

WIC Vendor e-Bulletin

October 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.

FOOD SEGMENT *WIC Approved Food Changes*

Quaker Instant Oatmeal – The manufacturer is discontinuing the 11.8 oz of oatmeal allowed on WIC. This oatmeal size will be off the shelf by the end of November 2022. Unfortunately, WIC is unable to update the Shopping Guide at this time.

Buttermilk and Kefir Milk – The following milk products were added to the APL. More may be added as participants submit products that they find while shopping. Buttermilk and kefir being added to the APL may increase the demand.

Buttermilk Whole		
Name	Size	UPC
Darigold Cultured Bulgarian Whole Buttermilk	Quart	026400410355
Kroger Cultured Whole Buttermilk	Half Gallon	011110427120

Buttermilk-Lower Fat (Skim & 1%)		
Name	Size	UPC
Kroger Cultured Low-fat 1% Buttermilk	Quart	011110427052
Kroger Cultured Low-fat 1% Buttermilk	Half Gallon	011110427014

Kefir-Lower Fat (Skim & 1%)		
Name	Size	UPC
Lifeway Kefir Plain Cultured Low-fat 1%	Quart	017077102322
Lifeway Kefir Plain Cultured Nonfat	Quart	017077501323

Buttermilk-Reduced Fat (1.5% & 2%)		
Name	Size	UPC
Lucerne Cultured Reduced Fat 1.5% Buttermilk	Quart	021130071043
Lucerne Cultured Reduced Fat 1.5% Buttermilk	Half Gallon	021130070169

If you have any questions, please contact WaWICFoods@doh.wa.gov.

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INFANT FORMULA RETRACTION PLAN

In response to the infant formula recall earlier this year, WIC added a total of 93 temporary WIC approved formulas. WIC will start to phase out these temporary formulas by no longer issuing them to WIC participants beginning November 1, 2022. The first phase includes formulas that WIC participants have not purchased in the past three months. The below list includes formulas that will no longer be WIC approved effective February 28, 2022.

Please note that Similac for Spit-Up 12.5 oz (UPC: 070074567310) is no longer a WIC approved formula it has been discontinued.

Formula Name	Type	Size	UPC
Comfort Advantage	Powder	23.2 oz	041260381171
Comfort Sensitivity	Powder	22.5 oz	041260381188
Comfort Sensitivity	Powder	33.2 oz	041260381232
Enfamil A.R.	Ready to Feed	6pk-8oz	300875103005
Enfamil Gentlease	Powder	19.9 oz	300875119785
Enfamil Infant	Concentrate	13 oz	300871367418
Enfamil ProSobee	Concentrate	13 oz	300871195417
Enfamil Reguline	Ready to Feed	6pk-8oz	300875111086
Gerber Good Start Soy	Concentrate	8.1 oz	050000338689
Parent's Choice Advantage	Powder	12.4 oz	078742058573
Parent's Choice Advantage	Powder	23.2 oz	078742018782
Parent's Choice Complete Comfort	Powder	22.5 oz	681131350198
Parent's Choice Complete Comfort	Powder	29.8 oz	681131350204
Parent's Choice Gentle	Powder	12 oz	078742012650
Parent's Choice Sensitivity	Powder	12 oz	078742032542
Parent's Choice Sensitivity	Powder	22.5 oz	078742067322
Signature Care Gentle	Powder	21.5 oz	079893002866
Up & Up Advantage	Powder	23.2 oz	683744963482
Up & Up Complete Comfort	Powder	29.8 oz	683744964137
Up & Up Sensitivity	Powder	22.5 oz	683744963468
Similac for Spit-Up	Powder	12.5 oz	070074567310

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ANNUAL TRAINING DOCUMENT

WIC VENDOR TRAINING 2022 ANNUAL REQUIREMENTS



To meet WIC Nutrition Program annual training requirements, store employees involved with WIC should read this information. The store must keep a record of employees who read this for our (Department of Health) WIC staff to review.

PURPOSE OF WIC

WIC is a nutrition program for women, infants, and children. It offers nutrition education, breastfeeding support, health screenings and referrals, food benefits, and prescription-based benefits. It promotes healthy outcomes for pregnant people, new and breastfeeding moms, infants, and children up to 5 years of age.

The WIC program approves foods with specific nutrients including calcium, fiber, iron, protein, and vitamins A and C. Approved foods must meet federal and state nutritional requirements.

WIC participants get a food prescription based on their nutrition needs. By selling WIC approved foods, you help them get the nutritional benefits they need.

2021 WIC PARTICIPANT DATA OUTCOMES

Almost 650 vendors served over 196,000 WIC customers in Washington state.

You are helping people who participate in WIC. 142,536 infants and children, and 53,868 women got nutritious foods.

Helping WIC families get nutritious foods also helps your store.

WIC vendors received \$74,590,601.

Of that, \$13,828,869 was spent on just fruits and vegetables; \$3 to \$4 more spent at the store for every WIC dollar spent.



WIC APPROVED FOOD CHANGES

In 2022, many WIC approved foods changed due to product recalls, food shortages, and nutrition and food package requirements. Changes affected infant formula, breakfast cereal, fish, and whole grains. Below are details:

Infant Formula: In February 2022, Abbott recalled specific Similac powder formulas. In response, we added temporary formulas to increase availability for families. Find current WIC approved infant formula types and sizes at [WIC Authorized Infant Formula](#).

The Annual Training Document was sent out via email on September 28th. To meet WIC Nutrition Program annual training requirements, store employees involved with WIC should read this information. The store must keep a record of employees who read this for our (Department of Health) WIC staff to review. Please let us know if you didn't receive it and we'll send it to you. You can view it at <https://doh.wa.gov/you-and-your-family/wic/wic-vendors/training> by clicking on the link for "Annual Training Requirements" or scanning the QR code below.



Annual Training Document

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.



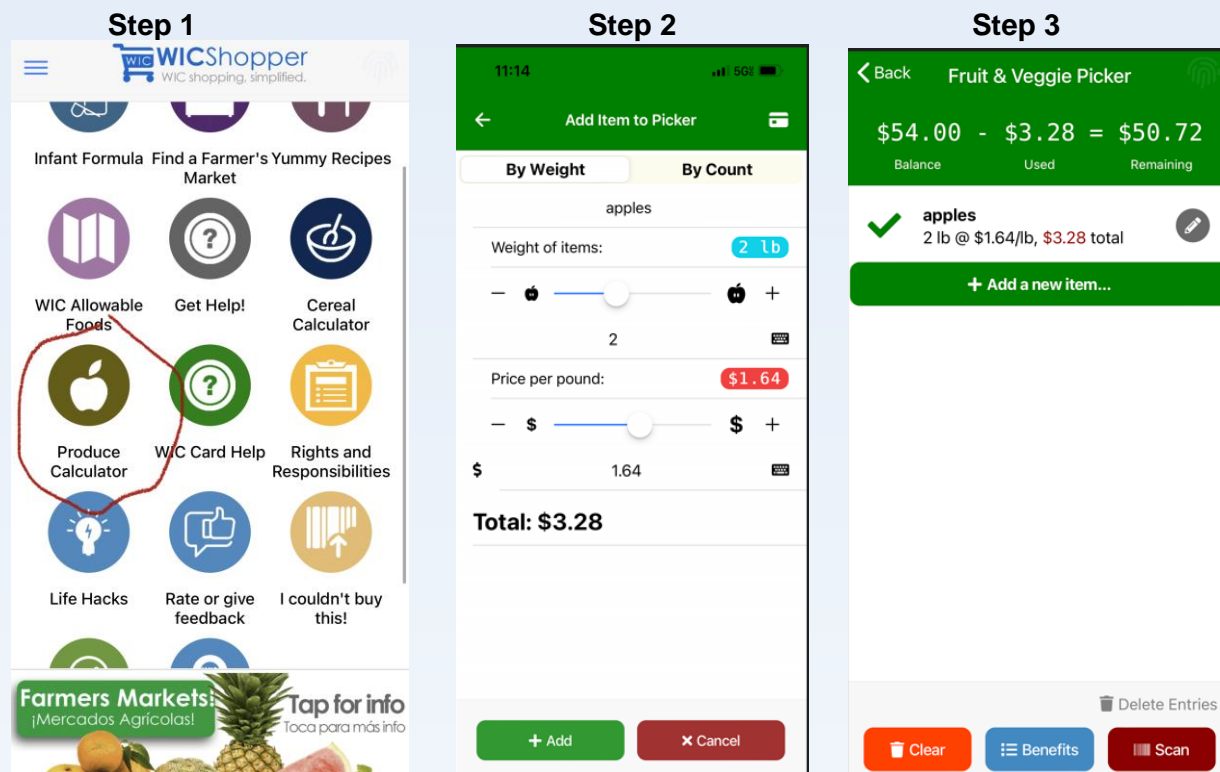
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WIC SHOPPER APP HIGHLIGHT: PRODUCE CALCULATOR

The WICShopper app contains many tools to help aid WIC participants in utilizing their benefits. One tool is the Produce Calculator. If WIC benefits are attached to a participant's app, the Fruit & Vegetable cash amount will appear when they open the Produce Calculator shown in **Step 1** below. It can calculate the total cost by entering the weight or quantity and price shown in **Step 2**. You can add multiple produce items to calculate. If the WIC benefits are attached to the app, it will show how much is available to spend and how much would remain. This is shown in **Step 3**.

This feature allows participants to be prepared before making their grocery purchase.



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CHECK SHELF TAGS



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.

Many cereals lost WIC approval based on the size. To review each brand and type of cereal removed, scan this QR code or go to <https://doh.wa.gov/sites/default/files/2022-02/961-1253-TipsForBuyingWICBreakfastCereal-en.pdf?uid=62b4b0729f1b5>. The website lists package sizes no longer allowed in red.



Breakfast Cereal Guide

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 <https://doh.wa.gov/sites/default/files/2022-02/960-278-WICShoppingGuide-en.pdf> 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. <https://doh.wa.gov/you-and-your-family/wic/shopping-wic/wicshopper-app> by clicking on this link or you can scan the QR code below.



Shopping Guide



WIC Shopper App

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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.

INTERACTIVE TRAINING SCHEDULE

Stores that have not met their training requirement must attend an interactive training. We have three online training opportunities. Please register and attend one by the end of 2022. At this time, we're not planning to schedule additional trainings for 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 <https://doh.wa.gov/you-and-your-family/wic/wic-vendors/training> or by scanning the QR code for one of the following dates/times:

- October 12, 2022: 9:00am – 10:30am
- November 16, 2022: 2:00pm – 3:30pm
- December 14, 2022: 9:00am – 10:30am



Note: We have canceled the Snohomish County Health District In-Person trainings on October 18th and the Northshore Public Health In-Person trainings on October 19th due to masking mandates and minimal registration. We will notify everyone that was registered and ask you to sign up for one of the remaining online trainings this year.

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CASH VALUE BENEFIT (CVB) INCREASE EXTENDED THROUGH 2022



USE WIC FIRST!

Use your WIC Card first at the register, before other benefits like SNAP.



THINK FROZEN TOO!

If you have freezer space, frozen vegetables and fruits are great for smoothies and easy sides at mealtime.



MAKE IT EASY!

Choose already cut-up fruits and vegetables, or packaged lettuce and vegetables for quick meals or snacks.



BUY YOUR FAVORITES!

Fill your fruit bowl with seasonal fruit, like oranges and pears. Shop often for kale, beets, sweet potatoes, and broccoli.



STOCK UP NOW!

Buy more fruits and vegetables that keep longer, like apples, cabbage, carrots, potatoes, onions, and winter squash.

The Cash Value Benefit (CVB) has increased to give WIC participants more opportunities to purchase fresh and frozen produce. A Continuing Resolution has been approved by Congress to extend the enhanced WIC fruits and vegetables benefit through the **end of the calendar year 2022**. USDA recently confirmed that these benefits will be adjusted for inflation, providing **\$25/month** for children, **\$44/month** for pregnant and postpartum participants, and **\$49/month** for breastfeeding participants to purchase fruits and vegetables.

These amounts are a slight increase from the previous package. WIC participants will have now until the end of this year to utilize this enhanced package to buy more fruits and vegetables. There are several ways they can optimize these benefits, including buying frozen and cut-up produce.

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.

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CONTACT US

Washington State Department of Health

Office of Nutrition Services, WIC Vendor Management

(800) 841-1410 Ext. 2

WICRetailManagement@doh.wa.gov

<https://www.doh.wa.gov/YouandYourFamily/WIC/WICVendors>

WIC Foods: WaWICFoods@doh.wa.gov

Complaints: www.doh.wa.gov/youandyourfamily/WIC/makeacomplaint

For all POS related issues contact your POS Provider

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

