

WIC Messenger

October 2013



This issue contains:

Kayla Cole Accepts New Position	Page 1
Switched WIC Checks	Page 1
Help Us Detect Fraud	Page 1
Whole Grain Products	Page 2
Fruit Juice	Page 2
Beans and Peas	Page 2
WIC Shelf Stickers	Page 2
Test Your WIC Knowledge	Page 3
Answers to Test Your WIC Knowledge	Page 4
Reminder—October Price Surveys	Page 4

Maine WIC Nutrition Program
Department of Health & Human Services
Center for Disease Control & Prevention
286 Water Street
Augusta, ME 04330
207-287-3991 1-800-437-9300
TTY: Maine Relay 711
Website: www.wicforme.com

Kayla Cole Accepts New Position

After more than 5 years as Vendor and Data Manager for the Maine WIC Program, Kayla Cole has accepted a new position as a project manager with the State's Office of Information Technology (OIT). This transition became effective on September 3, 2013. One of Kayla's first assignments in this new role will be management of WIC's EBT implementation project.

WIC is in the process of hiring a new Vendor and Data Manager. In the meantime, all Vendor questions or concerns should be directed to Ana Scovil, the Vendor and Data Specialist, at 287-5366 or Lisa Hodgkins, WIC Director, at 287-5342.

We thank Kayla for her years of dedication to WIC and we look forward to working with her in her new role.



Switched WIC Checks



Many WIC checks reject at our bank for exceeding the maximum dollar allowed for that check type. One reason these checks reject is because the checks were switched—for example, the amount charged for infant formula was incorrectly written on the infant cereal check. It is essential that cashiers pay attention to which check they are processing, as these errors cost stores substantial amounts of money in lost pay each year. Your bank may also charge fees for these rejected checks; the WIC Program will not reimburse your store for these fees.

Please take extra care when a WIC customer presents multiple orders and checks.

Help Us Detect Fraud

Stores lose money every year through fraud. If you suspect a WIC customer or another WIC store is committing fraud, please contact us at 1-800-437-9300 or on our website at www.wicforme.com. You can also report suspected fraud for both WIC and SNAP (Food Stamps) on the website of the Office of the Inspector General (OIG) at <http://www.oig.dot.gov/Hotline>.



Whole Grain Products

We want to make sure that WIC participants have access to whole grain items as required by federal regulations. Maine WIC requires stores to carry at least four 16 ounce loaves of WIC-approved breads. We are aware that many stores have difficulty obtaining this product from their distributors. Should your store be unable to obtain any of the breads approved by WIC, we appreciate your carrying two other varieties of whole grain products. Those products are brown rice, oatmeal or soft-corn or wheat tortillas. Please see pages 3-4 in your Vendor Booklet for the listing of WIC-approved whole grain products. We appreciate your store's continued efforts to obtain these products for our participants and for helping us serve Maine families.



Bottled, Frozen or Liquid Concentrated Fruit Juice



We still see Apple & Eve apple juice and Welch's grape juice listed on price surveys as the most expensive 64 ounce bottled juice that stores carry. These two products are not approved by WIC and should not be listed on price surveys. Welch's 100% Grape Juice in the frozen concentrated (yellow top only) and any flavor of Welch's 100% liquid concentrated juice (yellow top only) **are** allowed products and can be listed on the price surveys as concentrated juice if that is the most expensive concentrated juice your store carries.

You must list one variety of *both* the 64 ounce bottled juice and 11.5-12 ounce frozen concentrated juice on the price survey as required by WIC's minimum stocking requirements.

Beans and Peas—Which Items are Allowed on Which WIC Check?

We'd like to clear up some misconceptions about WIC-approved canned beans and peas. We see B & M baked beans frequently listed on price surveys as the highest priced canned beans. Baked beans of any brand are **not** allowed.

A WIC participant has the option to purchase 1 jar of peanut butter (16-18 ounces) **OR** 1 pound of dry beans or peas **OR** four 15-16 ounce cans of canned beans or peas. Examples of dried beans and peas include lentils, green split peas, yellow peas, navy beans, kidney beans and black beans. Examples of WIC-approved canned beans and peas include any brand of black beans, kidney beans, fat-free refried beans, pinto beans, northern beans, navy beans, chickpeas, or black-eyed peas.

The following beans/peas **cannot be purchased** with the canned bean check: canned green/string beans, yellow wax beans or canned green peas like Del-Monte® or Lesueur®. These items are considered vegetables and can be **purchased using the fruit and vegetable (cash value) voucher**.

If you have questions, please call us or consult your WIC Vendor Booklet.

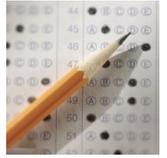


Placement of WIC Shelf Stickers and Magnets



WIC-approved shelf stickers and magnets are now available. We ask that stores either place these stickers and magnets on **ALL** products that the store carries that are approved by Maine WIC, or that the store not utilize these at all. Placement on only some of the approved products can cause confusion for both store staff and WIC customers, resulting in the inadvertent purchase of the wrong products. If you need shelf stickers or magnets, please contact us.

Test Your WIC Knowledge (answers on Page 4)



- How often is your store required to renew its Vendor Agreement with Maine WIC?
A. Every Year B. Every Two Years C. Every Three Years D. Every Five Years
- Which breakfast cereal is **NOT** WIC-Approved?
A. Kellogg's Corn Flakes B. General Mills Cheerios C. Post Grape Nuts D. Post Raisin Bran
- Which 1 pound block cheese is **NOT** WIC-approved?
A. Brie B. Swiss C. Cheddar D. Monterey Jack
- Which is the **allowed** canned fish that can be purchased using a WIC check?
A. Tuna packed in Oil B. Pink Salmon C. Oysters D. Smoked Salmon
- Which would you **never** do in a WIC transaction?
A. Verify that today is between the first and last days to use the WIC check;
B. Compare the signature of the WIC customer to the signatures on the Participant ID Folder;
C. Ask the customer to pay the 5 cent bottle deposit for bottled fruit juice;
D. Offer the WIC customer a rain-check if an item they want to purchase is out of stock.
- A WIC customer comes into your store but has lost their WIC ID folder. They ask if your store has one they can borrow. What do you do?
A. Give them one of your store's WIC Vendor booklets;
B. Tell the customer you will help them pick out the items they need;
C. Politely tell the WIC customer that you cannot accept their WIC check without their ID folder;
D. Ask for their driver's license or photo ID and accept the WIC check.
- What is the minimum stocking requirement for WIC-approved breakfast cereals? (One variety must be whole grain).
A. 3 Varieties, 36 ounces; B. 3 Varieties, 72 ounces; C. 2 Varieties, 72 ounces; D. 2 Varieties, 36 ounces
- Which 11.5-12 ounce canned frozen concentrated 100% fruit juice is **WIC-approved**?
A. Seneca Apple Juice; B. Dole Pineapple Juice C. Minute Maid Orange Juice; D. All of these.
- What is the **minimum** size box of breakfast cereal that can be sold on a WIC check?
A. 10 ounces B. 12 ounces C. 14 ounces D. 15 ounces
- A WIC customer has left behind some WIC checks. What do you do?
A. Mail them immediately to the WIC office at the address printed on the bottom of the check;
B. Make an announcement over the PA to see if the customer is still in the store;
C. Put them in the "Lost and Found" and wait for the customer to call or come in to claim them;
D. Throw them away.
- A customer wants a refund for **unspoiled** infant formula they purchased with a WIC check. Which will you do?
A. Give the customer cash for the formula; B. Give the customer credit for the formula;
C. Tell the customer they must return it to the WIC office; D. Tell the customer to sell it online or in Uncle Henry's.
12. Which item **cannot** be purchased on a Fruit and Vegetable (Cash Value) Voucher?
A. Canned Peaches in heavy syrup B. Fresh Cut Watermelon C. Canned Peas and Carrots D. Frozen Broccoli
13. A WIC customer presents a WIC check which is already signed. What do you do?
A. Ask the customer to resign over their name; B. Compare the signature to the signatures on their WIC ID folder;
C. Do not accept the check; D. Ask for the customer's driver's license.
14. A WIC customer wants to substitute a 12 ounce can of Welch's frozen concentrated juice (yellow top) for a 64 ounce bottle of Langer's Cranberry Juice. What do you do?
A. Allow the substitution; B. Politely tell the WIC customer that substitutions are not allowed;
C. Tell the customer that the cranberry juice is not WIC-Approved and they should switch it for an allowed juice;
D. Allow the customer to purchase both products.

Answers to Test Your WIC Knowledge

- C. Each store is required to renew their agreement every three years.
- D. Post Raisin Bran is not approved because of the sugar content.
- 3. A. Brie cheese is not approved.
- 4. B. Pink Salmon is the only fish listed that is WIC-approved.
 - D. You may never offer a WIC customer a rain check for any product to be purchased with a WIC check.
- 6. C. The customer's WIC ID folder is required at every purchase, even if you know the customer. You are required to compare the customer's signature to the signatures on the WIC ID folder, so the customer must have their WIC ID folder when cashing their WIC checks. If the customer indicates that they have lost their ID folder, politely advise the customer your store is required to compare their signature on the check to the signature on their ID Folder and that they should contact their Local WIC office to obtain a replacement ID folder.
- 7. C. Two varieties of breakfast cereal totaling 72 ounces is the minimum stocking requirement in Maine. One of these varieties must be whole-grain.
- 8. D. All of these juices are approved.
- 9. B. The minimum size for a box of breakfast cereal allowed in Maine is 12 ounces.
- 10. A. Mail the checks immediately to the WIC office. The checks need to be returned to the WIC Customer as soon as possible. If the customer's ID folder is also left behind, you can also mail everything to the address of the local WIC office which is usually on the back on the ID folder.
- 11. C. Unspoiled infant formula must be returned to the WIC office. If the formula is spoiled, the WIC customer can exchange it at your store for the same item only. A refund for cash or credit is never allowed. If you should see infant formula in Maine being sold on-line or in Uncle Henry's, please report this to the WIC Program as this may constitute fraud.
- 12. A. Canned fruit in sugar or heavy syrup is not allowed due to the sugar content.
- 13. C. Never accept a previously signed WIC check. A WIC customer is required to sign the check in front of the cashier. This is the only instance when a store is not required to compare the signature of the WIC customer to the signatures on their WIC ID Folder.
- 14 B. Do not allow the substitution. Substitutions are never allowed, even if the item the customer wants to substitute is a WIC-approved product.



Just a Reminder

WIC Price Surveys are due again in October.

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.
Ana Scovil, Vendor & Data Specialist
Maine WIC Program: 1-800-437-9300

TTY: Maine Relay 711
Ana.Scovil@maine.gov 207-287-5366
www.wicforme.com



Paul R. LePage, Governor

Mary C. Mayhew, Commissioner