

SUMMER 2014 EDITION



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

Farmer's Market Nutrition Program (WVFMNP)

The WVFMNP has been funded by the U.S. Department of Agriculture for another season. The Program will run from July 1, 2014 through October 31, 2014. The goal of the WVFMNP is to provide locally grown fruits and vegetables to WIC participants and senior citizens, as well as promoting farmers' markets. WIC participants will receive green Farmer's Market coupons, while the senior citizens will receive blue Farmer's Market coupons. Both coupons can only be redeemed by WVFMNP participating farmers. The coupons **CANNOT** be accepted by WIC approved grocery stores. If an authorized WIC vendor accepts a Farmer's Market coupon, it will be rejected for payment. Questions concerning the green WIC Farmer's Market coupons should be addressed to Marsha King, West Virginia WIC Program at (304) 558-0030. Questions concerning the blue Senior Citizens Farmer's Market coupons should be addressed to Connie Tolley, West Virginia Department of Agriculture at (304) 558-2210.

Mapping of Price Look-Up (PLU) Codes

In light of the upcoming growing season, it's a good time to review mapping of PLU Codes to the WIC Cash Value Benefit (CVB). When a WIC approved item is not in the Approved Product Listing (APL), using the generic PLU Code 4469 is an option to use until the item can be added to the APL. Please complete the form, "Procedure for Adding Universal Product Codes to the West Virginia WIC Approved Product Listing" found on the web page at <http://ons.wvdhhr.org/> or in the West Virginia WIC Vendor Handbook, Appendix O, West Virginia WIC Program UPC Application Form, to add WIC items to the APL. The completed form can be mailed to: UPC Gatekeeper, West Virginia WIC Program, 350 Capitol Street, Room 519, Charleston, WV 25301 or faxed to (304) 558-1541. Questions concerning PLU codes should be addressed to Cindy Tanner at (304) 558-0030.

Shelf Tags

Shelf tags are made available to WIC vendors at no charge by calling the Vendor Management Unit at (304) 558-1115. Vendors are encouraged to use WIC shelf tags as they aid WIC participants in identifying which foods are WIC Approved. If your store uses shelf tags, use caution to make sure they are properly placed. If your stockers move items on the shelves, make sure the tags remain in the location with the WIC approved item.

It is a violation of federal and state WIC regulations to place stickers or labels directly on WIC food items. **The WIC acronym (W.I.C.) and the WIC logo are copyrighted and may not be used without obtaining permission from the State WIC Agency.**

Cash Value Benefits (CVB)

Due to the implementation of new federal regulations, CVB for children will increase from \$6.00 to \$8.00. Vendors will see varying amounts of CVB in increments of \$6.00, \$8.00 and \$10.00 until all \$6.00 benefits have been exhausted.

All WIC Items Need to be Priced

According to your WV WIC Vendor Agreement, all WIC items have to be clearly priced. In order to meet this requirement, you can have items priced on the shelf or on the specific food item. You may also display prices for cheese, eggs or milk on coolers in order to be in compliance with WV WIC regulations. Failure to price WIC Approved food items is a sanctionable offense which could access your store sanction points and possibly mandatory training.

Time to Check Your Formula!

The vendor monitoring staff has recently noticed an increase in expired formula during routine monitoring visits. Please have someone in your store check the dates on all formula currently on your shelf, and continue to monitor the expiration dates as the new formula is put on store shelves. The formula should have at least a 12 month shelf life when it arrives in your store.

Participant's Choice

It has come to our attention that some stores are not allowing WIC participants to purchase name brand WIC Approved food items when store brands are cheaper. It is the participant's choice of which item she/he would like to purchase and cashiers should not limit WIC participants to purchasing only store brands when name brands are available. Participants are not to be directed to purchase discounted food items due to impending expiration dates, or fruits and vegetables on sale due to declining level of freshness. Restricting/limiting a WIC participant's choice of a WIC Approved food item is a sanctionable offense which could access your store sanction points and possibly mandatory training.

Keeping All Employees Informed

The WIC'r Basket is published quarterly to keep vendors and their staff updated on upcoming changes and problems that have been brought to our attention. Vendors, please post the WIC'r Basket in break rooms or by the time clock for all employees to read.

Supplies

If you are in need of any supplies, such as shelf labels, foodlists, or window decals, please contact Caitlyn Britel at (304) 558-0030 or by email at Caitlyn.R.Britel@wv.gov.

WEST VIRGINIA
Department of



Earl Ray Tomblin, Governor
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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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The WIC'r Basket is published quarterly by the
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