

SPRING 2009 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

Contract Formulas

Beginning in April, 2009, Abbott Nutrition will begin replacing Similac Advance with Similac Advance EarlyShield in WIC eligible 12.9 ounce powder and 13 ounce concentrate containers. Similac Advance EarlyShield will be added to the list of West Virginia WIC Approved Contract Formulas. The UPC code for Similac Advance EarlyShield will remain the same as Similac Advance. Abbott Nutrition will also introduce Similac Sensitive RS in WIC eligible 12.9 ounce powder containers. The UPC code for Similac Sensitive RS powder is 7007450960. WIC clinics will begin printing drafts on April 1, 2009 for Similac Advance EarlyShield. The drafts will be printed with a mixed message which will give participants the choice of Similac Advance or Similac Advance EarlyShield giving vendors time to deplete their current stock of Similac Advance. Drafts for Similac Sensitive RS powder will not be distributed until the formula is widely available to WIC participants throughout West Virginia.

Vendors should remind their employees to honor what is written on the draft. The following is a list of the four (4) West Virginia WIC Contract Formulas: Similac Advance with Iron or Similac Advance EarlyShield, Similac Sensitive RS, Similac Isomil Advance and Similac Sensitive. The change in formula will not affect the Minimum Stock Grid for your specific Vendor Class. Class One, Class Two, Class Three and Class Four vendors must stock the minimum requirement of all four (4) contract formulas for a total of 186 cans. Class Five Vendors must stock the minimum requirement of three (3) contract formulas for a total of 93 cans.

Coming Soon! Gerber Whole Wheat Infant Cereal

Gerber Whole Wheat Infant Cereal in eight (8) ounce boxes are WIC Approved. Gerber expects this formula to be available nationwide by May 2009. If you have any questions contact the Vendor Management Unit at (304) 558-1115.

Missing Signatures

Drafts returned from the banking system for missing signatures cannot be redeposited into the banking system even though the participant returned to the store and signed the drafts. The draft(s) can be submitted to the state office for payment, (if it is not over 70 days from the first day to spend), but will still be counted as a missing signature draft(s). Only one submission of a missing signature draft(s) can be paid to a vendor during a two year agreement period. Vendors should not contact the participant/payee or the local WIC Office and request that the participant/proxy return to the store to sign the draft. Once the participant/proxy leaves the store, the sale is final. Contacting a participant/proxy by telephone or other means is a sanctionable offense.

New Food List Coming Soon!

On October 1, 2009 , the West Virginia WIC Program will implement the revised USDA food packages for WIC participants. The new food package will add fruits, vegetables and whole grains to the existing food list. Vendors will be sent additional information at a later date regarding specific food types and minimum stock requirements.

V-8 Vegetable Juice With Fiber

Our office has received numerous calls from vendors wanting to know if V-8 Vegetable Juice With Fiber was a WIC Approved Juice. V-8 Vegetable Juice with fiber, low sodium, calcium enriched, spicy hot, and regular are all WIC Approved.

Nestle's Juicy Juice

Nestle's Juicy Juice with Enhanced Benefits and DHA in the 33.8 ounce shelf stable container is **Not** a WIC eligible juice. Nestle's Juicy Juice in 46 ounce containers and 11.5/12 ounce concentrate containers continue to be WIC Approved. If you have any questions contact the Vendor Management Unit at (304) 558-1115.

Monthly Vendor Training

All vendor are welcome to send store personnel to monthly training sessions held at the Family Enrichment Center in Charleston, WV. The next monthly training session will be held April 17, 2009 from 11:00 a.m. to 2:00 p.m. Monthly training sessions are not mandatory unless your store has received a letter indicating that a representative from your store must attend. If your store cannot take advantage of the training sessions, a Cashier's Training Guide Handbook is available to help train cashiers. Please contact the Vendor Management Unit at (304) 558-1115 to obtain a copy of the Cashier's Training Guide Handbook or to reserve seating for the monthly training session since space is limited.



Joe Manchin III, Governor
Martha Yeager Walker, Secretary

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