



West Virginia WIC Vendor Advisory Board Quarterly Update

April 25, 2019

Participants: By telephone conference

2020 Food List

- West Virginia has released the request for product applications to be considered for the 2020 Food List.
- All brand-specific, currently approved West Virginia WIC products must be resubmitted for consideration as well as any new products. These products include juice, cereal, soy milk, bread, buns, rolls, sandwich thins, whole wheat or whole grain pasta, whole wheat or corn tortillas, and yogurt.
- 100% unsweetened juice with at least 30 milligrams of vitamin C per 100 milliliters of juice will be considered for 48-ounce, 64-ounce and 128-ounce shelf stable or refrigerated products. Concentrated juice must be in frozen 12-ounce cans or shelf stable 11.5-ounce cans.
- Cereal must be ready-to-eat (RTE) or instant and regular hot cereals which contain a minimum of 28 milligrams of iron per 100 grams of dry cereal and not more than 21.2 grams of sugar per 100 grams of dry cereal (6 grams per ounce); any packaging in any size up to 36 ounces will be considered.
- Any size packages of bread, buns, rolls or sandwich thins with “Whole wheat flour” and/or “bromated whole wheat flour” as the only flours listed in the ingredient list of whole wheat products. Whole grain must be the first ingredient listed in all whole grain bread products.
- Any size packages of whole wheat pasta with “Whole wheat flour” and/or “whole durum wheat flour” as the only flours listed in the ingredient list.
- 5-ounce, 6-ounce, 7.5-ounce and 14.75-ounce canned salmon in oil or water
- Flavored or unflavored soy-based beverage in refrigerated or shelf-stable options.
- For Whole Wheat Tortillas, whole wheat flour must be the only flour listed in the ingredient list, but applications are being accepted for any size packaging.
- Any size package of corn tortillas with primary ingredients of whole corn, corn (masa), whole ground corn, corn masa flour, masa harina, or white corn flour.
- Yogurt must be pasteurized and contain no more than 40 g of total sugars per 1 cup yogurt. It may be plain or flavored, but any packaging must total to 32-ounces.
- Lastly, the WIC Program would like to conduct price comparisons to consider expanding organic options to peanut butter and beans. Applications for any type of dried or canned beans as well as natural or organic peanut butter without palm

oil are welcomed.

- The application process will be open until June 30, 2019.
- It is the sole discretion of the West Virginia WIC Program to accept late applications while partial applications will not be processed.
- A completed application is an actual package flat or label displaying the ingredient list, the “Nutrition Facts” panel, the UPC label, and a color slide or print-ready photo of the product which could be used on a picture food list. This photo must be regular packaging without advertisements or special promotional offers.
- The official announcement and application can be found on our website, <https://dhhr.wv.gov/WIC>, under the WIC Foods Home page.

WIC Has a New SFTP Site

- The West Virginia WIC Program transitioned the site and file process for downloading the Approved Product List. Please ensure your point of sale system provider is aware of this to ensure you have the most up to date APL.
 - <sftp://wvprodsftp.cdpehs.com:51111>
 - Username: WVEBT-APL
 - Password: ProDuct10n!
- As a reminder EBT Operating Rules state WIC authorized vendors must download and apply a state provided APL to their system within 48 hours of the release date noted in the header.
- The West Virginia WIC Program typically releases a new file weekly. For example, the most recent file is dated 4-11-2019.

Similac RTF Products:

- Similac Sensitive® 32 oz. Ready-to-Feed (RTF) is no longer on nationwide low inventory.
- All WIC authorized stores are still expected to stock Similac Sensitive® in powder, RTF and/or concentrate as a minimum stock requirement.

Annual Training

- Stores located in Barbour, Berkeley, Boone, Braxton, Cabell, Clay, Doddridge, Grant, Greenbrier, Hampshire, Hardy, Harrison, Jefferson, Kanawha, Lewis, Lincoln, Marion, Mineral, Monongalia, Morgan, Nicholas, Pendleton, Pocahontas, Preston, Putnam, Randolph, Taylor, Tucker, Upshur, Wayne, and Webster Counties must complete annual training by April 30, 2019.
- The training announcement was mailed to the stores March 1, 2019. The trainees registered by the store were sent email instructions for accessing the online training between March 1st and March 12th. A reminder email was sent on April 15, 2019, to stores which had not yet completed training.
- To login to the site go to: <http://dhrdl.wvnet.edu>. The user ID is the email of the registered trainee. The password is the registered trainee last name in lower case letters. Once you log into the distance learning site, you will see a list of “My Courses” (on the right). Please select [West Virginia WIC 2019 Annual](#)

[Vendor Training](#) by clicking on the course title. You may navigate through the training by clicking on the links in the left hand navigation bar.

- A 10 point sanction will be cited to stores not completing annual training by the April 30 deadline.

Non-Functioning Point of Sale Equipment:

- If your store is unable to process eWIC transactions because of equipment failure or technology issues, you must notify the WIC Program immediately.
- Article 33 of the Vendor Agreement outlines the standards which must be met for the WIC Program to provide Point of Sale devices. Any costs shared by the WV WIC Program will be proportional to the POS terminal usage for the WIC Program. The WV WIC Program may remove excess terminals if actual redemption activity warrants a reduction consistent with the redemption levels.

Shelf Stable Silk Soymilk:

- Beginning July 1, 2019, shelf-stable Silk Original Soymilk in 32-ounce and 64-ounce containers is WIC Approved.
- Aseptic Silk Original 32 oz with UPC 025293600904, and Aseptic Silk Original Soymilk 64 oz with UPC 036632071651.

Yogurt Receipt Message:

- Since yogurt was added as a WIC approved food in October 2018 there has been confusion surrounding WIC customers' ability to purchase whole fat yogurt or low fat/fat free yogurt. To assist with the shopping experience, the West Virginia WIC Program has made a change in how the yogurt message prints on the receipt.
- If the WIC customer must purchase whole fat yogurt – which are only WIC participants age 12 to 24 months - it is specifically stated on the receipt as “Whole Yogurt”. If the WIC customer must purchase low fat or fat free yogurt the receipt message states, “Yogurt” or “Yogurt Lowfat.”
- Stores with 10 or more registers are required to carry both whole fat and low-fat yogurt as part of minimum stock requirements.

Mid Transaction Receipt

- The mid transaction receipt prints from integrated systems after the customer enters their eWIC PIN. This receipt shows the items being potentially approved for purchase with the eWIC card. For most register systems, the mid-transaction receipt will include the WIC participant's beginning balances (this could be one or two receipts).
- It is very important for the cashier to hand this to the participant as soon as it prints from the system. This places the responsibility on the WIC customer to review the mid-transaction receipt to see what items are covered by WIC and gives them the opportunity to approve or disapprove the purchase. This can prevent many duplicate voids/transactions.

Annual VAB meeting:

- Vendor Handbook and Cashier Training Manual are in draft form. Cashier Training Manual is info for front end staff conducting transactions. Vendor Handbook is for owners and managers administering the program.
- Hope for both these materials to be implemented October 1, 2020.
- Cashier Training Manual will be on 2 year revision cycle and Vendor Handbook on a 3 year revision cycle.
- Finalized “How to Become a WIC Vendor” mailer brochure. Intent is to mail this to all SNAP authorized stores in West Virginia and bordering out of state counties in Fall of 2019 when the online Vendor Portal is introduced. Will also be highlighted on our webpage.

Date of next quarterly voluntary call: **July 25, 2019 9:30 am**

- Dial 1-877-302-0757
- Enter Conference ID, 7232679, and press #