



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

Similac Formula Issues

During site visits our Monitors noted that some vendors are having trouble ordering Similac Sensitive RS (Similac Sensitive with Rice Starch) in the 32 ounce RTF (Ready-to-Feed) container. The following UPC codes may be helpful when ordering Similac Sensitive RS through your distributor.

Formula	Size	Type	Unit UPC Code	Case UPC Code
Similac Sensitive RS	32 ounce	ready-to-feed	70074-56731	70074-56728

Similac with Iron should not be substituted for Similac Advance. These formulas are different and should never be substituted when a specific brand isn't available. Substitutions are sanctionable offenses that may result in a ten (10) point assessment against the vendor. A ten (10) point sanction requires the vendor to attend mandatory training.

Pediasure Formula Draft



Some vendors are refusing to fill formula drafts for odd numbers of containers of Pediasure. For example: If a participant comes to your store with a draft for sixty-five (65) containers of Pediasure which is sold in six (6) pack containers and in order to fill the draft the participant would have to purchase 10-6 packs and 5 individual containers. Some vendors do not want to break up a six (6) pack to sell five (5) containers and then have one individual container to sell. As an authorized WV WIC Vendor, it is a sanctionable offense to require the participant to pay for the one (1) individual container of Pediasure or to charge WIC for the whole six pack. If your store cannot fill the draft correctly the participant should be referred to another store.

Minimum Stock A Must!

Recently, we have seen sanction point assessments increase due to low stock (5 points). When a vendor has a low stock problem, substitutions are more likely to occur. Vendors who maintain an adequate stock are less likely to encounter occurrences of substitutions, thus minimizing sanction assessments. Substitutions carry a ten (10) point sanction. In order to avoid sanction assessments, we encourage vendors to maintain adequate stock of WIC approved foods in the proper quantity, size and variety.

All WIC Items Should be Priced

According to your West Virginia WIC Vendor Agreement, all WIC items MUST be clearly priced. In order to meet this requirement, you can either have items priced on the shelf or on the specific food item. You may use case pricing on your cooler for your cheese, eggs or milk in order to be in compliance with WV WIC Policy. "Unpriced WIC Items" is a five (5) point sanction.

Milk Purchases



When filling a draft for milk the participant should purchase the least expensive brand of milk on the shelf, at the time of purchase. Fat content is the participant's choice unless the draft calls specifically for whole milk. If a participant chooses to purchase Ultra Skim Milk which WIC categorizes as Skim Milk, the participant should select the least expensive brand of Skim Milk at the time of sale.

Expired Food/Formular

Vendors should check their store shelves frequently for expired food/formular. Expired food/formular remaining on store shelves beyond the expiration date is a sanctionable offense which could cause your store five (5) sanction points and possibly mandatory training.

Gerber Infant Juice



Gerber Infant Juice sold in 4 pack—4 ounce containers are WIC Approved Infant Juice. Vegetable juice, vegetable/fruit blends (i.e. Gerber's Apple/Carrot) and juice with added yogurt or organic juices are **Not** WIC Approved.

Important!!!

As a West Virginia WIC Vendor it is important you share with the Vendor Management Unit at (304) 558-1115 problems you have acquiring any of the WV WIC Approved Contract Formulas: Similac Advance, Similac Isomil Advance, Similac Sensitive (Lactose-Free) or Similac Sensitive RS. When you need to notify us about problems regarding the acquisition of formula, please provide the contact information (i.e., name, address, and telephone number) of your distributor. WIC will pass this information on to the Abbott Laboratories local representative for resolution.



Joe Manchin III, Governor
Martha Yeager Walker, Secretary

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