



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

Formula Changes

Abbott Nutrition, the manufacturer of Similac infant formula, recently announced they will be decreasing container sizes and changing product labels on their formulas. The West Virginia WIC contract formulas will be affected by this change. We may see new formula containers arriving on store shelves by mid to late May. Due to these changes, some vouchers will have a message which will allow participants to choose either the old formula or the new formula. This ability to choose will be noted by the word "OR" permitting the participant to choose one "OR" the other. The participant may also choose to combine the two formulas in one purchase. Permitting participants to purchase the formulas in combinations will allow vendors to deplete older formula stock.

The contract formula changes are noted in the chart below. UPC codes for all formulas will remain the same. These changes will not alter your minimum stock requirement for your specific vendor class. Pictures of the new formulas are included in this newsletter and may also be viewed on our web page at <http://ons.wvdhhr.org>.

New Voucher Message For Similac Powdered Contract Formulas effective April 2010:

Old Voucher Message	Replaced by New Formula	New Voucher Message
12.9 oz. Can Powder Similac Advance EarlyShield With Iron	12.4 oz. Cont. Powder Similac Advance EarlyShield With Iron	12.4 oz. Cont. Powder Similac Advance EarlyShield With Iron OR 12.9 oz. Powder Similac Advance EarlyShield With Iron
12.9 oz. Can Powder Isomil Advance With Iron	12.4 oz. Cont. Powder Similac Sensitive Isomil Soy	12.4 oz. Cont. Powder Similac Sensitive Isomil Soy With Iron OR 12.9 oz. Cans Powder Isomil Advance With Iron
12.9 oz. Can Powder Similac Sensitive With Iron	12.6 oz. Cont. Powder Similac Sensitive Fussy & Gas With Iron	12.6 oz. Cont. Powder Similac Sensitive Fussy & Gas With Iron OR 12.9 oz. Cans Powdered Similac Sensitive With Iron
12.9 oz. Cont. Powder Similac Sensitive RS With Iron	12.3 oz. Cont. Powder Similac Sensitive for Spit Up	12.3 oz. Cont. Powder Similac Sensitive for Spit Up with Iron OR 12.9 oz. Cont. Powder Similac Sensitive RS With Iron

New Voucher Messages for Similac Concentrate and Ready-To-Feed Contract Formulas effective May 2010.

Old Voucher Message	Replaced by New Formula	New Voucher Message
13 oz. Can Conc. Similac Advance EarlyShield	No Name Change	No Change in Voucher Message
1 Qt. Cont. RTF Similac Advance EarlyShield With Iron	No Name Change	No Change in Voucher Message
13 oz. Can Conc. Isomil Advance With Iron	13 oz. Can Conc. Similac Sensitive Isomil Soy With Iron	13 oz. Can Conc. Similac Sensitive Isomil Soy With Iron OR 13 oz. Can Conc. Isomil Advance With Iron
1 Qt. Cont. RTF Isomil Advance With Iron	1 Qt. Cont. RTF Similac Sensitive Isomil Soy With Iron	1 Qt. Cont. RTF Similac Sensitive Isomil Soy With Iron OR 1 Qt. Cont. RTF Isomil Advance With Iron
1 Qt. Cont. RTF Similac Sensitive RS With Iron	1 Qt. Cont. RFT Similac Sensitive for Spit Up	1 Qt. Cont. RTF Similac Sensitive for Spit Up With Iron OR 1 Qt. Cont. RTF Similac Sensitive RS With Iron

WIC expects additional changes on other Abbott Nutrition Formulas to occur in Mid-June. Additional information will be forthcoming.

Local Agency WIC Staff

During the months of February through May, Local WIC Clinic Personnel will be scheduling appointments with store managers to ensure all foods on the Love to Grow Cashier's Guide (WIC Approved Food List) are properly identified in your stores. We encourage Managers, Head Cashiers and other employees responsible for stocking shelves to attend these meetings as questions related to the proper identification and purchase of WIC Approved foods can be addressed. The use of WIC Approved Food Labels are not required, but may assist WIC participants in selecting WIC Approved Foods, thus decreasing confusion for participants and cashiers.

Juice

The Vendor Management Unit has received several calls from vendors wanting to know if participants can purchase 64 ounce containers of Juice when a voucher calls for 12 ounce containers of frozen Juice. If the voucher calls for frozen juice, vendors may not let the participant substitute 64 ounce containers of Juice for 12 ounce containers of frozen Juice or 12 ounce containers of frozen Juice cannot be substituted for 64 ounce containers of Juice. Vouchers must be redeemed for what is written on the voucher. Substitutions are a sanctionable offenses and could cause your store to be accessed sanction points requiring you to attend mandatory training.

West Virginia WIC Approved Juices are brand specific and Class One, Two, Three, Four and Five vendors are required to maintain the minimum stock requirement of 12 ounce containers of frozen, 64 ounce shelf stable cans, plastic bottles or refrigerated cartons. If after checking the Love to Grow Cashier's Guide, you are still unsure if a juice or another food item is West Virginia WIC approved, please contact the Vendor Management Unit at (304) 558-1115.

Pepperidge Farm 100% Whole Wheat Cinnamon Swirl with Raisin Bread



WV WIC participants are commenting that stores are refusing to allow the purchase of 16 ounce Pepperidge Farm 100% Whole Wheat Cinnamon Swirl with Raisin Bread. The Love to Grow Cashier's Guide does list raisins as a Non-WIC Approved food additive for bread; however Pepperidge Farm 100% Whole Wheat Cinnamon Swirl with Raisin Bread does meet WIC Criteria to be West Virginia WIC Approved.

West Virginia WIC Vendors are required to maintain the minimum stock requirement of WIC Approved Bread for their Vendor Class. Class One, Two, Three and Four Vendors are required to stock sixteen (16) – 16 ounce loaves. Class Five Vendors are required to stock eight (8) – 16 ounce loaves of WIC Approved Bread. Failure to stock the minimum requirement could cause your store to be accessed sanction points.

8th Continent Regular Soy Milk

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 and should not be substituted with Lactose Free/Lactose Reduced Milk. If a participant would request your store stock this product we would appreciate any efforts you would make to honor their request.

Cash Value Voucher

Since the introduction of the Cash Value Voucher, the Vendor Management Unit has noted a gradual increase of these vouchers rejected because they have either been redeemed outside of the validation dates (first date to spend and last date to spend) or the incorrect purchase price has been written on the vouchers. To avoid bank rejections, cashiers must verify the Cash Value Voucher presented is valid. When processing the Cash Value Voucher, cashiers must write the exact amount of the transaction on the voucher if it is below the face value of the voucher (e.g. \$6.00 or \$10.00). If the amount of the transaction exceeds the face value, the cashier must write the amount equal to the face value of the voucher in the price entry box. The WIC participant is then responsible for the difference of the sale minus the face value of the voucher, plus tax if paying by cash, debit or credit card. If the participant uses the SNAP card, no tax should be added.

Pricing

Vendor Monitors have noted that some stores are not pricing WIC Approved Food items. According to your WV WIC Vendor Agreement, all WIC items MUST be clearly priced. In order to meet this requirement, stores have the option of placing their prices on the shelf or on the specific item. Vendors may also use case pricing on coolers for cheese, eggs, juice or milk in order to be in compliance with WIC Policy. Failure to price WIC Approved Food is a sanctionable offense.

Cashier Training Handbook

If your store would like to obtain additional copies of the West Virginia WIC Cashier Training Handbook, please contact the Vendor Management Unit at (304) 558-1115 or e-mail us at dhrwicvu@wv.gov

Filling WIC Vouchers

West Virginia WIC participants are issued specific foods based upon their nutritional needs. A WIC participant is not obligated to purchase all food items listed on their vouchers. This is the participant's choice and cashiers should not refuse to fill a partial voucher.

Fresh Coconut

The Vendor Management Unit has received questions asking if fresh coconut can be purchased with Cash Value Vouchers. Fresh coconuts are considered a WIC Approved fruit and can be purchased with Cash Value Vouchers.

Milk Purchases

When filling vouchers for milk (including lactose reduced, lactose free or soy) 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, super 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.

Edits

The West Virginia WIC Program has established a fixed edit for all voucher types. Our banking agent will start using the fixed edits beginning April 1, 2010. This means that each voucher type will have a preset dollar amount. Pricing vouchers using exact shelf prices will reduce and/or eliminate vouchers from being rejected by our banking agent. If you have any additional questions contact the Vendor Management Unit at (304) 558-1115.

WEST VIRGINIA
Department of



Joe Manchin III, Governor
Patsy A. Hardy, Secretary

The WIC's Basket is published quarterly by the West Virginia WIC Program

350 Capitol Street, Room 519

Charleston, WV 25301

Editor: Maria Bowles

Phone: (304) 558-1115

Fax: (304) 558-1541

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age or disability.

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326 W. Whitten Building, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (202) 720-5964 (voice and TDD). USDA is an equal opportunity provider and employer.
