vendor Management Unit is pleased to announce the adoption of a newly designed WIC Approved shelf label. The new labels will have a clear adhesive at the top with the WIC Approved insignia directly below.




Shelf labels will be mandatory as of January 1, 2019. WIC shelf labels provided by the Vendor Management Unit, or custom WIC labels issued from your corporate parent, must be attached to the shelf price of all WIC Approved items [*except* infant formula NOT required for minimum stock, whole milk, lactose free milk, evaporated milk, powdered milk, or fresh produce]. Retailers can determine if they want to put WIC shelf labels on items in food categories that do not require shelf labels. However, if a shelf label is used on one or more items in a food category where shelf labels are optional, shelf labels are required for all items in that food category.

The Vendor Management Unit will be available in October, November and December to assist stores in applying shelf labels to all WIC Approved items. After initial installation, vendors will be solely responsible for maintenance of shelf labelling.


New Approved Gerber® Infant Fruits and Vegetables

As a reminder, Gerber has announced new product offerings in their Gerber® 1st Foods® and 2nd Foods® infant fruit and vegetable product lines starting April 2018. These new items will be allowed for purchase with West Virginia WIC benefits.

New Gerber® 2nd Foods® Infant Fruit and Vegetable Blends in 4 ounce 2 packs

UPC Code (12 digits)	Product Name	Package Size	Packaging Example
015000076337	Gerber® 2nd Foods® Apple Avocado	2 packs of 4 ounce (8 ounce in total)	
015000076351	Gerber® 2nd Foods® Sweet Potato Mango Kale		
015000076375	Gerber® 2nd Foods® Carrot Mango Pineapple		

New Gerber® 2nd Foods® Infant Fruit and Vegetable Single Ingredient in 2 ounce 2 packs

UPC Code (12 digits)	Product Name	Package Size	Packaging Example
01500003029	Apple	2 packs of 2 ounce (4 ounce in total)	
01500003111	Banana		
01500003005	Carrot		
01500003104	Green Bean		
01500003098	Peach		
01500003012	Prune		
01500003067	Pear		
01500003074	Pea		
01500003036	Squash		
01500003081	Sweet Potato		

GERBER® Good Start® Soy Infant Formulas Updates

A graphics change to the packaging of Gerber® Good Start® Soy infant formula (powder, concentrate and Ready-to-Feed) will change on a flow-through basis starting in May 2018. These products will maintain the same nutrition labels, ingredients and Universal Product Codes (UPC). Both packaging designs are allowed for purchase with WIC benefits, and all Authorized Vendors must have at least one representative can of Gerber® Good Start® Soy infant formula as requirements of WIC minimum stock.

Product	Packaging Examples	
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Gerber® Good Start®
Soy Powder



Gerber® Good Start®
Soy Concentrate



Gerber® Good Start®
Soy Ready to Feed



New 2018 Approved Food List

A new 2018 WIC Approved Food List will be effective on October 1, 2018. The 2018 new food list contains most of the same food categories and products as the 2015 version. However, many new additions will increase variety and availability of WIC foods. The Approved Product List (APL) will be released as an excel document at the end of April to allow stores the ability to review the list in its entirety, report additional products which may need to be added for food categories allowing any brand, and explore with their distributors options of ordering new products. At this time, there will be no changes to minimum stocking requirements although new items can be used to meet the requirements.

The changes by food category are:

- Infant Food and Cereal – organic varieties will be allowed;
- Milk – quarts will no longer be allowed, and 8th Continent Vanilla Soy Milk Original will be an added option;
- Yogurt (**NEW**) – approved brands and flavors of 32 ounce containers, and multipacks of 4 ounce cup 4 pack, 4 ounce cup 8 pack, 2 ounce tube 8 pack, and 2 ounce tube 16 pack;
- Cheese – Swiss has been added as well as 8 ounce package sizes;
- Eggs – no change;
- Fruits and Vegetables – canned and frozen varieties will be allowed, and can be purchased in combination with fresh produce;
- Juice – Welch's apple and grape 11.5 ounce shelf stable concentrate will be approved for women, and private label brands added to 64 ounce shelf stable options;
- Breakfast Cereals – private label and national brands added;
- Whole Wheat and Whole Grain Bread – approved brands include 16 ounce, 20 ounce and 24 ounce loaves;
- Whole Wheat and Whole Grain Buns – approved brands include package sizes of 12 to 16 ounces;
- Whole Wheat Tortillas – national brands added;
- Brown Rice – package sizes of 14 ounce to 32 ounce allowed;
- Corn Tortillas (**NEW**) – approved brands of 16 ounce white or yellow corn tortillas;
- Whole Wheat Pasta (**NEW**) – approved brands and types of 16 ounce boxes;
- Dried or Canned Beans, Peas and Lentils (legumes) – no change;
- Peanut Butter – no change;
- Canned Fish – 5 ounce, 6 ounce or 14.75 ounce cans of tuna and salmon will be allowed.

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- (1) mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;
- (2) fax: (202) 690-7442; or
- (3) email: program.intake@usda.gov.

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