



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 Randolph-Elkins WIC will expire on September 30, 2015. This area includes the following counties: Barbour, Grant, Hardy, Lewis, Pendleton, Randolph, Tucker, and Upshur. In order for stores to continue to be authorized, a new Vendor Agreement must be in place, which will be effective October 1, 2015. 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.

Participant's Food Benefits

Vendors should remember that WIC participants are issued specific food benefits for health reasons. WIC Approved Vendors must sell ONLY the types of foods that can be scanned based on what is assigned to the WIC participant's eWIC card. It is a serious violation to scan a Universal Product Code (UPC) not attached to the item the WIC participant is authorized to purchase. For example, the cashier should NOT scan the UPC for ready to feed (RTF) formula if the WIC participant was issued concentrated formula but wants to purchase RTF instead. It does not matter if there is a price difference. The cashier MUST sell the concentrated formula, as that is what has been issued to the participant by the WIC Program. If the participant is unhappy about their assigned benefits, advise them to contact their local WIC office to see if it is possible to change their benefits.

Baby Cereal

The WV WIC Program is in the process of updating the contract for baby cereal. Therefore, effective July 2015, all brands of baby cereal will be approved as long as the cereal meets the nutritional criteria. A new contract for a brand specific baby cereal is expected by early autumn 2015. Vendors will be notified via email once a new contract is approved and the baby cereal again becomes brand specific. Remember that the cereal must be in eight (8) ounce boxes or plastic containers only.

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. Please post the WIC'r Basket in your break rooms.

The State WIC Office has begun meeting with corporate offices and managers to discuss WIC concerns from the vendor perspective. If you would like your corporate stores to meet with the State WIC Office, please call Sandra Riley at 304-356-4490 to arrange a date.

New Labels

The following foods will have new labels beginning in Summer 2015. The UPC codes have not changed.

- Healthy Grain Cream of Wheat Instant (12.7oz) is now Cream of Wheat Instant Whole Grain (12.7oz). (Along with the name change will be a new design for the package.)
- Cheerios and MultiGrain Cheerios—Gluten Free! (Beginning Late Summer 2015) - Five (5) Cheerios varieties, including Original and MultiGrain, will be Gluten Free.
- Yellow Box Cheerios—By removing stray wheat, rye, and barley from the Cheerios' oat supply, Cheerios will still have the same great taste, but will be gluten free.
- MultiGrain Cheerios will have a change of formula. Instead of wheat and barley, MultiGrain Cheerios will now have sorghum and millet along with the corn, rice, and oats it has always had. By the end of July 2015, it will have the gluten free seal.

Mapping of Price Look-Up (PLU) Codes

In light of the upcoming growing season, it is 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 List (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 State WIC 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 request WIC items be added 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.



Earl Ray Tomblin, Governor
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