



STATE OF WEST VIRGINIA
DEPARTMENT OF HEALTH AND HUMAN RESOURCES

Joe Manchin III
Governor

Martha Yeager Walker
Secretary

West Virginia WIC Program

July 24, 2009

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 changing its food package to better meet the needs of its participants. This much anticipated change to WIC is taking place nationwide. You can expect implementation to begin on October 1, 2009 when the following changes to WIC foods will take effect.

New Foods

- ❖ Fresh fruits and vegetables – Women and children will receive a Cash Value Voucher of \$6, \$8 or \$10 per month to purchase fresh fruits and vegetables
- ❖ 100% whole wheat bread – Women will receive one (1) pound and children will receive two (2) pounds each month
 - Bread must be 100% whole wheat and be from the varieties listed on the shopping guide
- ❖ Baby foods – All infants will receive jarred fruits and vegetables in four (4) ounce jars, and jarred meat (in 2.5 ounce jars) as well. *The WV WIC Program currently does not have a contract with any baby food manufacturers. Vouchers will temporarily specify "any brand".*
- ❖ Soy beverage – As an alternative to milk for women and children as specified on the voucher
 - 8th Continent Regular Soy in 64 ounce carton
- ❖ Canned salmon - as an alternative to tuna
 - Five (5) ounce can **ONLY**
- ❖ Juice – 64 ounce containers (shelf stable or refrigerated) will be allowed
 - Only the type specified on the Shopping Guide
 - Stores will be required to stock at least two (2) kinds of 64 ounce juice

How Do the Changes Affect You and Your Store?

Participants will begin receiving vouchers for the new approved foods beginning October 1, 2009. It is important for you as a vendor to remember that participants who

have vouchers issued up through September 30, 2009 will have foods prescribed from the previous food list. As a vendor, it will be important for you to remind your staff the new and old food list will be in use simultaneously through the end of January, 2010. This will require you to maintain stock of those foods from the old and new food list. Examples of foods participants will still be purchasing with WIC vouchers through January, 2010 are:

- ❖ Juicy Juice in 46 ounce containers
- ❖ 46 ounce approved juices in cans and bottles
- ❖ 11.5 ounce approved juices shelf stable containers
- ❖ Infant Juice in four (4) ounce containers
- ❖ Eight (8) ounce packages of cheese
- ❖ Brick, Muenster, Provolone and Swiss cheeses in block, shredded and sliced varieties
- ❖ Carrots

Please compare your new Food List with the existing Food List brochure so that you can become familiar with the changes.

Additional changes you will need to become familiar with will be the redemption of the Cash Value Voucher. These vouchers will be issued in \$6, \$8 or \$10 dollar amounts. The Cash Value Voucher can only be redeemed for the purchase of fresh fruits and fresh vegetables. A list of "Not Allowed" fruit and vegetable types are included with this mailing. Please begin reviewing this "Not Allowed" information with your store employees so you have a better understanding of what to stock, and what is not available for WV WIC purchases.

The Cash Value Voucher may not be used for additional food or merchandise purchases. Should the dollar amount of the voucher be exceeded, the WIC participant has the option of paying for the amount over the cash value of the voucher with cash, check, debit-credit card, or SNAP. Please also remember that any sales tax associated with the amount of the purchase over the cash value voucher amount will be the responsibility of the WIC participant.

If your store uses POS devices, please make sure programming changes are made to your POS system so the use of the new WIC Cash Value Voucher will proceed smoothly.

Agreements and Training

Due to the multiple changes affecting vendors, you will be required to attend mandatory training, even if your store was recently authorized. The training will be offered on a regional basis, similar to reauthorization training. We anticipate training to begin the week of August 24, 2009. Multiple sessions will be offered in your region, and you may

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send as many employees as you deem necessary. Specific training dates, times and locations will be forwarded to you in a few weeks. Failure to attend one of the mandatory training sessions may keep you from receiving your new vendor agreement, thus forcing this Office to remove your store from the list of authorized WV WIC Vendors. Though you will receive a new vendor agreement after attending mandatory training, the effective dates of your new agreement will coincide with your existing agreement.

If you wish to remain an authorized WV WIC Vendor, you must be in compliance with new minimum stock requirements by October 1, 2009 (see attached).

Watch your mail for future notifications which will include minimum stocking requirements, requests for vendor prices, and training schedules. When you attend the training sessions, you will receive your new vendor handbook, video and additional training materials.

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

Enclosure