



# WIC'r Basket

The West Virginia Department of Health and Human Resources  
Bureau for Public Health, Office of Nutrition Services  
The Vendor Newsletter of the West Virginia WIC Program

## Reauthorization

The existing Vendor Agreement between authorized vendors and the Mid-Ohio WIC will expire on December 31, 2015. This area includes the following counties: Calhoun, Gilmer, Jackson, Mason, Pleasants, Ritchie, Roane, Wirt, and Wood. In order for stores to continue to be authorized, a new Vendor Agreement must be in place, which will be effective January 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 several training opportunities in order for vendors to meet this mandatory training requirement. Corporate contacts, certified trainers, and retail store managers will receive a written notice of dates when these training sessions will be offered. This training does not negate the need for annual training.

## Annual Training

The WV WIC Program is mandated by federal WIC regulation to provide annual training to all WIC Approved Vendors each year. To meet this goal, we will email all WIC Approved Vendors an annual training booklet and roster by December 31, 2015, for review. The annual training/roster is also available on our website at <http://ons.wvdhhr.org>. A roster and question submission form accompanies the training presentation. The roster must be completed and returned to the Vendor Management Unit by February 1, 2016, in order to receive credit for the required annual training. Corporate offices will be advised by February 5, 2016, of stores not in compliance and in jeopardy of being assigned ten (10) sanction points, with mandatory training in Charleston, WV. Regardless if your store recently attended a training session, annual training is mandatory and must be completed. If you have any questions, contact the Vendor Management Unit at 304-558-1115.

## Policy Reminder

Federal WIC regulations prohibit offering incentives solely to eWIC cardholders in an effort to encourage them to redeem their benefits at your store. Some examples of incentives include offering free food or non-food items such as raffle tickets or lottery tickets. Section 246.12(h)(3)(iii) of the federal WIC regulations requires retailers to offer WIC participants the same courtesies that are offered to non-WIC customers. The reverse is also true. WIC Approved Vendors may not treat eWIC cardholders differently by denying them incentive items that are offered to non-WIC customers.

## Change in Personnel

Sandra Riley, Vendor Management Unit Coordinator, retired September 30, 2015. All questions and concerns may be addressed directly to the Vendor Management Unit at [dhhrwicvu@wv.gov](mailto:dhhrwicvu@wv.gov) or call 304-558-1115.

## Point of Sale (POS) Device Support

Vendors who have been issued a Point of Sale (POS) device should address all questions and concerns to the Merchant Support Group at 1-888-226-0655. When prompted by the system to be transferred to a representative, vendors should have their four (4) digit vendor number available. If you are unable to reach a live representative after twenty-four (24) hours, please contact the Vendor Management Unit at 304-558-1115.

## As a Reminder

The following fruits and vegetables are not WIC Approved: ornamental fruits, such as painted pumpkins or edible blossoms; fruit baskets or fruits from the deli/salad bar; fruit trays with dips; fruit muffins or baked goods; and fruit-nut mixtures.

Participants may pay additional costs over the maximum amount of the eWIC benefit balance, including any tax, with cash, check, SNAP (benefit card), credit or debit card. No cash or credit for any unused portion of the WIC benefit balance may be given.

## Soy-Based Formula

Effective October 1, 2015, Nestle Company was awarded the contract for Gerber Good Start Soy as the Soy-based infant formula for the WV WIC Program.

## Email Addresses

The WV WIC Program has begun to email correspondence to all WIC Approved Vendors. If your store has not provided the State WIC Office with an email address, or your store has a new email address, it is your responsibility to provide a new address immediately. This can be accomplished by emailing the Vendor Management Unit at [dhhrwicvu@wv.gov](mailto:dhhrwicvu@wv.gov).



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

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Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339 or (800) 845-6136 (Spanish).

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