

THE WIC'R BASKET



WEST VIRGINIA WIC PROGRAM VENDOR NEWSLETTER

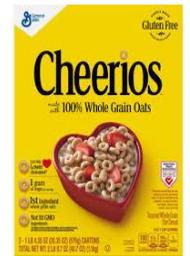
West Virginia Department of Health and Human Resources
Bureau for Public Health, Office of Nutrition Services

Fall 2019

General Mills Cereal Updates

General Mills has released an update for some cereals that started shipping in July. The update contains new package sizes and Universal Product Codes (UPCs). For example, customers may now purchase 24 ounces of Cheerios as two 12-ounce boxes shrink-wrapped together. This packaging is currently only available at Food Lion, Martins, Hannaford, Stop and Shop, and Giant Foods.

UPC Code	Product/Brand Name	Package Size	
0-1600048772-7	Cheerios	12.0	
0-1600027528-7		18.0	
0-1600012541-4		20.0	
0-1600015292-2		24.0 (2 bx -12 oz ea.)	
0-1600048769-7		(Ahold Only)	
0-1600048771-0		Multigrain Cheerios	18.0
0-1600027578-2	Fiber One Honey Clusters	14.25	
0-1600013975-6	Berry Berry Kix	18.0	
0-1600013973-2		Honey Kix	18.0
0-1600027567-6		Kix	12.0
0-1600062570-9			18.0
0-1600027563-8	Whole Grain Total	16.0	
0-1600027565-2	Wheaties	15.6	
0-1600027549-2	Wheat Chex	14.0	
0-1600042724-2		19.0	
0-1600048796-3	Corn Chex	12.0	
0-1600048797-0		18.0	
0-1600048797-9	Rice Chex	12.0	
0-1600048795-6		18.0	
0-1600048798-7	Vanilla Chex	12.1	
0-1600049234-9	Blueberry Chex	12.0	
0-1600010371-9	Cinnamon Chex	12.0	
0-1600013782-0		19.6	
0-1600048789-5		12.1 (Discontinued)	



Using PLU (Product Look Up) Code

The PLU (Product Look Up) code is a 4- or 5-digit number that is assigned by the International Federation for Produce Standards (IFPS) primarily used on fresh produce items. The PLU code identifies produce items based upon the commodity, variety and size group. They are used by supermarkets to make check-out and inventory control easier, faster and more accurate. PLU code 4506 "Other Vegetables-Retailer Assigned," is not WIC allowed. Vegetables allowed for purchase with WIC cash value benefits which are not assigned an individual PLU, such as tomatoes, must be processed using PLU 4469. PLU 4469 is the "generic" code that should be used for any produce items which are WIC approved, but have a PLU or Universal Product Code (UPC) that is not in the West Virginia WIC Approved Product List (APL).

If you have any questions,
contact the
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Returns and Recalls for WIC Items

With the addition of so many new foods to WIC, we know it is getting harder and harder to identify WIC items when they are brought to Customer Service for returns or exchanges. Pursuant to Federal Regulations, the only exchanges which are allowed in WIC are an identical food item when the original food item is defective, spoiled, expired or damaged. This means the exact brand and size as the original item purchased and returned by the WIC customer.

In the instances of product recalls, since the exact item is not available the store may replace the item with another authorized brand. For example, any brand of peanut butter in 16 to 18 ounce containers is WIC allowed, and one brand is recalled from the market after being purchased by a WIC participant. The store could allow the customer to exchange for another brand of peanut butter since it is otherwise identical to the originally purchased item, is an allowable item, and there is no way for the store to be able to exchange for an identical container of peanut butter since it is no longer on the market. However, if the manufacturer is offering a refund or rebate for the recalled product, WIC customers cannot be given the cash.

Returns or cash refunds for food purchased with WIC benefits are never permitted. The customer should be referred to the local WIC clinic for any problem experienced with the WIC food that has been prescribed.

Customer Satisfaction Survey

Beginning in July, the Vendor Management Unit released a Customer Satisfaction Survey. The survey was intended to provide insight for improving redemption of WIC benefits and increase WIC sales. Over 1,000 WIC customers completed the survey through a link on the WICShopper mobile phone app with 66% of respondents being age 25-34.

When WIC customers were asked what would encourage shopping at your local grocery store more often, suggestions were (in order of preference): quality produce/food; more stock and availability of food; discounts or specials offered including earning customer loyalty benefits; more affordable prices; cleanliness of the store; friendly and helpful staff; less time to get in and out of the store; the ability for self-checkout; convenient store hours; and better store accommodations.

The stores most frequently chosen for redeeming WIC benefits by the survey respondents are Walmart, Kroger, Save A Lot, Food Lion, and Shop N Save. Around 65% of WIC customers typically travel between 0 and 10 miles to shop for food with 53% typically visiting the store one to four times per month. In addition, while many respondents access more than one food assistance program, 43% report WIC as their only food assistance program.

Changes in Yogurt

West Virginia has approved additional brands and flavors of yogurt for the WIC Approved Product List (APL). Dannon has also changed the packaging of Activia, but the Universal Product Codes remain the same.



All the below items are allowed for purchase with WIC benefits, and should be reflected in the APL hosted by your integrated system or Point of Sale device.

UPC CODE	PRODUCT NAME	DESCRIPTION	PACKAGE SIZE
0-7527000191-0	Mountain High	Low Fat Yogurt Plain	32oz Tub
0-7527000194-1	Mountain High	Low Fat Yogurt Vanilla	32oz Tub
0-7527000161-3	Mountain High	Whole Milk Yogurt Vanilla	32oz Tub
0-7527000165-1	Mountain High	Whole Milk Yogurt Strawberry	32oz Tub
0-7527000160-6	Mountain High	Whole Milk Yogurt Plain	32oz Tub
0-7527000166-8	Mountain High	Fat Free Yogurt Plain	32oz Tub
0-7527000167-5	Mountain High	Fat Free Yogurt Vanilla	32oz Tub
0-7047029061-4	Yoplait Original	Low Fat Harvest Peach	32oz Tub
0-7047000430-3	Yoplait Original	Low Fat Strawberry	32oz Tub
0-7047029062-1	Yoplait Original	Low Fat Strawberry Banana	32oz Tub
0-7047000439-6	Yoplait Original	Low Fat Vanilla	32oz Tub
0-7047014748-2	Yoplait	Blueberry	32oz Tub
0-7047046115-1	Yoplait	Low Fat Strawberry Cotton Candy	8-4oz cups
0-7047046118-2	Yoplait	Low Fat Strawberry Berry	8-4oz cups
0-7047044518-2	Yoplait	Low Fat Strawberry Blueberry	8-4oz cups
0-7047046116-8	Yoplait	Low Fat Strawberry Banana	8-4oz cups
0-7047040741-8	Yoplait	Low Fat Cotton Candy Wild Berry	8-4oz cups
0-7047043826-9	Yoplait	Low Fat Strawberry Banana Raspberry	8-4oz cups
0-7047013792-6	Yoplait Go-Gurt	Low Fat Cotton Candy Melon Berry	8-2oz Tubes
0-7047013768-1	Yoplait Go-Gurt	Low Fat Strawberry Berry	8-2oz Tubes
0-7047013778-0	Yoplait Go-Gurt	Low Fat Strawberry Riptide Sponge Berry	8-2oz Tubes
0-7047013777-3	Yoplait Go-Gurt	Low Fat Hero Berry Punch Strawberry	8-2oz Tubes
0-7047013767-4	Yoplait Go-Gurt	Low Fat Strawberry	8-2oz Tubes
0-7047010614-4	Yoplait Go-Gurt	Low Fat Sour Patch Kids Blue Raspberry Redberry	8-2oz Tubes
0-7047014529-7	Yoplait Go-Gurt	Jolly Rancher Green Apple Watermelon	8-2oz Tubes
0-1111003795-4	Kroger	Low Fat Strawberry Vanilla	8-2oz Tubes
0-1111003795-4	Kroger	Low Fat Strawberry Banana Cherry	8-2oz Tubes

Creating a WIC Shelf in Your Store

Stores in other states have created a WIC shelf which increased the purchase of WIC items. WIC shelves can contain all, or the best-selling, non-perishable WIC items in one aisle. This can make it easier for customers to shop. If you are interested in creating a WIC shelf in your store contact the Vendor Management Unit for assistance or more information. Here are some useful tips in creating a WIC shelf:

- Place infant formula and high valued items on the bottom shelves so that it is easily accessible.
- Increase traffic by placing the WIC shelf close to the baby aisle.
- Place items you wish to increase in sales at eye level, so these are easily visible to your customers.
- Place large containers like infant cereal on the top shelf to save space.
- Create the shelf close to the registers, so that it is easy to monitor and assist customers that are shopping for WIC. Plus, it makes getting in and out of the store quicker.
- Group items with similar use together; for example, bread and peanut butter.
- Display multiple brands, offering the WIC customer variety and encouraging the purchase of less commonly known WIC products.
- Place juices and cereals on the top and bottom shelves. This can prompt customers to recognize the WIC shelf.



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Washington, D.C. 20250-9410;

Fax: (202) 690-7442; or
Email: program.intake@usda.gov.

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