



2009 Vendor Advisory Committee Meeting

Presentation
April 27, 2009



Agenda

- Welcome
- New WIC Food Packages
- Fruit and Vegetable Checks
- New Minimum Stock Requirements
- Updated Vendor Materials
- Questions and Answers





Changes to the WIC Foods October 1, 2009

New foods:

- Vegetables and fruit will be added. Fresh, frozen, and canned forms will be allowed.
 - A new WIC check (it will look the same as existing checks) will enable participants to purchase fruits and vegetables.
 - There will be 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 will be allowed (except for non-breastfeeding postpartum women) when written on check.





Changes to the WIC Foods October 1, 2009

New Foods

- Authorized varieties of infant food, fruit or vegetable only, single flavor, without added sugars, starches, or salt (i.e., sodium).
- Infant food meat with broth or with gravy. Any variety, single flavor.
- WIC Checks will specify the brand of infant foods (contract pending).





Changes to the WIC Foods

- Canned salmon and sardines now allowed along with light tuna for exclusively breastfeeding mothers.

Foods that will decrease:

- Amounts of milk, cheese, eggs, and juice will be decreased, in many cases by one-half.
- Only single strength juices will be authorized.

Changes to forms of food:

- Under age 2, children will receive whole milk. Women and children age 2 and older will receive low fat (1%) or fat free milk.
- More whole grain breakfast cereals will be added. At least 50% of the cereals on the authorized foods list will be 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*)
- 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

- No change to redemption procedures except for the addition of the new foods on the description line(s).
- There will be NO fruits or vegetables on a standard Maryland WIC Check.





Sample FVC



THIS CHECK IS VOID WITHOUT A BLUE & RED BACKGROUND AND AN ARTIFICIAL WATERMARK ON THE BACK - HOLD AT ANGLE TO VIEW

	AGENCY	PARTICIPANT ID NO.	NAME OF PARTICIPANT (LAST, FIRST, M.I.)			CHECK NUMBER
	010112	300 003 498	SAMPLE, CHECK			10504396
	FIRST DATE TO SPEND	May 11, 2009	DATE REDEEMED	STORE USE ONLY	LAST DATE TO SPEND	CASHIER FILL IN EXACT AMOUNT OF SALE
					June 10, 2009	
FOOD PACKAGE: Z-CHILD PACKAGE STANDARD (Beans and PB)						DOLLARS
TO BE USED FOR THESE ITEMS & QUANTITIES ONLY: PARTICIPANT OR PROXY SIGN FOR PRICE CORRECTION ONLY						CENTS
<p>6 (six) dollars for Fruits and Vegetables</p> <h2 style="text-align: center;">Fruits and Vegetables</h2>						\$
CHECKS NOT VALID UNLESS STAMPED BY AUTHORIZED WIC VENDOR						
Maryland WIC Program	Payable through FSMC An Affiliate of Security State Bank Howard Lake, MN 55349 Account Number: 806610	75-1248 919	SIGNATURE OF PARTICIPANT OR AUTHORIZED PROXY <div style="text-align: center; font-size: 2em;">X</div>			VENDOR MUST DEPOSIT WITHIN 30 DAYS OF LAST DATE TO SPEND

⑈ 10504396 ⑈ ⑆021606674⑆ 193⑈081513⑈



Minimum Required Stock:

Minimum Inventory:

- At least two varieties of fruits, two varieties of vegetables, in either fresh, frozen or canned forms.
- At least four whole grain cereals authorized by the State agency
- Additional food inventory requirements sufficient to redeem the standard food instruments for the rest of the new foods (especially the baby foods), will be implemented.
- There will be a 2 month transition period from the old minimum stock requirements to the new requirements
- October 1, 2009 is the effective date for the new requirements.





Maryland WIC Vendor Important Changes

- Vendors will be required to stock a variety of the new food items being offered.
- Infant juice has been discontinued.
- The 2009 WIC Authorized Foods List will provide information about what foods are now allowed, as well as what food are *not* allowed.





Updated Vendor Materials

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





2009 WIC Authorized Foods List



MARYLAND
WOMEN,
INFANTS &
CHILDREN
PROGRAM

Better
nutrition
choices for
a brighter
future



WIC AUTHORIZED FOODS LIST

OCTOBER 2009

Bring this list when you shop
for WIC foods!

Milk

BUY:

- ✓ Store brand if available
- ✓ Container size shown on check
- ✓ 1% (lowfat) or fat-free (nonfat) if woman or child 2 years and older
- ✓ Whole milk if child less than 2 years



BUY IF PRINTED ON CHECK:

- ✓ Lactose-reduced or lactose-free
- ✓ Powdered (dry, whole or nonfat)
- ✓ Evaporated (whole or nonfat)
- ✓ UHT (Ultra High Temperature)
- ✓ Kosher

DO NOT BUY:

- ✗ 2% milk or buttermilk
- ✗ Chocolate or other flavor
- ✗ Organic, soy, rice, or goat milk
- ✗ Sweetened condensed

Cheese

BUY:

- ✓ Block or sliced
- ✓ American, Cheddar, Colby, Monterey Jack, Mozzarella, Muenster, Provolone, or Swiss
- ✓ Low-fat, reduced fat, and low sodium OK



DO NOT BUY:

- ✗ Size less than 8 ounces
- ✗ Organic or imported
- ✗ Deli, string, or individually wrapped
- ✗ Cheese food, spread, or product
- ✗ Cream cheese
- ✗ Shredded, crumbled, or cubed
- ✗ With flavors, nuts, peppers, or crackers

Eggs

BUY:

- ✓ Store brand if available
- ✓ White, medium or large
- ✓ One dozen only



DO NOT BUY:

- ✗ Organic, brown, fertile, or cage free
- ✗ Low fat or cholesterol, omega-3, pasteurized, or other specialty eggs

Beans, Peas, Lentils

BUY:

- ✓ Beans like kidney, pinto, black, navy, or garbanzo
- ✓ Split peas, blackeye peas, or lentils
- ✓ Dry, 16 ounce bag
- ✓ Canned, water pack, 14 to 16 ounce can



DO NOT BUY:

- ✗ Organic
- ✗ Green or wax beans, sweet peas*
- ✗ Soup, soup mixes or with flavor packets
- ✗ Beans with sauce, meat, fat, or oil

*BUY with your WIC Fruit & Vegetable Check

Peanut Butter

BUY:

- ✓ Unflavored, 16 to 18 ounce jar
- ✓ Smooth, crunchy, extra crunchy, creamy, or honey-roasted



DO NOT BUY:

- ✗ Organic, natural or reduced-fat
- ✗ Mixed with marshmallow, jelly, jam, honey, or chocolate
- ✗ Fresh-ground

Canned Fish

BUY IF PRINTED ON CHECK:

- ✓ Chunk light tuna, water pack, 5 to 6 ounce can
- ✓ Pink salmon, water pack, 6 to 7.5 ounce can
- ✓ Sardines, water pack, 3.75 ounce can



DO NOT BUY:

- ✗ Albacore or white tuna
- ✗ Red salmon
- ✗ Fish with added flavor or sauce
- ✗ Low sodium or gourmet
- ✗ Pouch, bowl or kit



2009 WIC AUTHORIZED FOODS LIST



Fruit & Vegetables*

Fresh



- BUY:**
- ✓ Loose or pre-packaged
 - ✓ Whole or cut
- DO NOT BUY:**
- ✗ White, red-skin, or gold potatoes
 - ✗ Salad bar items, party platters, fruit baskets
 - ✗ Herbs, nuts, peanuts
 - ✗ Salad kits with nuts, dressing
 - ✗ Fruit or vegetables with dips
 - ✗ Dried fruit

Frozen



- BUY:**
- ✓ Bag or box
 - ✓ Plain
 - ✓ Low sodium OK
- DO NOT BUY:**
- ✗ French fries, tater tots or other white potatoes
 - ✗ WIC or other juice*
 - ✗ Soup
 - ✗ With potato, rice, or pasta
 - ✗ With breading, butter, sauces, fat, oil, or meat
 - ✗ With sugar

Canned



- BUY:**
- ✓ Metal, glass, or plastic
 - ✓ Water or juice pack only
 - ✓ Low sodium OK
- DO NOT BUY:**
- ✗ WIC beans,* pork and beans, or baked beans
 - ✗ WIC or other juice*
 - ✗ Soup
 - ✗ With added white potato, meat, fat, oil, rice or pasta
 - ✗ Sugar-sweetened or in syrup
 - ✗ With artificial sweetener
 - ✗ Pickled vegetables, relishes, catsup
 - ✗ Cranberry sauce, pie filling

* Remember you can buy WIC juice and WIC beans with your other WIC check.

Fruit Juice

- BUY:**
- ✓ 100% juice, unsweetened
 - ✓ Brands and types shown here only
 - ✓ Can or bottle size shown on check
 - ✓ With calcium OK
- DO NOT BUY:**
- ✗ Refrigerated cartons or any glass bottles
 - ✗ Organic or fresh-squeezed
 - ✗ Fruit cocktail, punch or drink

Frozen Concentrate: For Women



Shelf-stable Concentrate: For Women



Plastic Bottle, 64 ounce: For Children



Remember, breastfeeding is best for you and your baby.

100% Whole Wheat Bread

- BUY:**
- ✓ 1 pound (16 ounce) loaf or package
 - ✓ 100% whole wheat bread or rolls



- Examples of Whole Wheat Breads:**
- Arnold Bakery Light
 - Giant Stone Ground
 - Great Value
 - Mars
 - Pepperidge Farm Stone Ground
 - Pepperidge Farm Very Thin Sliced
 - Schmidt Old Tyme
 - Schmidt Old Tyme Whole Grain Sugar Free

- DO NOT BUY:**
- ✗ Raisin or other bread with fruit or nuts
 - ✗ Pita or bagel bread or English muffins
 - ✗ Size less than 15 ounces

Soft Corn & Whole Wheat Tortillas

- BUY:**
- ✓ Plain, 1 pound (16 ounce) package
- Examples:**
- ChitCh's Whole Wheat Tortillas
 - Don Pancho White Corn Tortillas
 - Don Pancho Whole Wheat Tortillas



- DO NOT BUY:**
- ✗ Fried corn tortillas, chips, tostadas, or taco shells
 - ✗ White flour tortillas or with any added flavors

Brown Rice

- BUY:**
- ✓ Dry, plain
 - ✓ Regular, quick-cooking, or instant
 - ✓ 1 pound (16 ounces) bag or box
- DO NOT BUY:**
- ✗ Boil-in-bag or precooked in pouch
 - ✗ Rice with added flavor, sauce, or vegetables
 - ✗ Size less than 14 ounce



Indicates Whole Grain Food



2009 WIC Authorized Foods List



Cereal - You may combine up to 36 ounces of cereal

BUY:

- ✓ Brands shown here, only
- ✓ 12 ounce size box or larger (cold cereal)
- ✓ 11.8 ounce size or larger (hot cereal)

DO NOT BUY:

- ✗ Organic



GENERAL MILLS
Cheerios



GENERAL MILLS
MultiGrain Cheerios



GENERAL MILLS
Total Whole Grain



GENERAL MILLS
Corn Chex



GENERAL MILLS
MultiGrain Chex



GENERAL MILLS
Rice Chex



GENERAL MILLS
Wheat Chex



GENERAL MILLS
Kix



GENERAL MILLS
Wheaties



KELOGG'S
All Bran Complete Wheat Flakes



KELOGG'S
Unfrosted Mini Wheats



KELOGG'S
Corn Flakes



KELOGG'S
Crispix



KELOGG'S
Rice Krispies



KELOGG'S
Special K



POST
Sensae Nut Crunch



POST
Bran Flakes



POST
Grape Nuts



POST
Grape Nuts Flakes



POST
Flaxseed cereal
- Vanilla Clusters,
Almond,
Cinnamon Clusters



QUAKER
Oats
- Oatmeal Squares



QUAKER
Instant Oats
Regular Flavor



NEBISCO
Cream of Wheat
- Instant,
1 Minute,
2 1/2 Minute,
10 Minute



NEBISCO
Cream of Wheat
Whole Grain

Indicates Whole Grain Cereal

Ways to buy up to 36 ounces of cereal

12 oz.
12 oz.
+ 12 oz.
36 oz.

12 oz.
Cereal

12 oz.
Cereal

12 oz.
Cereal

18 oz.
+ 18 oz.
36 oz.

18 oz.
Cereal

18 oz.
Cereal

You can combine different cereals!



2009 WIC AUTHORIZED FOODS LIST



Infant Foods

Infant Formula

BUY:

- ✓ Brand, type, and size as shown on check

Go to a WIC-approved pharmacy to buy hard-to-find formula.



DO NOT BUY:

- ✗ Organic formula

Infant Cereal

BUY:

- ✓ Brand shown on check
- ✓ Dry, 8 or 16 ounce size box



DO NOT BUY:

- ✗ Organic or with DHA, fruit, or formula
- ✗ Jar or can

Infant Vegetables & Fruit

BUY:

- ✓ Brand and jar size shown on check
- ✓ Vegetables, 2nd stage, single vegetables: squash, sweet potatoes, carrots, green beans, green peas
- ✓ Fruit, 2nd stage, single fruit: applesauce, bananas, pears, peaches



DO NOT BUY:

- ✗ Organic or with DHA
- ✗ With meat, yogurt, cereal, or pasta
- ✗ Dinners, desserts, soup, stew, or diced
- ✗ Two-packs

Infant Meat

BUY IF PRINTED ON CHECK:

- ✓ Brand and jar size shown on check
- ✓ 2nd stage chicken, turkey, beef, lamb, veal, or ham



DO NOT BUY:

- ✗ Organic or with DHA
- ✗ With added vegetables, fruit, rice, cereal, or pasta
- ✗ Dinners, meat sticks, stew, or soup

QUESTIONS? Ask your WIC staff or call the State WIC Office at 1-800-242-4WIC (4942) or visit our website at www.mdwic.org

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Martin O'Malley, Governor
Anthony G. Brown, Lt. Governor
John M. Colman, Secretary, DHMH



NEW VENDOR MATERIALS



Maryland WIC Approved



Maryland WIC Approved



Maryland WIC Approved



Maryland WIC Approved



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WIC Vendor Training

Vendor Training

- Monthly training sessions are being offered to assist vendors with ensuring store personnel are prepared for the changes.
- The week of June 22 – 26 has been set aside for training purposes.





Stay Tuned!

Vendor Notices

- Be on the lookout for Important Vendor Notices that will be sent to provide you with the latest information about the implementation process.
- We encourage vendors to contact this office with comments or feedback!
- Thank you for helping Maryland WIC Participants better nutrition choices for a brighter future!





Questions?