



# VENDOR UPDATE

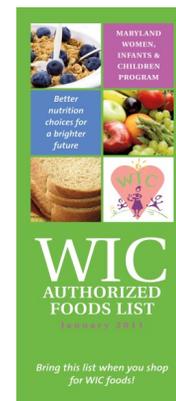
## Spring 2011

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, M.D., Secretary

### 2011 WIC AUTHORIZED FOODS LIST

As of April 1, **The January 2010 Revised Authorized Foods List is no longer in effect** and the **January 2011** Maryland WIC Authorized Foods List is the only version of the Authorized Foods List that WIC authorized vendors must honor.

The 2011 WIC Authorized Foods List is also available online at [www.mdwic.org](http://www.mdwic.org). If you have any questions about the January 2011 Authorized Foods List, please contact James A. Butler at 410-767-5258, Margaret Eng at 410-767-5246, or call toll free 1-800-242-4WIC (4942).



### VENDOR SHELF PRICES

Prices for the second quarter of 2011 are due no later than April 15, 2011. Please remember to provide your price list only on or after the effective date (April 1, 2011) 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!** You must also provide the check digits (the leading and ending digits of the code). Registered CART users are required to use the CART online system to submit prices for their stores. Lastly, your price submission form should not reflect food items that are not WIC authorized. If you have any question about shelf price submission, please contact Mr. Siwon Lee at 410-767-5433, Tiasha Taylor at 410-767-3519, JoAnn McGowen at 410-767-5258, or call 1-800-242-4WIC (4942) toll free.



### PRODUCT UPDATE

The January 2011 WIC Authorized Foods List allows WIC participants to purchase any brand of 59 ounce size orange juice. This includes brands like Simply Orange®. You may not restrict WIC customers to the least expensive brand. Although packaged in a similar 59 ounce bottle, Tropicana 50® is not classified as 100% orange juice and is not WIC authorized. If you have any questions about these or other products, please contact James A. Butler at 410-767-5258 or Margaret Eng at 410-767-5246, or call toll free 1-800-242-4WIC (4942).



## 2011 WIC VENDOR MANUAL

The 2011 WIC Vendor Manual will be mailed to all authorized vendors and corporate contact persons in April. Please replace the contents of your Vendor Manual binders. The 2011 WIC Vendor Manual is also available in Korean or Spanish upon request. The 2011 WIC Vendor Manual is available online in Adobe PDF at [www.mdwic.org](http://www.mdwic.org) in English, Korean, and Spanish. If you require additional copies of the manual, contact Mr. Siwon Lee at 410-767-5433, Tiasha Taylor at 410-767-3519, JoAnn McGowen at 410-767-5251, or call 1-800-242-4WIC (4942) toll free.



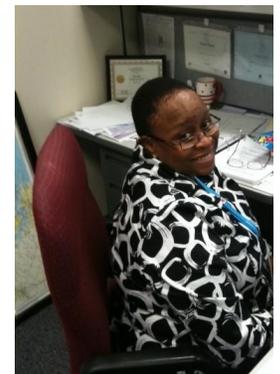
## ELECTRONIC BENEFITS TRANSFER

The Maryland WIC Program is pleased to announce that it has taken the first step in the process for transitioning from a paper benefits delivery system to an electronic benefits transfer (EBT) method. An EBT Project Manager should be on board by April. We will introduce the Project Manager in a future Vendor Update. A WIC EBT Implementation Team (WEIT) is currently being assembled. The WEIT will bring together State, WIC Local Agency, WIC Vendors, and other stakeholders to help examine factors that will ultimately assist in molding the Maryland WIC Program's EBT transition. If you are interested in participating, please contact James A. Butler at 410-767-5158 or Tiasha Taylor at 410-767-3519, or call 1-800-242-4WIC (4942) toll free. We will keep you updated on our progress.



## NEW STAFF

Tiasha Taylor joined the Maryland WIC Program's Vendor Authorization and Program Support Unit in February. Tiasha previously worked with the WIC Program's Information Technology and Data Management Unit. Tiasha will function as a Vendor Training and Compliance Specialist. She can be reached at 410-767-3519 or by email at [tstaylor@dhmh.state.md.us](mailto:tstaylor@dhmh.state.md.us).



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

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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.