

WIC Vendor e-Bulletin

July 2022

Welcome to the Washington State Department of Health WIC Vendor e-Bulletin. Please share this with all staff involved in WIC. *READ, INITIAL, and place in WIC Training binder.*

You can find a copy of this document and back issues of e-Bulletins on our DOH WIC website: <http://www.doh.wa.gov/YouandYourFamily/WIC/WICVendors>.

Contact us at WICRetailManagement@doh.wa.gov or 1-800-841-1410 Ext. 2 if you have questions or need assistance.

CHECK SHELF TAGS FOR BABY CEREAL AND WHOLE GRAIN BREADS



Please make sure the shelf tags in your store are accurate. This will help provide a better shopping experience for WIC participants.

During monitor visits, we've noticed that some stores still have shelf tags for Gerber Rice baby cereal. This is no longer WIC Approved. Other baby cereal types such as Oatmeal, Barley, Multigrain, and Whole Wheat are allowed.

Also, check shelf tags on whole grain breads – as of May 2nd, WIC removed several whole grain options. Please scan the QR code below or visit [DOH 960-278 WIC Washington Shopping Guide - english](#) for updates. You can use the WIC shopper app to identify approved foods to be tagged, especially those food sizes recently changed and mentioned in the article below. [Get the WICShopper App | Washington State Department of Health](#) by clicking on this link or you can scan the QR code below.



Shopping Guide



WICShopper App

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OUNCE SIZE CHANGES IN FOOD CATEGORIES

There have been changes made to what is approved in the breakfast cereal, fish, and whole grain food categories.

Whole Grain Category: Though there were a few updates within the whole grain category, we'd especially like to highlight that **16-ounce 100% whole wheat bread is the only WIC approved size.** This includes hamburger buns, hotdog buns, and loaves of bread. The following 16oz breads are all options now approved:

UPC	16oz 100% Whole Wheat Bread	Subcategory
74323092301	Bimbo	Bread
72220001181	Franz	Bread
11110085290	Kroger	Bread
72945611030	Sara Lee Classic	Bread
21130182305	Signature Select	Bread
70552001473	WinCo	Bread
73410955925	Oroweat	Buns
73410955895	Oroweat	Buns
21130154562	Signature Select	Buns

Fish Category: Ounce sizes were updated to expand the WIC approved sizes.

Breakfast Cereal Category: Many cereals were removed from being WIC approved based on the ounce size. To review each brand and type of cereal that was removed, please scan the QR code or visit: [Tips for Buying WIC Breakfast Cereal \(wa.gov\)](#). The second page lists in red the package sizes that are no longer allowed. Please contact us if you have any questions.



Breakfast Cereal



MIR Document

For updated Minimum Inventory Requirements (MIR), please scan the QR code or visit: [960-138-MinimumInventoryRequirements.pdf \(wa.gov\)](#).

NOTE:

We recommend uploading the Approved Product List (APL) on a regular basis to keep your POS system up to date on WIC approved food changes. Please contact your POS provider for assistance in keeping your APL current.

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CHECKING EXPIRATION DATES

Please be sure to check expiration dates on foods on your shelves. We understand how busy your stores are and it can be easy to miss items that have longer shelf lives.



Evaporated milk, dried beans, and infant formula are some of the most common foods found expired on shelves. A good practice may be to check for dust on certain longer lasting items and be sure they are clean and not expired.

Reminder: Expired infant formula does not count towards minimum inventory requirements will result in a Notice of Violation. Your WIC Vendor contract states the following in the State Sanction table found on page 23:

Violation	First Instance	Second Instance	Subsequent Instances
Selling or make available for sale WIC approved infant formula when it is spoiled; has exceeded its "sell by," "best if used by," or other date limiting its sale or use; or the container is defective.	Notice of Violation and claim for cost of formula	Notice of Violation, claim for cost of formula, and \$100 fine.	Termination of Contract and 1 year disqualification

ACCURATE SHELF PRICING



Shelf Price: \$2.39

It's important to ensure your shelf prices match what's programmed into your POS system. For example, if the shelf price is \$2.39 yet it rings up as \$2.69, it can result in receiving a violation of your contract. Your WIC Vendor contract states the following in section 9 found on page 8:

9.1 In addition to complying with procedures for food pricing set forth in the Vendor Selection Criteria, the Contractor shall sell WIC approved foods to WIC participants at the same price charged to other customers.

Part of your contract includes program integrity. Our vendor compliance team conducts undercover buys to ensure all requirements are met such as what is charged to WIC. When a shelf price is different than what rings up and charges the WIC program a greater amount, this will result in a Notice of Violation.

You can review the contract by scanning the QR code. Please contact us if you have questions related to any contract requirements.



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CHECKING WIC FOOD BENEFIT BALANCE WITHOUT PURCHASE

YOUR STORE NAME
1234 ANY STREET ADDRESS
YOUR TOWN, STATE, ZIP CODE

TERMINAL ID: WICW006
MERCHANT TERM ID: WICW006001
CLERK ID: 123
DATE & TIME: 09/17/2018 10:25 AM
SEQUENCE NUMBER: 037
CARD: *****0007
AUTH CODE: 123499

BALANCE INQUIRY

BENEFITS EXPIRE ON 10-04-2018

QTY	UNITS	DESCRIPTION
4.00	lb	Cheese
2.00	doz	Eggs
40.00	oz	Breakfast Cereal
15.00	cont	Beans/Peas/Peanut Butter
3.00	cont	Peanut Butter
6.00	cont	Beans/Peas/Peanut Butter
5.00	oz	Light Tuna
4.00	oz	Infant Cereal w/o Fruit
1.00	oz	Infant Meats
15.00	oz	Whole Grn Brd/Tort/Rice
4.00	cont	Enf LIP w/lr Pwd
3.00	gal	Whole Milk - Generic
3.00	gal	2%, 1%, ½% or Skim Milk
5.00	cont	11.5/12.0/46/48 oz Juice
10.00	\$\$\$	Fruit and Vegetables

**** CARDHOLDER COPY ****
****PLEASE SAVE THIS RECEIPT****

Stores are required, per the WIC Vendor Contract, to allow a WIC participant to check their WIC card balance without having to make a purchase if they ask.

Your WIC Vendor contract states the following in section 4 found on page 6.

4.1.3 Allow the WIC participant to check their food benefit balance without having to make a purchase.

WIC participants need only provide their card number and they should be permitted to see their benefit balance. Some participants may not have access to a smartphone with the WIC Shopper app to check their balance.

Mid-Transaction Receipt Reminder: Always offer WIC participants the mid-transaction receipt to review, which prints after sliding their WIC Card and entering their PIN, **BEFORE** they approve the WIC charges using the PIN pad. This is the only opportunity to make changes to the WIC transaction.

SNAP PRODUCE MATCH PROGRAM

Is your store currently participating in the SNAP Produce Match incentive program? If not, we'd like to share what it is and how to participate in this program if interested.

If customers participate in SNAP/EBT, they:

1. Use their EBT card to buy at least \$10 of fresh and frozen fruits and vegetables with no added salt, sugar, or fat.
2. Save the \$5 coupon that prints on the bottom of their receipt.
3. Use the coupon to buy fruits and vegetables during their next shopping trip.

If you'd like more information in participating in the SNAP Produce Match Program, please contact SNAP.ProduceMatch@doh.wa.gov or phone (360) 236-3148.



If at any time you need to order SNAP Produce Match materials for your store, you can access the request form by scanning the QR code or visit:

<https://fortress.wa.gov/doh/opinio/s?s=SNAPProduceMatchMaterials>



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INTERACTIVE TRAINING SCHEDULE

Stores that have not met their training requirement must attend an interactive training by the end of the current contract period of September 30, 2023. If your store has met this requirement, this is a great opportunity for a refresher or for new staff to learn about WIC. **If you're unsure that your store has met this requirement, please contact us.**

English Online Trainings

Your store can sign up for an English online training by registering at [WIC Vendor Training Information : Washington State Department of Health](#) or by scanning the QR code for one of the following dates/times:

- July 13, 2022: 2:00pm – 3:30pm
- August 17, 2022: 9:00am – 10:30am
- September 14, 2022: 2:00pm – 3:30pm
- October 12, 2022: 9:00am – 10:30am
- November 16, 2022: 2:00pm – 3:30pm
- December 14, 2022: 9:00am – 10:30am



English In-Person Trainings

Your store can sign up for an English in-person training by registering at [2022 WIC Vendor Training In-Person \(wa.gov\)](#) or by scanning the QR code for one of the following dates/times:

Date / Time	Location
October 18 th 10:00am - 12:00pm	Snohomish County Health District 3020 Rucker Ave, Everett *Mask recommended
October 18 th 1:00pm - 3:00pm	Snohomish County Health District 3020 Rucker Ave, Everett *Mask recommended
October 19 th 10:00am – 12:00pm	Northshore Public Health 13030 121 st Way, Suite 202, Kirkland *Mask recommended
October 19 th 1:00pm – 3:00pm	Northshore Public Health 13030 121 st Way, Suite 202, Kirkland *Mask recommended



*Mask guidance as of 4/1/22.

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ORDERING VENDOR SUPPLIES

If you're in need of WIC Vendor Supplies, you can request these at:
<https://fortress.wa.gov/doh/opinio/s?s=WICVendSupp> or by scanning the QR code.



You can request supplies such as: Vendor Training Guides, Shopping Guides, WIC Wisdom Activities, Employee Training Records, Tender Cards, WIC Accepted Here Window Clings, Shelf Tags, and more.

Please fill out the contact information accurately to ensure you receive your request promptly.



CASH VALUE BENEFIT (CVB) INCREASE - Extended Through September 30, 2022

On March 15, 2022, President Biden signed the \$1.5 trillion omnibus spending package into law after Congress approved the legislation. This act officially extends the WIC fruit and vegetable (CVB) benefit increase through September 30, 2022, permitting WIC to issue heightened benefits for fresh or frozen fruits and vegetables that reflect science-based recommendations. Since October 2021, WIC has been able to issue fruits and vegetables at \$24/month for children, \$43/month for pregnant and postpartum participants, and \$47/month for breastfeeding participants.

This is a significant benefit increase for all eligible participants and will help to promote healthy food choices. We are asking our WIC vendors to help promote this additional benefit.

Need reports, technical assistance or have a question?

Call us or email us at 1-800-841-1410 or WICRetailManagement@doh.wa.gov.

This institution is an equal opportunity provider. **Washington WIC doesn't discriminate. To request this document in another format, call 1-800-841-1410. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email**

WIC@doh.wa.gov. DOH 963-117 July 2022

