



Maryland WIC

Better Nutrition Brighter Future

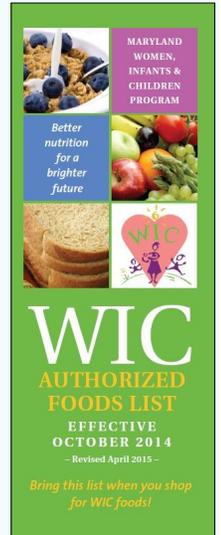
VENDOR UPDATE Spring 2015



2014 WIC AUTHORIZED FOODS LIST

A revision to the October 2014 Maryland WIC Authorized Foods List went into effect on **April 1, 2015**. The new WIC Authorized Foods List (image on right) includes the following revisions:

- **Milk:**
On the "Do Not Buy" list: Added super skim or ultra skim.
- **Fruit and Vegetable Check—Fresh, Frozen and Canned:**
On the "Do Not Buy" list: Removed all white, red-skinned, or gold potatoes since WIC will now allow all fresh, frozen or canned potatoes that do not contain any breading, butter, sauce, fat, or oil. French fries and tater tots will remain on the "Do Not Buy" list as they contain ingredients that are not allowed.
- **Fruit and Vegetable Check—Canned:**
On the "Do Not Buy" list: Added pouches or smoothies.
- **Breads & Rolls:**
Added to Breads: Schmidt Old Tyme 100% Whole Wheat Bread; ShopRite 100% Whole Wheat Bread; and Stern's 100% Whole Wheat Bread.
Removed from Breads: Safeway 100% Whole Wheat Bread.
Added to Rolls: Stern's 100% Whole Wheat Rolls.
Removed from Rolls: Nature's Own 100% Whole Wheat Rolls.
- **Tofu:**
Removed: Azumaya: Lite Extra Firm House: Soft (Silken); and Nasoya: Extra Firm, Firm, Cubed, Soft, Lite Firm, and Lite Silken.
Changed: Container size to *16 ounces* only.



Both the revised (Effective April 2015) and current (Effective October 2014) WIC Authorized Foods Lists must be honored through June 30, 2015. Beginning July 1, 2015, only the Revised Foods List is authorized. A supply of the new foods list has been mailed to each store. The Required Minimum Stock has not been changed. Please ensure that all store personnel are familiar with these revisions. The WIC Authorized Foods List is also available online at www.mdwic.org. If you require additional copies of the English or Spanish version of the WIC Authorized Foods List, please contact the Vendor Unit.

VENDOR TRAINING

2014 Annual Vendor Training was held in October, with make-up sessions in November, and attendance was great with over 95% of our vendors attending. Great job everyone! This was the first year using "Go to Meeting" to conduct the training sessions which received high praise from our retailers. Next year, Annual Vendor Training will be held in August so that our vendors are better prepared for potential programmatic changes that might occur in October.

The 2015 Cashier Training schedule was mailed to all vendors in December. We encourage you to take advantage of these training opportunities. Well-trained cashiers equal fewer rejected checks. The Cashier Training Schedule is also available online at www.mdwic.org. The kick off for Farmer Training was held during this year's Annual Farmers' Market Conference at the Department of Agriculture on March 17. If you have any questions about training, please contact Terri Buckler at 410-767-5722.

eWIC CORNER

All State WIC Programs are under a federal mandate to convert from paper WIC checks to an electronic food distribution system by October 2020. This system is called eWIC. There are currently 14 State WIC Programs that have implemented eWIC using either an on-line magnetic stripe card, or an offline SmartCard system.

The Maryland WIC Program received a federal grant to complete a feasibility study in order determine the best eWIC solution for all Maryland stakeholders. With the help of our Maryland WIC authorized retail grocers, the on-line magnetic stripe card eWIC system was chosen as the best option for Maryland. With this system, all WIC customers will have a magnetic stripe card, similar to a credit card. This eWIC card will allow the WIC customer to purchase their family's prescribed WIC foods at a Maryland WIC authorized retail store.

Over the next few years, the Maryland WIC Program will be working to implement eWIC. The current timeline provides for an eWIC pilot to begin in May 2016. The location of the pilot has not yet been determined, but all stakeholders will be notified once this information is known. After the pilot phase is completed, the remaining areas of the state will be converted to eWIC with full implementation estimated to be completed by May 2017.

A major component of the eWIC system is maintaining an authorized product list (APL) which contains a list of all WIC authorized foods in the state. Maintaining an accurate list will ensure a smoother eWIC transaction at the register. Maryland is working to compile the APL and will be reaching out to our WIC retailers to request a list of WIC authorized foods, if available.

NEW STAFF

Maryland WIC is happy to announce that as of July 2014, Maura Shea (top right) has been appointed to the position of Chief of Vendor Operations. Ms. Shea started in the Maryland WIC Program's Vendor Unit in 2011 and since that time has worked in other areas of the program. She is enjoying being back with the vendor team and working with Maryland WIC retailers!



The Vendor Operations Unit is pleased to announce that Andrea Tompkins (bottom right) has joined the Maryland WIC Program as a Vendor Authorization and Training Specialist. Andrea earned her Bachelor's degree in Recreation Administration with a minor in Recreational Therapy from San Diego State University and a Master's degree in Adult Education and Training from the University of Phoenix. She worked in the field of recreation for 10 years. The community service aspect of this position led her to the field of law enforcement where she became a deputy sheriff for one of the largest law enforcement agencies in California. Most recently, Andrea was a Pre-GED instructor before coming to the Maryland WIC Program. Andrea can be reached at [410-767-5251](tel:410-767-5251) or andrea.tomkins@maryland.gov. Welcome to the team Andrea!



We also want to announce that Siwon Lee, who worked in the Vendor Operations Unit for 6 years, is no longer with the Vendor Unit, but is still serving the Maryland WIC Program as part of the Information Technology Unit. Any vendor questions can be directed to Terri Buckler at 410-767-5722 or Andrea Tompkins at 410-767-5251.

Maryland Department of Health and Mental
Hygiene, Prevention and Health Promotion
Maryland WIC Program
201 W. Preston Street, 1st Floor
Baltimore, MD 21201
1-800-242-4842



Larry Hogan, Governor
Boyd Rutherford, Lt. Governor
Van Mitchell, Secretary, DHMH

The U.S Department of Agriculture prohibits discrimination against its customers, employees, and applicants for employment on the bases of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or all or part of an individual's income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Department. (Not all prohibited bases will apply to all programs and/or employment activities.)

If you wish to file a Civil Rights program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](http://www.ascr.usda.gov/complaint_filing_cust.html), found online at http://www.ascr.usda.gov/complaint_filing_cust.html, or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at program.intake@usda.gov. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800)877-8339; or (800)845-6136 (Spanish).

USDA is an equal opportunity provider and employer.