

MEMO TO: All Utah Authorized WIC Vendors

FROM: Linda Schiele *L.S.*
WIC Vendor Management Coordinator
Utah WIC Program

DATE: September 10, 2014

SUBJECT: **New Utah WIC Program Authorized Food Booklet
Effective October 1, 2014. MEMO FY 2015-01-P**

Enclosed is the new Utah WIC Program Authorized Food booklet that will become effective October 1, 2014. You may begin using this new food booklet at that time. Since the WIC participants will be given this new booklet over a three (3) month period beginning October 2014 through December 2014, *do not discard* your previous Utah WIC Authorized Food Booklet (effective October 2013). The vendor must honor all food items on the previous food booklet until January 1, 2015.

For vendors who maintain an UPC database for Utah WIC authorized food items, please ensure that the new food items are added on *October 1, 2014* and the deleted food items are removed on *January 1, 2015* (not earlier) as both the new food items and old food items will be allowed to be purchased between *October 1, 2014* and *December 31, 2014*.

A copy of the WIC Authorized Foods booklet should be available at each checkout lane. If the store needs additional copies or the Spanish version, please contact the State WIC Office at 801-538-6960 or 1-877-WIC-Kids.

Following is a summary of the changes to the WIC Authorized Food List:

New Items Authorized (as of 10-01-14)

Baby Foods

- ***Can now get fruits and vegetables mixed together***
- ***Beechnut Goya brand***

Eggs

- ***Large or medium eggs***

- Juice**
- **64 oz Kroger Vegetable Juice**
 - **64 oz Essential Everyday White Grapefruit Juice**
 - **Kroger 12 oz Frozen Apple Juice**
 - **Western Family 12 oz. frozen Grapefruit Juice**
- Canned Fish**
- **Jack Mackerel 5 oz**
- Beans & Lentils**
- **Added 'low sodium allowed'**
 - **Fat Free Refried Beans (Store brand/Private label)**
- Cereal**
- **Western Family Crisp Rice**
 - **Western Family Good Choice Cinnamon**
 - **Kroger Oat Squares**
 - **Kroger Instant Grits Original**
 - **Malt-O-Meal Chocolate Hot Wheat Cereal**
 - **Malt-O-Meal Oat Revolution Oatmeal Packets**
- Tortillas**
- **Mi Casa Whole Wheat Tortillas**
 - **La Victoria Whole Wheat Tortillas**
 - **Herdez Whole Wheat and White Corn Tortillas**
- Bread**
- **Franz 100% Whole Wheat Bread**
 - **Wonder 100% Whole Wheat Bread**
- Whole Wheat Pasta**
- **16 oz. Whole Wheat Pasta (Store-brand/Private-label)**

Removed WIC Items (no longer authorized as of 1-01-15)

- Baby Foods**
- **Gerber plastic 2-packs (3.5oz)**
- Juice**
- **WinCo 12oz Frozen Grapefruit Juice**
- Cereal**
- **Kroger Corn Bitz**
- Tortillas**
- **La Banderita Tortillas**

Please review these policies regarding the store brand/private label requirements:

- If a food item requires the purchase of a Store Brand/Private Label, any Store Brand/Private Label may be sold. Exceptions are cereal and juice; only the specific Store Brands/Private Labels listed in the booklet may be purchased.
- If a WIC retailer obtains food commodities from a corporate or independent supplier, wholesaler or manufacturer that offers a Store Brand/Private Label cold cereal and juice, then the store needs to obtain sufficient inventory of that Store Brand/Private Label product to meet the inventory requirements in the Utah WIC Vendor Agreement. If the retailer cannot obtain *any* store brands or private labels from their supplier, the store must contact the State WIC Office at 1-877-WIC-KIDS. The WIC vendor cannot sell brand name juices or cold cereal to WIC customers without written authorization from the State WIC Office.
- The WIC customer must purchase an approved Store Brand/Private Label cold cereal and juice. Substitutions of national brand name cold cereals or juices will not be permitted even if the store is temporarily out of stock. If a national brand name product is on sale or being sold for the same price or less than the Store Brand/Private Label, then the WIC client cannot purchase the manufacturer's brand.
- There may not be a Store Brand/Private Label cold cereal equivalent to the national brand. For example, the retailer is able to obtain several different Store Brand/Private Label cold cereals and juices. The customer wants a specific national brand name or type of cereal, but there is not an exact equivalent available in the Store Brand/Private Label. The WIC customer *must* choose from the Store Brand/Private Label variety that is available on the shelf at the store.
- According to the definition of "Store Brand/Private Label", the WIC customer cannot substitute a manufacturer's brand name item for a Store Brand/Private Label item even if the name brand item is on sale for less than or equal to the cost of the Store Brand/Private Label item. Nor can the WIC customer purchase a name brand item if the Store Brand/Private Label item is temporarily out of stock. The national brand *cannot be purchased*.
- If a food item is specifically listed by brand name on the check (for example, infant formula), then that specific item must be purchased. A Store Brand/Private Label brand CANNOT be substituted.
- If there is an exception for a WIC client to purchase a name brand item instead of the required Store Brand/Private Label item, the WIC client must present a Special Food Letter printed on State Agency or Local Health Department letterhead stating what *specific* food item(s) can be purchased in lieu of the Store Brand/Private Label.

Please contact the WIC State Agency office at 801-538-6960 or 1-877-942-5437 if you have any questions regarding policies or foods that have been added or deleted.

cc: WIC Directors
Local Agency Retail Coordinators

Enclosures

