



Maryland WIC Program

2009 Annual Vendor Training Presentation



Please Sign In!





Agenda

- Welcome
- Introductions
- What is WIC?
- New WIC Foods
- Fruit and Vegetable Checks
- Minimum Stock Requirements
- 2009 Authorized Foods List
- WIC ID Folder
- Updated Vendor Materials
- Complaint Process
- Questions and Answers
- Evaluations



What Is WIC?

WIC (Women, Infants, and Children) is a supplemental nutrition program funded by the U.S. Department of Agriculture and is Administered in Maryland by the Department of Health and Mental Hygiene. WIC services are provided in Maryland to nearly 151,000 eligible Participants at 18 WIC Local Agencies with clinics statewide.



What Is WIC?

The Maryland WIC Program provides supplemental nutritional foods for:

- ✓ Women who are pregnant, breastfeeding or have recently had a baby
- ✓ Infants from birth to age 1
- ✓ Children up to 5 years of age





What Is WIC?

WIC participants receive nutrition education, breastfeeding support, health screening and referrals to other health and community support programs.

WIC participants must:

- ✓ Live in Maryland
- ✓ Meet Income Guidelines
- ✓ Have a nutritional need





The Role of The WIC Vendor

- The WIC vendor plays a key role in ensuring WIC Participants are able to obtain the food items prescribed by the WIC Program.
- How your customers feel about their shopping experience determines whether or not they will come back to your store.





The Maryland WIC Program appreciates the hard work of the many dedicated store personnel like yourselves who work tirelessly to serve all of their customers.

THANK YOU!



New WIC Foods

For the first time in over 30 years, the WIC foods are being changed. The changes offer a greater variety of choices, including culturally appropriate foods, and provide a better balance of nutrients to promote health and lower the risk of chronic diseases.





New WIC Foods

- Vegetables and fruit have been added. (Fresh, frozen, and canned forms are allowed.)
- There are certain "Do Not Buy" vegetables and fruit (such as no white potatoes and no party platters), but more flexibility in choices.
- Whole wheat bread, brown rice, and whole wheat or soft corn tortillas are allowed when written on check.



New WIC Foods

Baby Foods

- Infant vegetables & fruits, 2nd stage, single flavor, without added sugars, starches, or salt (i.e., sodium) are now allowed.
- Infant meat, 1st or 2nd stage, single ingredient (chicken, turkey, beef, lamb, veal, or ham) is now allowed.
- Any brand will be allowed (Gerber, Beechnut, Nature's Goodness).



New WIC Foods

- Canned salmon and sardines are now allowed along with light tuna when written on the WIC check.

Foods that have decreased:

- Amounts of milk, cheese, eggs, and juice have decreased.
- Only single strength juices will be authorized.
- Infant juice is no longer provided.

Changes to forms of food:

- Under age 2, children receive whole milk. Women and children age 2 and older will only receive low fat (1%) or fat free milk (Skim).
- 50% of the cereals on the authorized foods list are now whole grain.



The Fruit and Vegetable Check

What is a Fruit and Vegetable Check (FVC)?

- FVCs work just like other WIC checks except they may only be used for the purchase of allowed fruits and vegetables.
- FVC denominations are \$6, \$8, and \$10.
- FVC purchases may be combined with cash purchases (*if the total of the items being purchased exceeds the value of the voucher, the customer makes up the difference*) If the purchase exceeds the FVC denomination, write the full amount on the check.
- No change is given if the purchase amount is less than the FVC denomination.
- FVCs may not be combined (e.g. two \$6.00 FVCs combined to total \$12).



Standard WIC Checks

Current WIC Check Redemption

- The redemption procedures for other WIC checks has not changed except for the addition of the new foods on the description line(s).
- There are NO fruits or vegetables on a standard Maryland WIC Check.





Sample FVC

AGENCY'S IDENTIFICATION NUMBER 081112	AGENCY'S IDENTIFICATION NUMBER 300 003 400	NAME OF PARTY STATE AND STREET NO. 1 SAMPLE CHECK	CHECK NUMBER 10504396
ISSUED FOR May 11, 2009	ISSUED FOR May 11, 2009	ISSUED FOR June 10, 2009	ISSUED FOR June 10, 2009
FOOD PACKAGE (CHILD PACKAGE \$12) (Green arrow)		\$12 (Green arrow)	
* \$10 dollars for Fruits and Vegetables		(Green arrow)	
Fruits and vegetables (Green arrow)		(Green arrow)	
PROGRAM IDENTIFICATION NUMBER # 10504396# CD 24606574C 193-084513P		(Green arrow)	



New WIC Checks

		10000000
WIC CHECK #	WIC CHECK #	WIC CHECK #
WIC CHECK #	WIC CHECK #	WIC CHECK #
AUTOTEMP - NOT AGRICULTURE #PH08245P		
		10000000
WIC CHECK #	WIC CHECK #	WIC CHECK #
WIC CHECK #	WIC CHECK #	WIC CHECK #
AUTOTEMP - NOT AGRICULTURE #PH08245P		
Fruits and Vegetables		10000000
WIC CHECK #	WIC CHECK #	WIC CHECK #
WIC CHECK #	WIC CHECK #	WIC CHECK #



Minimum Required Stock:

Minimum Inventory (As of October 1, 2009):

- 4 gallons and 2 quarts of fluid whole milk.
- 10 gallons and 2 quarts fluid low fat (1% or fat free milk (skim)
- 6 pounds, 4 varieties of cheese (block or sliced) American, Cheddar, Colby, Monterey Jack, Mozzarella, Muenster (a new variety), Provolone, and Swiss. **(No sizes smaller than 8 oz. no individually wrapped.)**
- 6 dozen white eggs (medium or large). Store brand when available.



Minimum Required Stock:

- 3 pounds, 1lb pkg. dry beans (2 varieties)
- 12 cans, 14-16 oz size canned beans (3 varieties) **(No wax beans or sweet peas – these may be purchased with fruit and vegetable checks!) (No cans smaller than 14 ounces)**
- 6 jars of peanut butter 16-18 ounce size
- 30 ounces, 2 varieties of canned tuna, salmon, or sardines. **(Packed in water only!)**



Minimum Required Stock:

- 6 boxes cereal, 2 varieties (corn, wheat, oats, rice)
- 6 boxes whole grain, 2 varieties (wheat, oats), at least one must be hot cereal. (**No box sizes smaller than 12 ounces for cold cereal – 11.8 ounces for hot cereal**).



Minimum Required Stock:

- 4 pounds 2 varieties of 100% Whole Wheat Bread (or rolls) 15-16 oz., Brown Rice 14-16 oz., Soft Corn Tortillas, or Whole Wheat Tortillas 16 oz.)
- \$32 total value of vegetables and fruit, (2 varieties of each) in either fresh, frozen, or canned forms. **No White Potatoes!** Sweet potatoes or yams are allowed. Organic is allowed.
- 9 cans 11.5-12 ounce frozen concentrate or shelf stable juice in 2 varieties. Single strength only.



Minimum Required Stock

- 6 bottles, 64 ounce size, 2 varieties. Single strength only.
- 42 cans of Similac Advance concentrate, 13 oz size.
- 12 cans of Similac Advance powder, 12.9 oz size.
- 18 cans of Isomil Advance concentrate, 13 oz size.
- 6 cans of Isomil Advance powder, 12.9 oz size.



Minimum Required Stock

- 6 boxes, 8 or 16 oz size, dry, 2 varieties of Gerber infant cereal.

Infant Food

- 32 jars 4 oz size, 2nd stage, 2 varieties single ingredient fruit, 2 varieties single ingredient vegetables, any brand.
- 31 jars 2.5 oz size, 1st or 2nd stage, 2 varieties single ingredient meat, any brand.



Minimum Required Stock:

- Infant juice is no longer being offered through WIC
- 46 ounce containers sizes are no longer offered (64 ounce containers, frozen concentrate, and shelf stable are now offered.
- Only single-strength juice is being provided (e.g. apple, grape, orange, grapefruit – no blends)
- Whole milk is only offered up to age 2. Only 1% and Skim will be offered after age 2. **2% milk is no longer allowed!**
- Individually wrapped cheese will no longer be allowed.



Updated Vendor Materials

- The 2009 WIC Authorized Foods List has been distributed to all WIC authorized vendors.
- A new WIC Accepted Here sign consistent with the design of the Authorized Foods List has also been provided.
- A new cashier training video is being developed and will be made available to all WIC authorized vendors.
- New shelf tags have also been developed.



NEW VENDOR MATERIALS

Maryland WIC Approved



Cashier Ready Reference

MARYLAND WIC TRANSACTION PROCEDURES



1. REQUEST THE WIC ID FOLDER
ID folders are required at each transaction.
If no folder is presented, the sale cannot be completed.
The other ID can be requested.
Is today's date within the first and last dates to use?
Manual checks are acceptable. Manual checks will have a handwritten name and date to spend on them. The word **MANUAL** will be located on the Participant ID file box.

2. EXAMINE THE WIC CHECK
The WIC food items should be separated according to each check being used.
Scan the sale price of each item.
Each WIC check being used is handled as a separate transaction.

3. COMPLETE THE TRANSACTION
Use the "I" either Fill in Exact Amount of food to record each transaction, without tax.
For Fruit and Vegetable Checks (FVC), the amount to fill in is equal to the total value. However, FVC purchases may be completed with cash purchases if the total of the items being purchased exceeds the value of the check.
The customer makes all the difference. No change is given if the purchase amount is less than the FVC amount.

The "Signature of Participant or Proxy" line is signed by the person presenting the ID folder and check to you.
If you make a mistake when writing the sale amount, draw a single line through the incorrect amount, enter the correct amount on the line and have the participant sign the line next to the "amount of sale" line. Only 1 correction is permitted.
Verify the signature with the signature on the participant ID folder and always give the customer a receipt.

IMPORTANT POINTS TO REMEMBER
Make sure that the foods purchased are on the WIC Authorized Foods List. **Do not purchase substitutions!**
FVCs may only be used for the purchase of allowed fruits and vegetables. A customer **does not** have to purchase every item listed on the WIC check.
Compare the items being purchased against the items listed in the description area of the WIC check.
Never with a customer to sign a check before you have completed the sale and filled in the dollar amount of the purchase!
Never accept a check that has been pre-signed.
All signatures must be in blue or black ink only (do not use pencil or red ink).
WIC customers are permitted to use cash-off coupons, bonus cards, and participate in "Buy 1, Get 1 Free" type promotions; however, no cash or change is ever given to the WIC customer.
Rate checks are not allowed!



2009 Vendor Manual

- The 2009 WIC Vendor Manual will be distributed to all stores in October.
- The 2009 WIC Vendor Manual includes a Frequently Asked Questions section.





WIC Vendor Training

Vendor Training

- Cashier Training Dates are still available at your Local WIC Agency. The schedule is available at www.mdwic.org.
- Please take the time now to make sure all of your store personnel are familiar with the changes that became effective on October 1.
- Remember that you must honor both the 2007 and 2009 WIC Authorized Foods Lists until **November 1, 2009**.



EBT Update

- In 2010, planning will begin for a possible transition to Electronic Benefits Transfer, or EBT.
- You will be provided with information about the planning process.
- You may also be asked to participate on planning committees or attend briefing sessions.





Stay Tuned!

Vendor Notices

- Be on the lookout for Important Vendor Notices and your quarterly Vendor Update Newsletter for important information about the WIC Program! Remember all vendor forms and other information are available at www.mdwic.org





Complaint Process

In your package is a copy of the Vendor Complaint Form. Please use the Vendor Complaint Form to document any difficulties you might experience with WIC customers.

Please include as much information as you can (who, what happened, when, where, witnesses, etc.) on the form and fax it to the State WIC Office at the number on the form.

All vendor complaints are handled as soon as possible and will be acknowledged in writing.

Remember, we can't do anything about the problem if we are not aware of it!



Complaint Form

A sample of the Vendor Complaint Form, showing fields for Vendor Name, Date of Incident, Description of Problem, and other details. The form includes checkboxes for 'I received my copy' and 'I understand this complaint form'.



Questions?





Evaluations

**Annual Vendor Training
Evaluation Form**

Name of Instructor: _____

Date: _____

Please indicate the number by using the number that most represents your feelings. Please fill across the quantity of the items.

1 = Strongly Disagree 2 = Disagree 3 = No opinion 4 = Agree 5 = Strongly Agree

1.	The stated objectives for the training were met.	1	2	3	4	5
2.	I will use what I learned on the job.	1	2	3	4	5
3.	The written materials were useful for me.	1	2	3	4	5
4.	The stated skills were helpful.	1	2	3	4	5
5.	The instructor's work knowledge/skills.	1	2	3	4	5

What information was most useful? _____

What information was least useful? _____

Additional Comments _____

Thank You!
