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Welcome!

Please meet your newsletter!! Your newsletter will be published each quarter to the Utah WIC Vendor website; <http://health.utah.gov/wic/vendors.php>. Here you will learn about changes to the program, read frequently asked questions received at the WIC State Office, be refreshed on general WIC requirements, and read online about any announcements.

WIC's Mission

To safeguard the health of low-income women, infants, and children up to age 5 who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care.

Happy Birthday, WIC!

WIC serves nearly 9 million low-income mothers and young children monthly, including 53% of all infants born in the U.S. Since the program's inception in 1974, WIC's services have consistently and successfully improved health outcomes in the population it serves. Happy Birthday, WIC!

The New Look of WIC Checks

By now, you have probably noticed that the WIC checks look somewhat different. The 'Pay Exactly' and the 'Pay To' boxes are in different places; and the 'Endorser/Proxy Signature' box is larger. The prime reason for the change is to ensure compliance with the banking requirements. However, we know how difficult it is to keep the signatures in the box, so we felt now would be a good time to work on that problem. The signature box is larger and the line for the signature has been raised giving room for those loops and tails. We hope you like the new look!

2014-2015 Food Booklet

The new Utah WIC Authorized Food List has been issued at all Utah WIC Clinics. This new food booklet is effective October 1, 2014. The State WIC Office has mailed food booklets to each vendor. There should be one at each register. If you want additional copies or a Spanish version, please let us know. Remember, the current food booklet issued in October 2013 is still in use by some of our WIC participants and will be honored through December 31, 2013.



FAQ

Why am I no longer seeing 2% milk on WIC checks?

As of May 5, 2014, the Utah WIC Program implemented Final Food Rule regulations released by USDA. In these regulations, the milk requirements were changed in the level of fat (non-fat, 1%, 2%). This change involved allowing only non-fat and 1% milk for children 2 years of age and older, as well as women. The 2% milk is only allowed for certain conditions. The WIC check will specify what type of milk the WIC participant is allowed to purchase.

One of my cashiers forgot to have a participant sign a WIC check. Will you call them and ask them to come back?

No, after the WIC participant leaves the store, no one is permitted to contact them to return to the store to sign the check (even if you know them).

I have received a check back from my bank unpaid due to being over the maximum amount. What can I do?

If you would like for the State WIC Office to review the check for payment consideration, please send the check to the Vendor Coordinator for review. The check may be paid as is, or the amount may have to be adjusted. The check will be validated and returned to the vendor for redeposit.

May I take out-of-state WIC checks?

Only if you are authorized by that state. Utah WIC will not pay any checks from out-of-state.

What should I do if a WIC shopper is being verbally or physically abusive while in the store?

Please let the State WIC Office know by submitting a reply card. The reply cards are free from the State Office. The WIC participant is asked to treat you with same courteous treatment that we expect from our vendors.

Is the WIC participant required to buy all the food on the check?

No, the WIC participant is not required to purchase all the food on the check. However, they will not be able to purchase the remaining food at a later time.

If our store is out of a WIC item listed on the check, may we substitute with a similar item?

No, no substitutions or rain checks are permitted on the WIC Program.

Are WIC participants allowed to take advantage of sales, discounts, or store promotions?

Yes, WIC participants should pay the same WIC price as other shoppers. Just remember not to charge any sales tax on a WIC purchase.

Are WIC participants permitted to use manufacturer coupons?

Yes, just be sure not to charge sales tax. The vendor has the responsibility to make sure the POS system will allow tax exempt status on the purchase.

General WIC Business Requirements

The Utah WIC vendor:

- Must be a full service vendor providing food sales on a year-round basis (excluding holidays or Sundays)
- Maintains regular business hours. This shall include a minimum of eight (8) hours of operation per day, five (5) days per week, except for military commissaries. A minimum of two (2) hours must be in the A.M.
- May not be authorized if disqualified from the SNAP/Food Stamp Program or that has been assessed a SNAP/Food Stamp Program civil money penalty for hardship and the disqualification period that otherwise have been imposed has not expired.
- Has not received a WIC program disqualification or a WIC application denied within the six-month period preceding the date of the application.
- Has not had a conviction or civil judgment entered against them during the last six years for any activity indicating a lack of business integrity.
- Has a current State of Utah Tax identification number.
- Must stock and provide a variety of foods in each of the following staple food groups on a continual basis: ten (10) pounds of meat, ten (10) pounds of poultry or fish; bread or cereal; fresh vegetables or fruits, dairy (milk, eggs, and cheese), and baby foods (fruits, vegetables, and meats) at all times.
- Will not realize nor expect to realize more than 50% of its annual revenue from the sale of food items that are obtained with WIC food instruments.

WIC Approved Shelf Tags/Channel Strips

- The Utah WIC Program does not create nor supply WIC shelf signage.
- Tags/signage must be approved by the Utah WIC Program prior to distribution.
- Tags/signage must be generic (no private label or brand names).

Foods Purchased With WIC Funds

Only the food items and quantities printed on the front of the WIC checks may be purchased.

A Cash Value Voucher (CVV) is a type of check issued to WIC participants for the purchase of fruits and vegetables. The WIC participant may purchase fresh fruits and vegetables meeting WIC guide-lines. The dollar value of the CVVs varies based on the value of benefits the participant is authorized to receive. A participant cannot buy more than the total dollar value of fruits and vegetables that appears on each cash value voucher.

Federal WIC Policy

Section 246.12(h)(3)(iii) of the Federal WIC regulations requires that vendors must offer WIC participants the same courtesies that are offered to non-WIC customers. A WIC authorized vendor may not treat WIC customers differently by offering incentive items that are not offered to non-WIC customers. This is a violation of Federal WIC regulations and will result in a vendor violation.

REMEMBER, IT IS UNLAWFUL FOR WIC PARTICIPANTS TO SELL OR GIVE AWAY THEIR WIC FOODS! Please report any abuse of the program to the State WIC Office.

Announcements

New Foods

Although the new food card lists five ounce cans of Jack Mackerel, the participant will need to make another choice. The manufacturers are not yet providing this food item in the required WIC size. As soon as the State WIC Office becomes aware the five ounce can is available, the vendors will be notified.

eWIC

The Healthy, Hunger-Free Kids Act of 2010, Public Law 111-296, was signed into law on December 13, 2010. The act expanded several nutrition assistance programs, including WIC. It mandates that State WIC food issuance migrate from a paper-based benefit delivery system to an electronic benefits transfer system by October 1, 2020. WIC EBT is commonly referred to as "eWIC".

Utah WIC has started the initial planning of moving toward eWic. Our plan is to implement eWic across Utah in approximately three years. There are many steps to the process. Stay tuned for more updates.

1% Milk Now Available in Quarts

Meadow Gold is now providing 1% milk in quart sizes.

Did You Know....

The State WIC Office will replace your vendor stamp if it becomes unreadable? Contact the State WIC Office for more information.

Your Local Agency WIC Vendor Coordinator

If you have not met your local WIC Vendor Coordinator, please reach out and do so. She is located at the clinic serving your area and is here to assist you as you serve the WIC participants. She can answer questions, provide support, and make sure you have enough Authorized Food Booklets. If you are not sure who is your Local Agency Vendor Coordinator, you may contact the state office for assistance.

Southeast Utah Vendor Training Trip

Linda Schiele, Chris Furner and Rick Wardle of the State WIC Office recently visited the Southeast part of Utah, including the Navajo Nation Indian Reservation, to conduct vendor training at some very remote stores. We were able to visit Stewart's Market, Castle Dale; Blue Mountain Foods, Monticello; Red Mesa Store, Montezuma Creek; Goulding's Grocery, Monument Valley; Clark's Market, Blanding; Bull Mountain Market, Hanksville; and Melon Vine Store, Green River. This was a wonderful opportunity to learn about our vendors who provide a great service in their communities along with the challenges they face and the culture of the area. Some of these stores had never had state staff visit in the past. During our trip we traveled over 900 miles in 3 1/2 days! We enjoyed all the beautiful scenery along the way.



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