

# WIC Messenger

Maine WIC Nutrition Program  
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 Center for Disease Control & Prevention  
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Paul R. LePage, Governor

Mary C. Mayhew, Commissioner



## Coming Soon New WIC Infant Formulas!

Turn the page for help estimating what to order for your store!

Maine WIC's contract for standard infant formula is changing to a new manufacturer as of October 1, 2016. *What does this mean for our WIC authorized vendors?*

- Beginning October 1, most WIC participants will be getting checks for Similac infant formulas made by Abbott Nutrition.
- Some WIC customers **will still have valid checks for Enfamil products in October.**
- As of November 1, WIC participants will no longer have checks for Enfamil Infant, Newborn, Prosobee, Gentlease, Reguline, or A.R. formula.
- Checks for less common Enfamil products like Nutramigen, EnfaCare, and Pregestimil will continue to be issued.

Below are the new Similac products that WIC will be providing on a regular basis:

Formula	UPC
Similac <b>Advance powder 12.4oz can</b>	70074559582
Similac <b>Advance concentrate 13oz can</b>	70074569741
Similac <b>Advance RTF 32oz bottle</b>	70074533643
Similac <b>Advance RTF 8oz 6-pack</b>	70074586144
Similac <b>Isomil powder 12.4oz can</b>	70074559643
Similac <b>Isomil concentrate 13oz can</b>	70074569765
Similac <b>Isomil RTF 32oz bottle</b>	70074559681
Similac <b>Isomil RTF 8oz 6-pack</b>	70074586045
Similac <b>Sensitive powder 12oz can</b>	70074575414
Similac <b>Sensitive RTF 32oz bottle</b>	70074575346
Similac <b>Sensitive RTF 8oz 6-pack</b>	70074560922
Similac <b>For Spit-Up powder 12oz can</b>	70074509600
Similac <b>For Spit-Up RTF 32oz bottle</b>	70074567310
Similac <b>Total Comfort powder 12oz can</b>	70074626000



## New formula? What's a vendor to do?

1. **Maintain your stock of standard Enfamil products for a while longer-** WIC customers will continue to buy those products through the month of October.
2. **Begin stocking Similac products before the end of September-** you will have WIC customers start coming in with checks for Similac products beginning October 1.

Replace these Enfamil products:	With these Similac products:
Newborn and Infant	<b>Advance</b>
Prosobee	<b>Isomil</b>
Gentlease	<b>Sensitive</b> or <b>Total Comfort</b>
Reguline	<b>Sensitive</b> or <b>Total Comfort</b>
A.R.	<b>For Spit-Up</b>

3. **Do the best you can for your WIC customers-** Transitions are tough. The current minimum stocking requirement for infant formula is 24 cans of powdered Enfamil formula. During the month of October you are expected to carry both Enfamil and Similac products so try to carry 24 cans of powder total of the two combined. Do your best. WIC will not be assigning sanction points to vendors for not meeting minimum stock for infant formula during the month of October. We will be expecting that you carry a minimum stock of 24 cans of powdered Similac formula after November 1st.
4. **If you have questions call WIC!**  
**1-800-437-9300 or 207-287-3991**

## WIC has contacted the wholesale distributors we have on our authorized supplier list.

As you are aware, your Vendor Agreement with WIC says you must get your formula from suppliers on our authorized list. We have used the information that you provided in your application for WIC authorization and/or update forms to identify where you get your formula. If you have changed your formula supplier recently please call us. The WIC authorized formula supplier list can be found online at: [www.wicforme.com](http://www.wicforme.com)

## Need help estimating how much to order for your WIC customers?

We did a bunch of calculations for you. You will receive information from the WIC Program specific to your store. We calculated the average amount of each Enfamil formula you sold in a month (based on six months of data). We converted it to the new Similac equivalent. We hope this helps you get a rough idea of how much to order. These numbers will also help you see what portion of the formula your store sells is to WIC customers versus non-WIC customers.

**Hannaford** (including independent Hannaford affiliates), **Shaw's**, and **Wal-Mart** stores: these calculations have also been sent to your corporate offices.

## Some facts about WIC formula sales in smaller stores

**In smaller stores that have fewer than 5 cash registers:**

- 98% of WIC formula sold was in powder form
- 5% was non-contract. This means that the WIC customer had a check for something other than Enfamil Infant, Newborn, Prosobee, Gentlease, Reguline, or A.R.
- 63% of the formula they will sell to WIC customers in the future will be Similac Advance powder.

## Avoid Costly Mistakes

We have provided a small chart below showing the number of WIC checks rejected at the bank between January and June 2016 for reasons that can largely be avoided by stores.

Most of the checks that rejected for unreasonable dollar amount did so because: (1) the wrong food was allowed; (2) too much food was allowed; or (3) the WIC customer wrote the full amount of the sale on a fruit and vegetable check which was more than the value of the check.

For fruit and vegetable checks (cash value vouchers), if the sale is less than the value of the check, the customer should write the full amount of the sale on the check. If the sale is **more than the value of the check**, however, the customer must write an amount up to the value of the check. The customer must pay the amount over the value of the check another way—it cannot be charged to WIC. If the total value of the check is not used, you must not give the customer any change. The check will reject at the bank if an amount over the value of the check is written in the box, even if the customer pays the cashier the difference.

Cashiers must make sure that the WIC check is valid and stores must deposit the checks within thirty days from the last day to use printed on the check. Remember, checks taken too early, too late or deposited too late will not be paid by WIC.

The WIC customer must sign the check in the lower, right corner of the front of the check. Checks not signed by the customer, or signed in the wrong place, will reject at the bank and will not be paid.

Always stamp all WIC checks clearly with your vendor stamp so that your vendor number can be read by the bank's equipment. Be sure to clean your stamp regularly. If your stamp is broken, call us and we will replace it for you.

If a check rejects because it is missing the vendor stamp or the stamp is not clear, stamp the bank copy that you received and redeposit it for payment to your bank within 30 days of the last day to use printed on the check.

## Authorized Foods and Minimum Stocking Requirement

WIC checks may be used to purchase only foods authorized by the WIC Program. Those foods are listed in the Cashier Guide & Approved Food List and fall into these categories:

- Milk and milk alternatives (soy beverages), cheese, eggs, tofu and yogurt;
- Peanut butter and dry or canned beans, peas or lentils;
- Whole grains: 100 percent whole wheat bread, wheat or soft corn tortillas, brown rice, oatmeal and whole wheat pasta;
- Fresh, frozen or canned fruit and vegetables;
- 100 percent fruit juice (bottled, frozen or shelf-stable concentrate);
- Breakfast cereals;
- Canned fish or fish in pouches: tuna, salmon or sardines;
- Infant formula, infant cereal, and jarred infant meats, fruit and vegetables.

Please refer to your Cashier Guide & Approved Food List for all the brands, sizes and varieties of WIC approved foods. WIC checks list the quantity and a description of each food item the customer can select. Infant formula checks are specific to the only formula the customer can buy. The cashier is responsible for making sure that all the items the WIC customer has selected are both WIC approved *and listed on the WIC check presented*.

The minimum stocking requirements for these products are on the next page.

Unreasonable Dollar Amount	822
Early/Late/Stale Date	288
Missing Signature	204
Missing/Unreadable Stamp	387

**WIC Minimum Stocking Requirement—WIC-approved products only—effective October 1, 2016**

Food Category and Page in Approved Food List	Description	Size	Quantity, Minimum Requirement
Fruits, p.10	Fresh or frozen or canned fruit	any	15 pounds total, 2 kinds
Vegetables, p.10	Fresh or frozen or canned vegetables	any	15 pounds total, 2 kinds
Infant Cereal*, p.11	Beech-Nut Baby Cereal*	8 ounce box	6 boxes, 2 kinds*
Infant Food*, p.11	Vegetables: Beech-Nut Classics*	4 ounce jar	32 jars total, 2 kinds*
	Fruits: Beech-Nut Classics*	4 ounce jar	32 jars total, 2 kinds*
Infant Food Meats*, p.11	Meats: Beech-Nut Classics*	2.5 ounce jar	24 jars total, 2 kinds*
Infant Formula	Similac Advance® Similac Isomil® Similac Sensitive® Similac for Spit-Up® Similac Total Comfort®	12.0-12.4 ounce cans (dependent upon product)	24 cans of Similac powdered formula
Beans/Peas/Lentils, p.12	Beans/Peas/Lentils -Canned	15-16 ounce can	8 cans or 2 bags
	Beans/Peas/Lentils -Dry	16 ounce bag	
Eggs, p.12	Grade A- Any size, brown or white shells	dozen	2 cartons
Peanut Butter, p.12	Creamy, smooth, chunky, crunchy, or extra crunchy	16-18 ounce jar	2 jars
Fish Canned, p.12	Chunk or light tuna, pink salmon, or sardines	3.75-15 ounce cans, 6 ounce or larger pouches	60 ounces
Milk, p.13	Whole milk	gallon, half gallon, quart	4 gallons total, including at least 2 quart size containers
	1% or skim milk	gallon, half gallon, quart	4 gallons total, including at least 2 quart size containers
Cheese, p.14	Block, shredded or sliced of reduced fat or regular	8 or 16 ounces	32 ounces total
Whole Grains*, p.15-16	Whole wheat bread*	16 ounce loaf	2 loaves*
	Oatmeal*, soft shell whole grain tortillas*, whole wheat pasta*	16 ounce package	2 packages*
	Brown rice	14-16 ounce package	
Cereal*, p.17-18	WIC approved cereal*	12-36 ounce box	6 boxes, two kinds, at least 1 must be whole grain*
100% Juice*, p.19	Bottled juice*	64 ounce bottle	6 bottles*
100% Juice Concentrate*, p.20	Frozen or liquid*	11.5-12 ounce can	6 cans*

## WIC Sanctions—Class I and II Violations

The WIC Program sanctions vendors for violations of Federal or State rules or policies. Some violations result in sanctions based on a single incident while others only result in sanctions after a pattern of the violation has been established. An incidence is one isolated event or any single occurrence of a violation. A pattern is two or more incidences of a violation unless otherwise specifically stated in the description of the violation.

Violations of Federal rules have mandatory federally specified penalties. Class I Violations are based on one incidence of a violation and require Vendor disqualification, either permanent or for one to six years, depending on the violation. For example, one incidence of violation of the Class I Violation (1.3) of the sale of alcohol, alcoholic beverage or tobacco product in exchange for a WIC check or Cash Value Voucher (CVV) mandates disqualification from the WIC Program for three years. Class II violations all require a pattern of violations and also mandate vendor disqualification. WIC is required to notify SNAP (Food Stamps) if we disqualify a vendor for a Class I or II violation and the SNAP Program may, in turn, disqualify or sanction the vendor.

Disqualification of the vendor from WIC shall also occur if a vendor is assessed a total of 15 sanction points within one year. If the disqualification of the vendor would result in inadequate participant access, however, the WIC Program can impose a civil money penalty in lieu of disqualification.

A vendor may appeal a disqualification in many cases. The appeals process and forms and a complete listing of all the violations and penalties can be found on our website, [www.wicforme.com](http://www.wicforme.com) or by contacting Ana Scovil by telephone at 287-5366 or by e-mail to [Ana.Scovil@Maine.gov](mailto:Ana.Scovil@Maine.gov).

The WIC Program is mandated by federal regulation to disqualify a vendor that has been disqualified from the SNAP (Food Stamps) Program. This disqualification may begin at a later date than the SNAP disqualification and is not subject to appeal.

The federal regulations can also be found at <http://www.fns.usda.gov/sites/default/files/wic/WICRegulations-7CFR246.pdf>. The complete WIC Vendor Sanction System, Policy VM-6, can be found in the Vendor Management policies on our website: [www.wicforme.com](http://www.wicforme.com).

## WIC Sanctions—Class III Violations

Class III violations are primarily administrative in nature and largely result in assessment of sanction points upon a vendor. Some of these are:

- 3.7 Failure to maintain the minimum stock of a WIC-approved food. 5 points.
- 3.9 Failure to request WIC ID Folder and to verify the participant's signature. 5 points.
- 3.15 Failure to provide a WIC customer with an itemized receipt for foods purchased with a WIC FI. 3 points.
- 3.19 First incident of providing unauthorized food items in exchange for FIs including charging for supplemental foods provided in excess of those listed on the FI. 5 points.
- 3.20 Failure to train all staff and store representatives who conduct cash register transactions in WIC procedures and requirements. 5 points.
- 3.21 Charging WIC for Maine Bottle Bill deposits. 3 points.
- 3.23 Substituting or allow substitution of one WIC authorized food for another WIC authorized food that is not on the WIC participant's FI. 5 points.

The points are kept for one year from the date they were assessed. The vendor may attend a Vendor training once per calendar year to remove three (3) points from the vendor's sanction tally.

## Termination of Vendor Agreement For Cause

The WIC Program has the right to terminate a Vendor's WIC Agreement for several reasons. Some of these reasons are:

- 1.2 Failure to stock any WIC approved foods in three or more categories on the approved food list;
- 1.5 A change in ownership of 50% or more;
- 1.8 Failure to attend mandatory vendor training;
- 1.14 Failure to meet minimum redemption;
- 1.16 WIC determines the vendor derives 50% or more of their sales from WIC purchases;
- 1.19 Vendor purchases infant formula from a supplier not identified on the approved distributor list.

The complete list can be found in our policies on our website: [www.wicforme.com](http://www.wicforme.com).

## What's New In WIC

Since last year, several important changes have occurred in WIC requirements and policies. Those changes are:

### Previous

The amount of baby fruit, vegetables and meats were **listed by the jar** on WIC checks

The amount of baby cereal was **listed by the box** on WIC checks

The values of the cash value vouchers were \$8.00, \$10.00 and \$15.00

Checks for fruit and vegetables were written for **fresh, frozen or canned**

The wording on the baby food checks was **infant** cereal, fruit, vegetables and meats

Yell-O-Glow Distributors and Garber Brothers, Inc. were not WIC-authorized infant formula distributors in Maine

Town & Country Distributors was an WIC-authorized infant formula distributor in Maine

Checks were printed in all upper-cased letters

Six-packs of RTF formulas were not allowed

Pre-signed checks were not allowed.

### New

The amount of baby fruit, vegetables and meats are **listed by the ounce** on WIC checks

The amount of baby cereal is *listed by the ounce* on WIC checks

The values of the cash value vouchers are now \$4.00, \$8.00, \$11.00 and \$16.50

Checks for fruit and vegetables are written for **fresh only or fresh, frozen or canned**

The wording on the baby food checks is now **baby** cereal, fruit, vegetables and meats (instituted to be consistent with packaging)

Yell-O-Glow Distributors and Garber Brothers, Inc. are WIC-authorized infant formula distributors in Maine

Town & Country Distributors is not a WIC-authorized infant formula distributor in Maine

Checks are printed with initial capital letters

Six-packs of RTF formulas are allowed

Checks that are previously signed can be re-signed. Have the customer cross out their signature and re-sign the check to the left of the line. The cashier must compare the signature to those on the folder.

### **Other significant changes to WIC vendor policies:**

- Maine has instituted a Vendor Claims Policy effective October 1, 2015;
- The number of sanction points assessed has changed for some violations;
- Selection Criteria has changed;
- The number of failed compliance buys needed for termination has increased, depending on the violations involved.
- If a change to WIC policy affecting any of the terms included in the vendor agreement occurs, all vendors will be notified upon implementation of the change.

WIC newsletters and our policies can all be found on our website, [www.wic.forme.com](http://www.wic.forme.com). The USDA FNS federal regulations can be found on their website, at <http://www.fns.usda.gov/sites/default/files/wic/WICRegulations-7CFR246.pdf>.

## What's New In WIC—Changes to the WIC-Approved Food List

Several important changes have occurred in the foods approved by Maine WIC. Some of the more significant changes are:

### Previous

Whole grain pasta and yogurt were not allowed

Welch's Grape Juice was not allowed

Tofu in 14-16 ounce packages were allowed

Muenster and Provolone cheese were not allowed

Blended cheese was not allowed

Essential Everyday and My Essentials products were allowed

Carlita's Tortillas were allowed

Fish in pouches was not allowed

### New

Whole grain pasta and yogurt are allowed

Welch's Grape Juice is allowed

Tofu in 16 ounce packages only is allowed

Muenster and Provolone cheese are allowed

Blended cheese is allowed, provided all the kinds of cheese are approved and no spices are added

Essential Everyday and My Essential products are not allowed

Carlita's Tortillas are not allowed

Fish in pouches that are 6 ounces or bigger is allowed, with the same requirement as the canned fish.

New foods have been added and several products have been removed from the approved list. Many of the products that were removed because the brand no longer exists or the products are either no longer being produced or are not available in an allowed size. A complete listing of the changes to the WIC-approved food list was provided to the vendors in May, 2016 and is available on our website, [www.wicforme.com](http://www.wicforme.com).

## Silk Soy Beverage Packaging

Silk Soy beverage original flavor has changed packaging. This product may be purchased by WIC participants who have a check allowing soy beverages.



## Changes in Store Status

### New Store:

Wal-Mart Supercenter, Houlton

### Under New Ownership:

Farmington Save A Lot, Farmington  
Solon Corner Market, Solon

## Reminder: Old Booklet Still Valid

The old WIC booklet (front cover has the little boy holding an apple) is still valid until September 6, 2016. Your store must accept either booklet until that date. The customer can purchase only the items from the food list that they possess.

## Manufacturer Coupons

If your store accepts manufacturer coupons, you must accept a WIC customer's valid coupons. If a WIC customer presents a coupon that gives cash back, that amount must be applied towards the WIC transaction. You may not give the customer the cash back.

## Help Us Prevent Fraud

Nationally, fraud costs the WIC Program and stores millions of dollars every year. If you suspect fraud, please contact us at 1-800-437-9300 or contact us on our website at [www.wicforme.com](http://www.wicforme.com). You can also report suspected fraud for both WIC and SNAP (Food Stamps) to us at <https://www.maine.gov/dhhs/fraud> or on the website of the Office of the Inspector General (OIG) at <http://www.oig.dot.gov/Hotline>.

## We're Here To Help You

There's a lot to know when handling a WIC transaction. Your store can be penalized or even disqualified if your cashiers do the wrong thing. If you feel your store needs more help, call us and we'll schedule you for more training. These trainings are for any store that wishes more training. We also strongly encourage stores that have received notice of assessment of sanction point to schedule training.

We've set up a monthly schedule of in-person trainings in Augusta. Call Ana Scovil at 287-5366 to schedule your store.

### DHHS Non-Discrimination Notice

The Department of Health and Human Services (DHHS) does not discriminate on the basis of disability, race, color, creed, gender, sexual orientation, age, or national origin, in admission to, access to, or operations of its programs, services, or activities, or its hiring or employment practices. This notice is provided as required by Title II of the Americans with Disabilities Act of 1990 and in accordance with the Civil Rights Act of 1964 as amended, Section 504 of the Rehabilitation Act of 1973, as amended, the Age Discrimination Act of 1975, Title IX of the Education Amendments of 1972 and the Maine Human Rights Act and Executive Order Regarding State of Maine Contracts for Services. Questions, concerns, complaints or requests for additional information regarding the ADA may be forwarded to DHHS' ADA Compliance/EEO Coordinators, 11 State House Station – 221 State Street, Augusta, Maine 04333, 207-287-4289 (V), 207-287-3488 (V), TTY users call Maine relay 711. Individuals who need auxiliary aids for effective communication in program and services of DHHS are invited to make their needs and preferences known to the ADA Compliance/EEO Coordinators. This notice is available in alternate formats, upon request.

USDA is an equal opportunity provider and employer.

Questions? Need supplies? Contact Us.  
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