



VENDOR UPDATE

Winter 2011

A Publication of the Maryland WIC Program
Maryland Department of Health and Mental Hygiene, Family Health Administration
Martin O'Malley, Governor – Anthony G. Brown, Lt. Governor – John M. Colmers, Secretary



2011 AUTHORIZED FOODS LIST

The 2011 Maryland WIC Authorized Foods List is currently being printed and will be effective January 1, 2011. The 2011 Authorized Foods List incorporates the following additions and changes:

The front cover panel of the 2011 WIC Authorized Foods List reflects a January 2011 effective date and the color is green (salmon for the Spanish version).

The Fruit Juice section has been revised to allow container sizes in 59 - 64 ounces including refrigerated paper cartons. **Also, any brand of pineapple juice may now be purchased.** Half-gallon size 8th Continent Original and quart size Pacific Natural Foods Ultra Soy Plain **Soy Beverages** have been added and are allowed if printed on the WIC check. Azumaya, House, and Nasoya brands of **Tofu** have been added and are allowed if printed on the WIC checks. The Soft Corn & Whole Wheat Tortillas section adds Mission Yellow Corn or Whole Wheat Tortillas and Ortega Whole Wheat Tortillas.

Boil-in-bag brown rice is now allowed. Multi-packs of infant fruits and vegetables are now allowed (**a two pack counts as 2 containers**) and **baby foods with a combination of single fruit or single vegetables are now allowed.**

Please be sure that all store personnel are familiar with these revisions. **You must honor both the 2011 WIC Authorized Foods List and the January 2010 revision of the 2009 WIC Authorized Foods Lists (pink cover for English, blue for Spanish) until April 1, 2011.**

A supply of the 2011 WIC Authorized Foods List will be sent to each store. The 2011 WIC Authorized Foods List is also available online at www.mdwic.org. If you have any questions about the new foods list, please contact James A. Butler at 410-767-5258, Margaret Eng at 410-767-5246, or call toll free 1-800-242-4WIC (4942).



VENDOR SHELF PRICES

Prices for the first quarter of 2011 are due no later than January 14, 2011. Please remember to provide your price list only on or after the effective date (January 1, 2011) as requested by this office. Chain stores (Giant, Safeway, Wal-Mart, Food Lion etc.) should not submit price sheets. Your corporate contact will submit prices for your entire chain. If you are responsible for submitting prices, please ensure that your UPC codes conform to the 8, 12, or 13 digit format – **do not substitute zeros in place of unknown digits!** You must also provide the check digits (the leading and ending digits of the code). Registered CART users are required to use the CART online system to submit prices for their stores. Lastly, your price submission form should not reflect food items that are not WIC authorized. If you have any question about shelf price submission, please contact JoAnn McGowen at 410-767-5251, Mr. Siwon Lee at 410-767-5433, or call 1-800-242-4WIC (4942) toll free.



SIMILAC SOY FORMULA CHANGES

In December 2010, Abbott Nutrition, manufacturer of Similac Brand infant formulas, implemented changes to their soy formulas. These changes affected the product name and label. Similac Sensitive Isomil Soy will now be called Similac Soy Isomil. The lids for both the Similac Soy Isomil and Similac Go & Grow Soy have changed from ORANGE to RED. Maryland WIC checks prescribing Similac Soy Isomil will read as follows during the transition period: Similac Soy Isomil or Similac Sensitive Isomil Soy, Powder, 12.4 oz. If you have questions about this change, please contact James A. Butler at 410-767-5258 Margaret Eng at 410-767-5246, or call toll free 1-800-242-4WIC (4942).



2011 WIC VENDOR MANUAL

The 2011 WIC Vendor Manual will be mailed to all authorized vendors and corporate contact persons in February. Please replace the contents of your Vendor Manual binders. The 2011 WIC Vendor Manual is also available in Korean or Spanish upon request. The 2011 WIC Vendor Manual is available online in Adobe PDF at www.mdwic.org in English, Korean, and Spanish. If you require additional copies of the manual, contact JoAnn McGowen at 410-767-5251, Mr. Siwon Lee at 410-767-5433, or call 1-800-242-4WIC (4942) toll free.



STORE PROMOTIONS

Please remember if your store offers promotional incentives such as Club Cards, buy one get one free, cents-off coupons, discounts for use of cloth shopping bags, or any other incentives offered to shoppers, you must provide the same courtesy to your WIC customers. If a WIC customer takes advantage of buy one get one free, the free item is not counted toward the total ounces being purchased. Please also remember that the WIC acronym and logo are copyrighted and may not be used in store circulars, promotional materials or shelf talkers without the expressed approval of the Maryland WIC Program. If you have any questions about store promotions, please contact James A. Butler at 410-767-5258 or 1-800-242-4WIC (4942) toll free.



The Vendor Update is a publication of the Maryland WIC Program.

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