



VENDOR UPDATE

Fall 2012

A Publication of the Maryland WIC Program
Maryland Department of Health and Mental Hygiene, Prevention and Health Promotion Administration
Martin O'Malley, Governor – Anthony G. Brown, Lt. Governor – Joshua M. Sharfstein, MD., Secretary



VENDOR PRICE SUBMISSION

Semi-annual price submissions for 2012 are due no later than October 12, 2012. Please remember to provide your price list only on or after the effective date of October 1, 2012. Chain stores (Giant, Safeway, Wal-Mart, Food Lion, etc.) should not submit price sheets. Your corporate contact person 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!** Registered CART users are required to use the CART online system to submit prices for their stores. If you have any question about shelf price submission, please contact Siwon Lee at 410-767-5433, Tiasha Taylor at 410-767-3519, Maura K. Shea at 410-767-5251, or call 1-800-242-4WIC (4942) toll free.



2012 ANNUAL VENDOR TRAINING

Annual Training is currently underway. A schedule of dates was sent to all authorized vendors and contact persons in September. Annual Training is a mandatory requirement for WIC authorized vendors (chain stores may be represented by a designated individual). **Attending a Cashier Training Class does not fulfill your store's Annual Training requirement!** Please submit the registration form that was provided with the schedule indicating the desired date and location. Space is limited, so please register as soon as possible. If you are unable to attend any of the dates on the schedule, you will be notified when a make-up date is offered. If you have any questions, please contact Siwon Lee at 410-767-5433, Tiasha Taylor at 410-767-3519, Maura K. Shea at 410-767-5251, or 1-800-242-4942 toll free.



STORE BRAND PURCHASE REQUIREMENT

What does it mean when the Authorized Foods List reads “Store Brand If Available?” Your WIC customers will be required to purchase store brands, if available, for all food categories except cereal, infant formula and infant cereal, and soy beverages. **However, if your store does not have “store brand” or your store brand is out of stock, you must allow the national brand.** Under no circumstances may you deny the purchase of a national brand when your store brand is out of stock. If you have any questions, please contact James A. Butler at 410-767-5258, Siwon Lee at 410-767-5433, Tiasha Taylor at 410-767-3519, or Maura K. Shea at 410-767-5251. You may also reach us toll-free at 1-800-242-4WIC (4942).

Milk

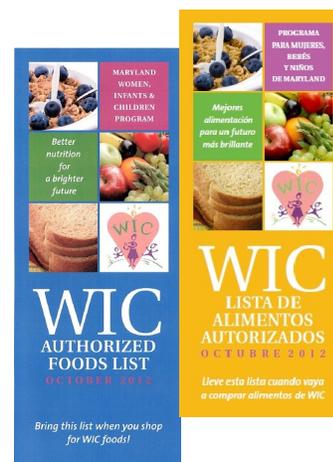
- BUY:**
- ✓ Store brand if available
 - ✓ Container size shown on check
 - ✓ 1% (low fat) or fat-free (nonfat) if woman or child 2 years and older
 - ✓ Whole milk if child less than 2 years



2012 WIC AUTHORIZED FOODS LIST

The Maryland WIC Program has published a new WIC authorized foods list with an effective date of October 1, 2012. This new Maryland WIC Authorized Foods List reflects the following revisions:

- WIC participants are required to purchase store brands, if available, for all food categories except cereal, infant formula and infant cereal, and soy beverages.
- Any 100% whole wheat bread or roll is allowed, however, the package label must read “**100% Whole Wheat.**” Whole grain breads will continue to be listed.
- 59 ounce sizes of juice are no longer allowed.
- Cereal box sizes are restricted to 18 ounces or larger.



These changes will result in several brands of foods that are currently WIC authorized to no longer be allowed. The 2012 WIC Authorized Foods List is available in English and Spanish. The English version has a blue cover and the Spanish is yellow. **Please remember you are required to honor both the 2011 WIC Authorized Foods List and the 2012 WIC Authorized Food List through December 31, 2012. Therefore, do not disallow food items or sizes no longer reflected on the 2012 Authorized Foods List until January 1, 2013.** If you have any questions, please contact James A. Butler at 410-767-5258, Siwon Lee at 410-767-5433, Tiasha Taylor at 410-767-3519, or Maura Shea at 410-767-5251. You may also reach us toll-free at 1-800-242-4WIC (4942).

REQUIRED MINIMUM STOCK

On October 1, 2012, the soy based infant formula provided by the Maryland WIC Program will be **Enfamil Prosobee 13 oz. concentrate** and **Enfamil Prosobee 12.9 oz. powder**. **Effective October 1, 2012**, the minimum required stock of infant formula that must be carried by Maryland WIC authorized vendors is as follows:

- | | |
|----|---|
| 16 | 13 oz. cans of Similac Advance w/Iron Concentrate (UPC 070074569741) |
| 24 | 12.4 oz. cans of Similac Advance w/Iron Powder (UPC 070074559582) |
| 18 | 13 oz. cans of Enfamil Prosobee Concentrate (UPC 300871195417) |
| 6 | 12.9 oz. cans of Enfamil Prosobee Powder (UPC 300871214415) |

If you have any questions, please contact Siwon Lee at 410-767-5433, Tiasha Taylor at 410-767-3519, Maura K. Shea at 410-767-5251, or 1-800-242-4942 toll free.



eWIC CORNER

The U.S. Department of Agriculture, Food Nutrition Service has approved the Program's feasibility study in which an online eWIC solution was proposed. The next phase of the project is advanced implementation planning. Stay tuned for more information this Fall that will provide details about the Program's planning process and how you as WIC vendors will be affected by eWIC. For more information, you may contact James A. Butler at 410-767-5258, or our EBT Project Manager, Joseph Ferrara at 410-767-4462, or call 1-800-242-4WIC (4942) toll free.



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

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