

NEBRASKA WIC VENDORS' UPDATE GROCERY STORE EDITION



October 2009

NEW WIC FOOD PACKAGES

- **SIGNIFICANT** changes starting October 1, 2009
- **NEW FOOD GROUPS**
 - Whole Wheat Bread—16 ounce loaf only
 - Best Choice 100% Whole Wheat Enriched
 - Pepperidge Farm Stone Ground 100% Whole Wheat
 - Pepperidge Farm Swirl 100% Whole Wheat Cinnamon with Raisins
 - Pepperidge Farm Very Thin Soft 100% Whole Wheat
 - Roman Meal 100% Whole Wheat
 - Sara Lee Classic 100% Whole Wheat
 - Wonder Soft 100% Whole Wheat
 - Brown Rice—Any brand, 14 to 16 ounce bag or box
 - Soy Beverage—8th Continent Soy Original Flavor
 - Canned Beans— Bush's &/or Store Brand, 14 to 16 ounce can
 - Infant Foods
 - Fruits & Vegetables—4 ounce containers
 - Meats—2.5 ounce containers
 - Fresh Fruits & Fresh Vegetables
- **CHANGES TO EXISTING FOOD GROUPS**
 - Eggs—Added Large
 - Canned Fish—Added Canned Pink Salmon
 - Juice—Changed from 46 ounce to 64 ounce bottles
- Complete listings are found in your Nebraska WIC Vendor Handbook and Approved Food List booklet provided to you at the WIC Contract Training in September.

TRANSITION TIME...

- The new foods will be effective October 1st and the current foods will still be approved through November.
- Clients receiving WIC checks in September will have the current food package. If the client receives two months worth of checks, these checks could be redeemed through November.
- SO the new foods should be added effective October 1st and keep the current foods in your scanning system until December 1st.

INVITATION

What: Join in a State-wide conference call for WIC retailers, suppliers, & WIC staff

When: Thursday, October 15th from 2 to 3 pm (CDT) / 1 to 2 pm (MDT)

Agenda: WIC Food Package Implementation—How is it going?

Number to Call: 877-293-9399 (An operator will answer & ask for your name & affiliation & then transfer you into the conference call)

Questions and Answers

1. Can the WIC participant pay the difference if the dollar amount of the fruits and vegetables selected goes over the maximum amount of the check?

No.

The WIC participant may purchase fruits and vegetables up to the maximum amount of the check.

If the WIC participant wishes to purchase additional fruits and vegetables, that must be a separate transaction with their other non-WIC purchases.

2. Can the WIC participant combine 2 or more fruit and vegetable checks at one time?

No. Each WIC check is a separate transaction.

WIC website address:
dhhs.ne.gov



FRESH FRUIT & VEGETABLE CHECK...

IMPORTANT POINTS FOR CASHIER!

1. Identify maximum dollar amount of WIC check.
2. Determine if WIC check is valid for use on today's date.
3. Scan produce items, checking that each one is approved.
4. **REMEMBER** check is for a **maximum** dollar amount.
5. Recognize running total of purchases.
6. As running total approaches, present options to participant:
 - Option 1
 - Stop and complete purchase and
 - Return remaining items to store or set aside for non-WIC purchase.
 - Option 2
 - Remove scanned items and replace with preferred remaining items and
 - Return other items to store or set aside for non-WIC purchase.
6. Write total amount of WIC produce purchased in "Purchase Amount" box on check.
 - Be sure not to exceed maximum dollar amount on check.
 - Check will be rejected from bank if **over** the maximum dollar amount.
7. Present WIC check to participant to sign on "Authorized Signature" line.
8. Check that signature is complete.

NEW SHELF LABELS...

- The new shelf labels are included in this mailing.
- The new shelf labels will need to be put up before October 1st, 2009.
- If you need more shelf labels please contact your local WIC agency vendor manager.

If you have any questions about the Nebraska WIC Program please contact either your local WIC agency vendor manager or Regina Paschold at the State WIC office by calling 402-471-2781 or via e-mail at

Regina.Paschold@Nebraska.gov

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