



VENDOR UPDATE WINTER 2008

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



New Product Alert

All U.S. tuna manufacturers have begun transitioning from a 5.5 ounce to a 5 ounce can size. WIC customers are allowed to purchase the new size. Only chunk light packed in water is allowed!



Post has introduced a new Cranberry Vanilla variety of Trail Mix Crunch cereal. This cereal is not WIC authorized. Additionally, this office has been notified that the Raisin Almond variety of Trail Mix Crunch has undergone a formula change and no longer meets the WIC nutritional requirements. The Maple Nut Brown Sugar variety is still authorized.



Kraft has a new variety of cheeses called Deli Fresh. These cheeses come in WIC approved varieties of Cheddar (Sharp and Mild), Swiss, Colby Jack, Mozzarella, and Provolone. The packages range from 7 to 10 ounces. This product is WIC authorized and should be allowed for purchase.



Lastly, the WIC Code of Maryland Regulations for Minimum Stocking Requirements has been revised to allow vendors to stock either five one-pound packages of fresh carrots or five cans packed in water up to 16 ounces in size. If you have any questions about any of these items, please contact James A. Butler at 410-767-5258, JoAnn McGowen at 410-767-5251, Siwon Lee at 410-767-5433, or 1-800-242-4WIC (4942) toll free.

Annual Vendor Training

Annual Vendor Training was completed in October 2008. Attendance was outstanding! We also appreciate your feedback. If your store was not represented at Annual Vendor Training, you will be notified in writing of the makeup date. Annual Vendor Training is mandatory for all WIC authorized vendors. Failure to attend Annual Training or a makeup session will result in the termination of your WIC Vendor Agreement. If you have any questions, please contact James A. Butler at 410-767-5258, JoAnn McGowen at 410-767-5251, Siwon Lee at 410-767-5433, or 1-800-242-4WIC (4942) toll free.



Vendor Mail

Please be sure to address all correspondence submitted by your store to our complete mailing address:

Department of Health and Mental Hygiene
Office of the Maryland WIC Program
201 West Preston Street, Room 103
Baltimore, MD 21201



Failure to use the complete address may result in unnecessary delays for receipt of your mail.

Vendor Prices

Prices for the first quarter of 2009 are due no later than January 19, 2009. Please remember to provide your price list only on or after the effective date (January 1, 2009) 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! CART users should use CART to submit prices for their stores. If you have any questions about shelf price submission, please contact James A. Butler at 410-767-5258 or call 1-800-242-4WIC (4942) toll free.



New WIC Food Packages

The WIC food packages are changing to better meet the nutritional needs of WIC Participants. Some of the new foods that will be offered are: fruits and vegetables (fresh, frozen, canned), whole grain cereals and breads, baby foods – fruits and vegetables for all infants and meat for exclusively breastfed infants. Vendors will be receiving important information in the coming months as we prepare for these exciting changes. The implementation date for the new foods is October 1, 2009. If you have any questions about the new WIC food packages, please contact James A. Butler at 410-767-5258 or call 1-800-242-4WIC (4942) toll free.



Vendor Feedback

We want to make your participation in the WIC Program a rewarding experience. **WE NEED YOU!** Your input is valued and strongly encouraged. If you have suggestions or comments, please feel free to 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.

Visit us online at www.mdwic.org

The services and facilities of the Maryland Department of Health and Mental Hygiene (DHMH) are operated on a non-discriminatory basis. This policy prohibits discrimination on the basis of race, color, sex, or national origin and applies to the provisions of employment and granting of advantages, privileges, and accommodations.

The Department, in compliance with the Americans With Disabilities Act, ensures that qualified individuals with disabilities are given an opportunity to participate in and benefit from DHMH services, programs, benefits, and employment opportunities.

USDA prohibits discrimination in the administration of its programs.