



West Virginia WIC Vendor Advisory Board Quarterly Update

April 24, 2024

Vendor Handbooks

- Handbooks went out in the mail the week of the 15th. Be sure to have one on hand and discard all previous versions.

Pediasure Products:

- Pediasure S'Mores being reintroduced.
- Pediasure with Fiber transitioning from 4 packs of 7.4 oz bottles to 6 packs of 8 oz bottles.
 - Vanilla will be first to transition in Q3 2024.
 - Strawberry and Chocolate will be temporarily unavailable beginning Q3 during depletion of 7.4 oz.
- Pediasure Strawberry is being reformulated to remove some color ingredients. This will impact the color (from pink to cream colored) across the Pediasure family of products (Retail, Institutional, and Pediasure Peptide).
- Shipment of new formulation begins this month.

Annual Training

- Stores located in central WV (Central WV WIC region), the eastern panhandle (Shenandoah Community Health Center region), the northern panhandle (Wheeling-Ohio County WIC Program region), the southern part of the state (the Technical Support Network), and the Ohio Valley region (Mid Ohio Valley Health Department) received annual training notices. April 30th is the deadline to complete.
- Although multiple store personnel may participate in online annual training, only the staff responsible for training cashiers conducting WIC transactions will complete the training quiz.

Annual VAB meeting:

- Preference for format/platform?

Date of next quarterly voluntary call: **July 24, 2024 9:00 am**

Answers to Questions at the End of the Call: