

WINTER 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

Love To Grow Cashier Guide

The West Virginia WIC Approved Food List changed effective October 1, 2009. All West Virginia WIC Approved Vendors should be using the Love to Grow Cashier Guide (2009 West Virginia WIC Approved Food List) and the 2007 West Virginia WIC Food List. A copy of the Love to Grow Cashier Guide and the 2007 West Virginia WIC Approved Food List should be placed at each register. Cashiers should refer to the Love to Grow Cashier Guide and the 2007 WIC Approved Food List when identifying WIC Approved Foods and not depend on the scanner. The 2007 West Virginia WIC Approved Food List should be used for voucher (draft) types 999 and under and the Love to Grow Cashier Guide for voucher (draft) types 1000 and over. After January 31, 2010 vendors should discard the 2007 WIC Approved Food List and continue to use only the Love to Grow Cashier Guide. If your store would like to obtain additional copies of the Love to Grow Cashier Guide, please contact the Vendor Management Unit at (304) 558-1115 or E-Mail us at dhrwicvu@wv.gov.

Sara Lee Bread

The WIC Office recently sent letters to all vendors stating that Sara Lee would be introducing Sara Lee Soft & Smooth 100% Whole Grain Bread that would replace the 16 oz. loaf of Sara Lee Classic 100% Whole Wheat Bread. Sara Lee Corporation has since placed this change temporarily on hold. Therefore Sara Lee Classic 100% Whole Wheat Bread continues to be WIC Approved.

Beans

It has been brought to our attention that vendors are having problems stocking canned beans in 16 ounce containers. The WIC office has contacted Bush beans and obtained UPC codes for eligible Bush Beans available in 16 ounce cans.

- Bush Pinto Beans – 039400018100
- Bush Light Red Kidney Beans – 039400017479
- Bush Dark Red Kidney Beans – 039400017349
- Bush Navy Beans – 039400017745

Substituting any other size of canned beans besides the 16 ounce can is a sanctionable offense which could access your store ten (10) points and require your store to attend mandatory training. If you have any other questions please contact the Vendor Management Unit at (304) 558-1115.

Minimum Stock A Must!

The West Virginia WIC Program requires all vendors carry the required minimum stock of WIC approved food items in varieties as well as quantities. Stores that maintain adequate stock are less likely to have problems with substitution of non-WIC approved food than stores with a low-stock problem. Both low stock and substitution of non-WIC foods are sanctionable offenses and failure to monitor these areas closely could result in sanction points being accessed as well as mandatory training being required.

Cash Value Voucher

WIC clinics stopped printing Cash Value Vouchers in increments of \$8.00 effective December 1, 2009, due to an increase in the food allowance provided to specific categories of WIC Participants. Those participants who were initially issued the \$8.00 Cash Value Vouchers will receive \$10.00 Cash Value Vouchers with their next issuance of vouchers. This change will provide WIC participants with more buying power when purchasing fresh fruits and vegetables in your stores.

Upon reviewing the redemption history on Cash Value Vouchers it has come to our attention that some cashiers are writing the incorrect purchase price on Cash Value Vouchers. Cashiers should be instructed to write the exact amount of the transaction when the sale price doesn't exceed the face value of the Cash Value Voucher. If the sale price exceeds the face value of the Cash Value Voucher, the cashier should write in the dollar amount equal to the face value of the Cash Value Voucher. If the purchase price of the fresh fruits and fresh vegetables exceeds the face value amount the WIC participant is responsible for the difference, plus tax, if paying by cash, debit or credit card. If the participant uses the SNAP (food stamp) card, no tax should be added.

Milk Purchases

When filling vouchers for milk (including lactose reduced/free) the participant should purchase the least expensive brand of milk on the shelf at the time of purchase. Whole milk is still prescribed for children up to 2 years of age. Remember, fat content is the participant's choice unless the voucher states 2% or less. If the voucher states 2% or less the participant may purchase 2%, 1%, skim or ultra skim milk. Chocolate milk may also be purchased as long as the fat content of the milk matches the food message printed on the voucher.

Juice

The Vendor Management Unit has received several calls from vendors wanting to know if participants can purchase 64 ounce juice when a voucher calls for 12 ounce frozen juice. Vendors must redeem vouchers for what is written on the voucher. If the voucher calls for frozen juice, vendors should not let the participant substitute 64 ounce juice for 12 ounce frozen or 12 ounce frozen for 64 ounce juice. Substitutions are sanctionable offenses which could cause your store to be accessed ten (10) sanction points and require you to attend mandatory training. Vendors should instruct cashiers to redeem WIC vouchers for what is written on the voucher. If your store is unsure about a food item being WIC approved after checking the Love To Grow Cashier's Guide, please contact the Vendor Management Unit immediately at (304) 558-1115.

Bumble Bee Prime Fillet Atlantic Salmon

Our monitors have noticed that some vendors are stocking 5 or 6 ounce cans of Bumble Bee Prime Fillet Atlantic Salmon as a WIC Approved item. Bumble Bee Prime Fillet Atlantic Salmon is not WIC Approved because it is a fillet. If you have any questions, please feel free to contact the Vendor Management Unit at (304) 558-1115.

Frequently Asked Questions:

1. Is Pepperidge Farm Cinnamon Swirl and Pepperidge Farm Raisin Cinnamon Swirl Bread WIC approved?

No, only the 100% Whole Wheat Cinnamon with Raisin bread is WIC approved. WIC participants should only purchase bread that is pictured in the Love to Grow Shopping Guide.

2. Can participants purchase 64 ounce grapefruit juice and 64 ounce orange juice in refrigerated containers?

Yes, participants can purchase any brand of 100% grapefruit or 100% orange juice in 64 ounce cans, plastic bottles or paper cartons that are shelf stable or refrigerated.

3. Are the only juices allowed the ones pictured in the Shopping Guide?

Yes, only the brand-specific apple, grape, tomato and vegetable juice listed in the Love to Grow Shopping Guide are WIC approved. Orange and grapefruit juice can be purchased in any brand as long as it is in a 64 ounce container.

4. Can participants purchase onions with cash value vouchers?

Yes, participants may purchase fresh onions from the produce section of the grocery store.

5. If the participant's voucher calls for 1 –1 lb. package of cheese, can they purchase 2 – 8 ounce packages of cheese?

No, cheese is only WIC Approved in one pound (16 ounce) packages.

6. Can participants purchase bagged salad?

Yes, bagged salad is WIC approved as long as it does not contain dressing or croutons.

7. Can participants purchase fresh garlic with the Cash Value Voucher?

No, fresh herbs or spices (which include roots) cannot be purchased with the Cash Value Voucher.

Pricing Vouchers

Vendors should remind cashiers to always price the voucher before obtaining the WIC participant's signature. The participant's signature is verification that the food was purchased at the price entered in the price entry box. Under no circumstances should a participant be requested to sign a voucher before a price entry has been made. Failure to enter the price before asking for the participant's signature is a sanctionable offense that could result in sanction points and/or disqualification from the WIC Program.

8th Continent Regular Soy Milk

It has come to our attention that WIC participants are having trouble finding stores that stock 8th Continent Regular Soy Milk in half gallon containers. This milk is not required by WIC vendors to stock, but if a participant would request your store stock this product we would appreciate any attempts you make to respond to their request.

New Computer System

West Virginia WIC is currently in the planning phase to develop a new computer system which will also make WIC EBT ready. Many cash register/point of sale vendors are aware West Virginia is working toward this anticipated change to the program. Should your grocery store receive sales calls offering contracts for the sale of EBT ready cash register systems or software upgrades, please consider West Virginia WIC has made no decisions about specific equipment or software systems necessary to process EBT transactions. Additional information will be shared with each vendor as we get closer to our planned implementation date of Spring 2012.

Happy Holidays!

WEST VIRGINIA
Department of



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