



NEW WIC FOODS

Better Nutrition Choices for a Brighter Future

Vendor Training Presentation



Agenda

- Welcome
- New WIC Foods
- 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.
- Any brand will be allowed.



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*) 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).



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 will be 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 allowed after age 2.
- Individually wrapped cheese will no longer be allowed.



Updated Vendor Materials

- The 2009 WIC Authorized Foods List will be 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 have also being developed.



2009 WIC Authorized Foods List

The thumbnail shows a detailed list of authorized foods categorized into sections: **WIC ELIGIBLE FOODS**, **WIC ELIGIBLE MILK**, **WIC ELIGIBLE JUICES**, **WIC ELIGIBLE EGGS**, **WIC ELIGIBLE BREADS**, **WIC ELIGIBLE CEREALS**, **WIC ELIGIBLE SNACKS**, **WIC ELIGIBLE OILS**, **WIC ELIGIBLE BUTTER**, **WIC ELIGIBLE CHEESE**, **WIC ELIGIBLE MEATS**, **WIC ELIGIBLE SEAFOOD**, **WIC ELIGIBLE VEGETABLES**, **WIC ELIGIBLE FRUITS**, **WIC ELIGIBLE NUTS**, **WIC ELIGIBLE BEANS**, **WIC ELIGIBLE SOY PRODUCTS**, **WIC ELIGIBLE OTHER PRODUCTS**, **WIC ELIGIBLE INFANT FOODS**, **WIC ELIGIBLE INFANT SUPPLEMENTS**, **WIC ELIGIBLE INFANT FORMULAS**, **WIC ELIGIBLE INFANT JUICES**, **WIC ELIGIBLE INFANT MILK**, **WIC ELIGIBLE INFANT CEREALS**, **WIC ELIGIBLE INFANT SNACKS**, **WIC ELIGIBLE INFANT OILS**, **WIC ELIGIBLE INFANT BUTTER**, **WIC ELIGIBLE INFANT CHEESE**, **WIC ELIGIBLE INFANT MEATS**, **WIC ELIGIBLE INFANT SEAFOOD**, **WIC ELIGIBLE INFANT VEGETABLES**, **WIC ELIGIBLE INFANT FRUITS**, **WIC ELIGIBLE INFANT NUTS**, **WIC ELIGIBLE INFANT BEANS**, **WIC ELIGIBLE INFANT SOY PRODUCTS**, **WIC ELIGIBLE INFANT OTHER PRODUCTS**. The document also includes a note: "Bring this list when you shop for WIC foods!"



NEW ID FOLDER

MARYLAND WIC PROGRAM
Participant Identification Folder

Name: _____
Address: _____
City: _____
State: _____
Zip: _____

Print the top portion of all WIC program materials
from this identification folder for your use.



NEW VENDOR MATERIALS

Better
nutrition
choices for
a brighter
future

**MARYLAND
WOMEN,
INFANTS &
CHILDREN
PROGRAM**

WIC

ACCEPTED HERE

1-800-242-4WIC (4942)
www.mdwic.org

Maryland Women, Infants and Children (WIC) Program
Maryland Department of Health and Human Services



NEW VENDOR MATERIALS

Maryland WIC Approved



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 will take place in October.
- Annual Training is scheduled for the first 2 weeks in October. Annual Training will be devoted to reiterating the changes taking place.



Stay Tuned!

Vendor Notices

- Be on the lookout for Important Vendor Notices and your quarterly Vendor Update Newsletter for important information about the new WIC foods!





Questions?
