

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

SUMMER 2018

Randolph-Elkins Reauthorization

The existing Vendor Agreement between authorized vendors in the Randolph-Elkins WIC Region will expire on September 30, 2018. This area includes the following counties: Barbour, Grant, Hardy, Lewis, Pendleton, Randolph, Tucker, and Upshur. A new Vendor Agreement must be in place effective October 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 Randolph-Elkins Health Department on Tuesday, July 24, 2018 and Wednesday, July 25, 2018 from 9:30 am to 11:30 am and 1:30 pm to 3:30 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 August 13, 2018.





Annual Training Follow-Up

The WV WIC Program is required to offer training to WIC authorized stores on an annual basis. This year's annual training consisted of an online Blackboard Learning module with a Welcome to WIC video, training newsletter and quiz. Based on comments from the training survey and results from the quizzes, the following are common areas in need of further explanation and clarification:

- WIC is a federally funded program through the United States Department of Agriculture (USDA), Food and Nutrition Service (FNS).
- Minimum stock of required foods does not currently depend on the size of the store or the amount of annual sales. All WIC authorized stores must carry the same quantity and variety of WIC Approved foods.
- WIC does not allow reduced fat (2%) milk. WIC participants may purchase whole milk for children ages 12 to 24 months, or low fat (1%) or fat free milk for women, and children ages 2-5.
- If stores do not have the quantity or variety of food that is part of the required minimum stock requirements, they have 72 hours to order the items upon customer or WIC staff request.
- After two failed monitoring visits during an agreement period (3 years), a vendor will be required to attend mandatory training in Charleston, West Virginia.

General Mills Cereal Updates

General Mills announced size and graphics changes for Kix™ (see chart below). Cheerios™ box size changed when 21 oz. decreased to 20 oz. size beginning June 2018. Dora the Explorer™ was discontinued as of June 1, 2018.

Product Name	UPC Code	Package Size (oz)	Image
Kix™	0-1600027567-6	12 oz. New Graphics expected on retail shelves in June 2018.	
Kix™	0-1600062570-9	18 oz. New Graphics expected on retail shelves in June 2018.	
Honey Kix™	0-1600013973-2	18 oz. New Size effective June 1, 2018; 12 oz. size will cease production after July 2018, but will remain on the market until inventory depleted.	
Berry Berry Kix™	0-1600013975-6	18 oz. New Size effective June 1, 2018; 12 oz. size will cease production after July 2018, but will remain on the market until inventory depleted.	

Vendor Advisory Board

The WV WIC Vendor Advisory Board met at the WV WIC Training Center in Winfield, West Virginia on May 10, 2018. There were interactive small- and large-group discussions concerning the New WIC Vendor Minimum Stock Requirements and Exemption Requests. There were also interactive small- and large-group discussions concerning the new WIC Shopping Guide with recommendations for edits. The new Peer Group Classification System was discussed. New Policy Updates were also described in detail.

Per request of several corporate retailers, Vendor Advisory Board quarterly phone calls will be piloted beginning this summer to offer the ability of all vendors to stay up to date on the status of policy and procedure changes recommended by the Board as well as federal or state regulation changes which could influence vendor operations. All phone conferences will occur at 9:30 am. Dates for FY 2019 include **July 19, 2018, October 18, 2018, and January 17, 2019**. Call-in instructions and agenda items will be emailed each Monday prior to the call.

The 3rd Annual Vendor Advisory Board meeting will occur **March 20, 2019** from 9:00 am to 3:00 pm. The meeting will be hosted by Mid-Ohio Valley Health Department WIC Program at 211 6th Street, Parkersburg, WV 26101.

Abbott Nutrition Price Update

Effective August 6, 2018, Abbott Nutrition will increase wholesale prices on select Similac® infant formula products. These adjustments are consistent across all price brackets.

Below is a price schedule showing the revised prices by product type. All purchase orders received by Abbott Nutrition on or after August 6, 2018 must have new pricing listed to be processed.

Between now and August 5, 2018, Abbott Nutrition will not accept forward buys on any purchase order. All orders that fall within this timeframe will receive the current pricing.

With this price change, the WIC Program also anticipates an increase in retail prices. The Vendor Management Unit will be monitoring shelf prices in hopes of responding to this market change with appropriate Maximum Allowable Reimbursement Levels (i.e. Not to Exceed Price) for each peer group. Please notify the Vendor Management Unit if you are experiencing Not to Exceed (NTE) adjustments. Be prepared to report the product name, UPC, and your requested shelf price. NTE adjustments will be noted on the reconciliation receipt of each transaction or on end of day reports.

Products	UPC	Level	New Pricing Tiers Effective August 6, 2018			
			1 Cs	350 Cs	1000 Cs	40K Lbs.
Similac Ready To Feed						
Similac Sensitive 1 qt. (32 fl. oz.) Bottle	070074575339	Case	\$52.44	\$41.10	\$40.62	\$40.08
	070074575346	Unit	\$8.74	\$6.85	\$6.77	\$6.68
Similac Advance 1 qt. (32 fl. oz.) Bottle	070074553636	Case	\$52.44	\$41.10	\$40.62	\$40.08
	070074533643	Unit	\$8.74	\$6.85	\$6.77	\$6.68
Similac Powder						
Similac Expert Care Neosure 13.1 oz. Can	070074574301	Case	\$125.88	\$106.74	\$105.78	\$104.10
	070074574318	Unit	\$20.98	\$17.79	\$17.63	\$17.35
Similac Alimentum Powder						
Similac Alimentum 12.1 oz. Can, 6-Count	070074647159	Case	\$183.00	\$154.38	\$152.82	\$150.54
	070074647128	Unit	\$30.50	\$25.73	\$25.47	\$25.09

Store Name Change vs. Change in Ownership

As stated in the Vendor Handbook, the agreement between an authorized Vendor and the WV WIC Program is NON-Transferrable. In the case of any change in ownership or SNAP authorization number (FNS #), the new owner(s) must complete a WV WIC Vendor Authorization Application and a Vendor Price Survey.

WIC Vendor applicants must meet selection criteria such as appropriate business licenses, hours of operation, authorization and in good standing with SNAP, and required variety and quantity of WIC Approved foods.

A change in business structure which does not result in a change of ownership or SNAP authorization number, such as corporate reorganization or simple name change, will not constitute a need for a new WV WIC agreement. However, the authorized Vendor should contact the Vendor Management Unit



to ensure an updated record as well as accurate listing on the WIC website, the WICShopper app, and WIC clinic handouts.

Mandatory Shelf Labels Implementation Date Change

Shelf labels will be mandatory as of February 1, 2019. The WV WIC Vendor Management Unit will be in stores assuring shelf labels are correct, or completing initial shelf labelling during October, November and December 2018, and January 2019. WV WIC will not be making appointments. Below are tentative dates set for each region outlining when you may expect WV WIC personnel to be in your stores:

- Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral, Morgan, Pendleton and Tucker Counties: October 8-12, 2018;
- Calhoun, Gilmer, Jackson, Mason, Pleasants, Ritchie, Roane, Wirt and Wood Counties: October 22-26, 2018;
- Brooke, Hancock, Marshall, Ohio, Tyler and Wetzel Counties: November 12-16, 2018;
- Fayette, Logan, McDowell, Mercer, Mingo, Monroe, Raleigh, Summers, and Wyoming Counties: November 26-30, 2018;
- Barbour, Braxton, Clay, Greenbrier, Lewis, Nicholas, Pocahontas, Randolph, Upshur and Webster Counties: December 17-21, 2018;
- Boone, Cabell, Kanawha, Lincoln, Putnam and Wayne Counties: January 14-17, 2019; and
- Doddridge, Harrison, Marion, Monongalia, Preston and Taylor Counties: January 28- February 1, 2019.

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MAIL TO:
U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights 1
400 Independence Avenue, SW
Washington, D.C. 20250-9410

FAX: (202) 690-7443
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The WIC'r Basket is published quarterly by: West Virginia WIC Program, 350 Capitol Street, Room 519, Charleston, WV 25301

