



# Maryland WIC

Better Nutrition Brighter Future

## VENDOR UPDATE Summer 2015



### INFANT FORMULA CHANGE

Effective October 1, 2015, Nestle Nutrition U.S. will be the infant formula rebate contractor for soy-based infant formulas (Gerber Good Start Soy) for the Maryland WIC Program. Abbott Laboratories will continue as the infant formula rebate contractor for milk-based infant formulas (Similac Advance).



The WIC Program is required to prescribe formulas manufactured by rebate contractor(s); therefore, you will begin seeing checks for Gerber Good Start Soy formulas starting October 1, 2015. You will continue to see checks prescribing Enfamil Prosobee formula in October, but the quantity of those checks will diminish throughout the month.

Gerber Good Start Soy will also become the new minimum stock requirement for soy-based infant formula. The WIC Program realizes that vendors have limited shelf space and that a transition period will be required in order to stock both brands of soy-based infant formula. Therefore, during the months of September and October, the minimum stocking requirement of infant formula will be relaxed. However, effective November 1, 2015, the minimum required stock of infant formulas that must be carried by Maryland WIC authorized vendors is:

Quantity	Type of Formula
17	13 oz. cans of Similac Advance w/Iron Liquid Concentrate
27	12.4 oz. cans of Similac Advance w/Iron Powder
19	12.1 oz. cans of Gerber Good Start Soy Liquid Concentrate
10	12.9 oz. cans of Gerber Good Start Soy Powder

You are also reminded that if you are a retail/pharmacy combination or pharmacy only vendor, you are required to provide any formula prescribed on a WIC check within 48 hours, excluding weekends and holidays. If you have any questions or concerns, please contact Maura Shea at 410-767-5258 or [maura.shea@maryland.gov](mailto:maura.shea@maryland.gov).

### MOVING OR SELLING YOUR STORE; CLOSING TEMPORARILY

If you are moving or selling your store, please notify the Maryland WIC Program at least 30 days in advance. **Selling your store does not transfer your WIC authorization!** Any change in ownership or rights of ownership, cessation of operation, or relocation of a store terminates the Retail Vendor Agreement and the vendor's authorization to operate as a WIC vendor. The new owner must apply to the Maryland WIC Program for authorization. You are also required to return your WIC vendor stamps to the Maryland WIC Program.



Is your store closing temporarily? If more than thirty (30) days are needed to reopen your business due to renovations, fire, or natural disaster, you must reapply for authorization and be approved as a WIC vendor in order to operate as a WIC Vendor. If you are planning to sell, relocate, or close your store or have any other questions, please contact Andrea Tompkins at 410-767-5251 or Seena Desai at 410-767-5233.

## Supporting Breastfeeding in Maryland's Business Community

Dana Silver, MD, FAAP, FABM

Vice President, Maryland Breastfeeding Coalition and  
Member, Maryland WIC Advisory Council

For many years, the rate of breastfeeding in the U.S. was very low. We were accustomed to seeing babies fed by bottles. Now, the majority of new mothers are breastfeeding their babies, and there is a push to "normalize" breastfeeding across society. The Affordable Care Act mandates that employers provide time and space for a breastfeeding employee to express her milk. In addition, Maryland law protects breastfeeding in public, even though many women still face criticism and shame from some individuals who are unaware of the law.

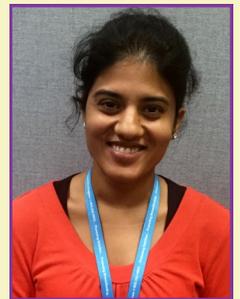
With the goal to raise awareness of these issues, the Maryland Breastfeeding Coalition will soon be launching a "Breastfeeding Welcome Here Campaign" focused on educating businesses and asking them to sign a pledge to provide a welcoming environment, where breastfeeding mothers may sit in any area open to the general public and enjoy a friendly attitude from staff and management while breastfeeding.

Making a business breastfeeding-friendly is not just good for the health of a mother and her baby. It is good for the bottom line. Women make the majority of consumer purchases. Mothers who know they are supported are more likely to frequent a particular business.

The Maryland Breastfeeding Coalition will also soon launch its 6<sup>th</sup> annual Breastfeeding-Friendly Workplace Awards to recognize and honor workplaces that support their employees as well as their customers! To find out more about either of these programs visit [www.mdbfc.org](http://www.mdbfc.org) or email your questions to [president@mdbfc.org](mailto:president@mdbfc.org).

### NEW STAFF

Seena Desai has joined the Vendor Authorization Unit as an authorization and training specialist. Prior to joining Maryland WIC, Seena worked for North Carolina WIC for 4 years as a Vendor Coordinator. Her primary focus was vendor authorization, training, and compliance for the Forsyth County WIC Program. Prior to working in vendor, Seena worked on the clinic side of WIC for 2 years, making her a well rounded asset to our WIC team. Seena can be reached at 410-767-5233 or [seena.desai@maryland.gov](mailto:seena.desai@maryland.gov). Welcome to the team Seena!



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