



## VENDOR UPDATE Summer 2012

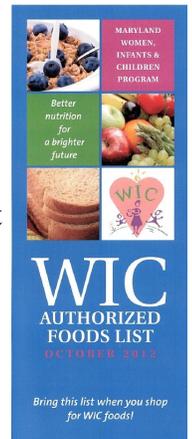
A Publication of the Maryland WIC Program  
Maryland Department of Health and Mental Hygiene, Family Health Administration  
Martin O'Malley, Governor – Anthony G. Brown, Lt. Governor – Joshua M. Sharfstein, MD., Secretary



### 2012 WIC AUTHORIZED FOODS LIST

The Maryland WIC Program will implement a **new WIC authorized foods list** which will be effective on **October 1, 2012**. The 2012 Maryland WIC Authorized Foods List will reflect the following revisions:

- Participants will be 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 will be allowed, however, the package label must read **“100% Whole Wheat.”** Whole grain breads will continue to be listed.
- 59 ounce sizes of juice will no longer be allowed.
- Cereal box sizes will be 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 will be available in English and Spanish. The English version will have a blue cover and the Spanish will be yellow. You will be required to honor both the 2011 WIC Authorized Foods List and the 2012 WIC Authorized Food List until December 31, 2012. Beginning January 1, 2013, only the 2012 WIC Authorized Foods List will be honored. 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).

### WIC VENDOR UNIT EMAIL CHANGES

Please be advised that the Department of Health and Mental Hygiene adopted Google Mail as its provider of email service. This change will eventually be adopted statewide. Please note the new email addresses below for WIC Vendor Unit staff:

James Butler [James.Butler@Maryland.Gov](mailto:James.Butler@Maryland.Gov)

Siwon Lee [Siwon.Lee@Maryland.Gov](mailto:Siwon.Lee@Maryland.Gov)

Tiasha Taylor [Tisaha.Taylor@Maryland.Gov](mailto:Tisaha.Taylor@Maryland.Gov)

Maura Shea [Maura.Shea@Maryland.Gov](mailto:Maura.Shea@Maryland.Gov)



Email is being automatically forwarded from the old address to the new one. However, it would be helpful for you to make note of the change and use the new address. 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).

## WIC AUTHORIZED PHARMACIES

Due to the number of pharmacies that are WIC authorized and the need to assure that appropriate cost containment levels are maintained, the Maryland WIC Program will restrict retailers designated as “WIC Pharmacy Only” to the sale of infant formula. This means that even if a pharmacy carries other WIC food items such as milk, eggs, cheese, or cereal, these items may not be sold for pharmacies that are authorized as “WIC Pharmacy Only.” **This policy will become effective on July 1, 2012.**



We are giving pharmacies that carry expanded food offerings the opportunity to become authorized as food/pharmacy vendors. As such, they will be required to meet all vendor requirements for the Program including maintaining the Required Minimum Stock at all times and reporting the highest shelf price for WIC food items semi-annually and they will be subject to routine compliance monitoring.

**This policy will become effective on July 1, 2012.** Should a vendor who is a “WIC Pharmacy Only” desire to become authorized as a food/pharmacy combination, they must submit a WIC Vendor application to change authorization status. Vendor applications can be found at [www.mdwic.org](http://www.mdwic.org) or contact any of the WIC vendor staff personnel below. Vendors can also opt to wait until their current authorization period is up for renewal. **Should a vendor desire to remain authorized as a “WIC Pharmacy Only”, they may not accept WIC checks that prescribe items other than infant formula after July 1, 2012.**

Please be advised that your decision will be applicable to the entire chain. 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).

## VENDOR UNIT CUSTOMER SERVICE

If you need assistance from a member of the WIC Program’s Vendor Unit Staff, please call the staff member in advance to provide notification. You do not need an appointment. However, in order to allow us to better serve you, it is helpful if we know in advance that you intend to stop in and the nature of your visit. **Visitors must report to the building’s security desk to be announced before proceeding to the WIC Program’s administrative offices.** 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).



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

Visit us online at [www.mdwic.org](http://www.mdwic.org)

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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.