



STATE OF WEST VIRGINIA
DEPARTMENT OF HEALTH AND HUMAN RESOURCES

Joe Manchin III
Governor

Martha Yeager Walker
Secretary

West Virginia WIC Program

September 29, 2010

This notification is being sent to all WV WIC authorized Vendors.

Please share with all store managers, stock/ordering personnel and distributors

The West Virginia WIC Program is revising its food package to better meet the needs of its participants. The changes listed below will become effective October 15, 2010. These changes augment the changes that were implemented on October 1, 2009 and it is our hope they will provide even more choices and flexibility for WIC shoppers and vendors alike.

Food Revisions

- ❖ Additional Bread Choices – Roman Meal Sun Grain 100 % Whole Wheat and Food Lion 100 % Whole Wheat Bread in 16 ounce loaves will now be WIC eligible
- ❖ Canned Beans – will now be eligible in 15 -16 ounce cans, any brand, and in the same varieties as previously allowed (Black Beans, Great Northern Beans, Kidney Beans, Navy Beans and Pinto Beans)

WIC shoppers who present vouchers with the message "4 (16 – Oz) Canned Beans" may purchase the canned beans in 15-16 oz cans should they choose. Regardless if the WIC shopper purchases 15 or 16 ounce canned beans, the quantity they may purchase will remain 4 cans.

- ❖ Juice – Food Lion Apple and Food Lion Tomato in 64 ounce containers have been added. Low Sodium varieties of the eligible tomato juices pictured are eligible (***Juicy Juice and Welch's are no longer WV WIC eligible in any variety***)

Baby foods – An updated example of single ingredients has been added to the infant fruits description in the cashier's guide. Now the description will read "Single ingredient or combinations of single ingredients (e.g., apples; pears; apples-mango-kiwi)". All infants will continue to receive jarred fruits and

vegetables in four (4) ounce jars, and jarred meat (in 2.5 ounce jars). *Vouchers will continue to specify "any brand"*.

Minimum Stock Changes

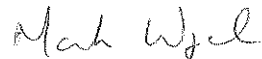
The only stocking change affects the Class 5 Vendor. Effective October 1, 2010, the minimum stock of frozen juice concentrate will change from 12 containers to 8 containers. Class 5 vendors are asked to continue to maintain at least 2 varieties of frozen juice concentrate.

We anticipate mailing the food lists (shopping guides) by October 10, 2010. These changes will become effective immediately. Please take some time to review the revised food list with employees and the accompanying changes as WIC shoppers will be receiving their food lists simultaneously and may begin purchasing the foods as described above.

The revised food list (Cashier's Guide) will have an effective date of October 1, 2010 printed at the base of the cover page. When you receive your revised copies, please discard any Cashier's Guides with the effective date of October 1, 2009.

If you have questions or concerns, either call the WV WIC Vendor Unit at (304) 558-1115 or e-mail us at www.dhhrwicvu@wv.gov.

Respectfully,



Mark Wigal
Vendor Unit Coordinator