



# VENDOR UPDATE

## Winter 2013

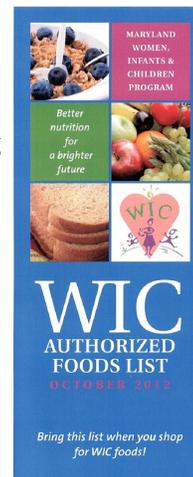
A Publication of the Maryland WIC Program  
Maryland Department of Health and Mental Hygiene, Prevention and Health Promotion Administration  
Martin O'Malley, Governor – Anthony G. Brown, Lt. Governor – Joshua M. Sharfstein, M.D., Secretary



### 2012 WIC AUTHORIZED FOODS LIST

Please be reminded that as of January 1, 2013, the 2012 WIC Authorized Foods List which became effective on October 1, 2012 is the only version of the WIC Authorized Foods List that your stores should honor. **Your stores should discontinue allowing foods that were permitted on the 2011 Authorized Foods List.** The 2012 Maryland WIC Authorized Foods List reflects the following revisions:

- WIC participants are required to purchase store brands, if available, for all food categories except juice, 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 specified.
- 59 ounce sizes of juice are no longer allowed.
- Cereal box sizes are restricted to 18 ounces or larger.



If you have any questions, or require additional quantities of the 2012 WIC Authorized Foods List, please contact 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).

### PROCESSING THE WIC FRUIT AND VEGETABLE CHECK

The WIC Office has seen a significant increase in the number of WIC fruit and vegetable checks (FVCs) rejected for **EXCEEDS MAXIMUM AMOUNT**. Please remind your cashiers that the amount they write in for the Amount of Sale cannot exceed the amount printed on the check, for example: \$6.00, \$10.00 or \$15.00.

**If the customer's purchase amount exceeds the value of the FVC, the difference can be paid by the customer and should not be included in the total written on the FVC!**

Lastly, if you are submitting rejected FVCs to this office for payment, you are only required to use the Check Reimbursement Cover Sheet. Use one cover sheet for the total number of FVCs being submitted. At the bottom of the cover sheet there is a statement: "Enter the total # of checks submitted for all of your stores for reimbursement: \_\_\_\_\_" where you should fill in the number of FVCs you are submitting. Forms are available online at [www.mdwic.org](http://www.mdwic.org). If you have any questions, please contact 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).

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
020204	200 727 310	TEST, GRAYSON	56733246
FIRST DATE TO SPEND	DATE RECEIVED	DATE OF DEPOSIT	CASHIER FILL IN EXACT AMOUNT OF SALE
January 17, 2012		February 16, 2012	
CATEGORY: CI		PARTICIPANT OR PRIMA SIGN FOR PRICE CORRECTION ONLY	
TO BE USED FOR THESE ITEMS & QUANTITIES ONLY:		6 (Six) dollars for Fruits and Vegetables	
Also accepted by WIC Farmers		CHECKS NOT VALID UNLESS STAMPED BY AUTHORIZED WIC VENDOR	
Maryland WIC Program Payable through FVCC An Affiliate of Security State Bank Federal Luhn 9876543210 Account Number 884818	75-1248 919	SIGNATURE OF PARTICIPANT OR AUTHORIZED PRIMA	VENDOR MUST DEPOSIT WITHIN 90 DAYS OF LAST DATE TO SPEND
		X	

## 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 juice, 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 WIC customer to purchase 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



## WIC ACRONYM AND LOGO USE

Federal regulations, and Code of Maryland Regulation 10.54.03.15B(2)(f), prohibit a vendor from using the WIC acronym or WIC logo, or close facsimiles, in the name of the vendor, in advertising, or other promotional materials. Three violations of this COMAR provision will result in a one-year disqualification of WIC authorization. The only authorized “WIC Accepted” sign is the one provided by the Maryland WIC Program. Vendors may use self-generated shelf tags only if they have been approved for use by the WIC Program. We

appreciate the cooperation of vendors that have made us aware of unauthorized acronym and logo use. If you have any questions, or would like to seek approval for use of the WIC acronym or logo, please contact James A. Butler at 410-767-5258 or 1-800-242-4WIC toll-free.



## IN MEMORIAM

The Maryland WIC Program would like to acknowledge the untimely passing of Tyrie A. Henschke, a long-time employee of the Baltimore based Baines Stop, Shop & Save grocery chain and past member of the Maryland WIC Advisory Council. Ty was a tireless advocate for the underprivileged and never missed an opportunity to express his unequivocal support of the Maryland WIC Program. He will be greatly missed.



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

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

