

Maine WIC Vendor Quarterly Call April 13, 2021

Conference Call: Toll-Free Dial-In Number: 877-455-0244
Conference code: 207 287 5366
Date: Tuesday, October 13, 2020 **Time:** 11am ET (1hr)
Attendees: ME WIC Vendors, ME WIC State Staff

Questions and Discussion:

Do the participants know about the 50-item limit? If purchasing baby food, this can be a lot of items. It is important to try to break up the transaction. They are told at their appointments about the 50-item limit. Cashiers need to be alert. It is very important to have the customer accept the mid-transaction receipt. If they have over 50 items, you can void it and split the transaction.

If a fruit/vegetable is not going through and if your store allows, you can use generic 4469 until it can be mapped properly. If it has the UPC code it should be mapped and please provide it to WIC so that we can add it to the APL. If you have the WIC shopper app, scan the bar code and send the front label and nutritional panel and submit to us to add to the. The 4469 is for weighed item or for items that are cut up, etc. If 4469 not working, please contact your POS provider. Some of the corporate chains may not work so check with your corporate office.

If 1% milk is listed on their benefit, do they have to get 1% milk? We usually list 1% or skim milk, and they could get lactose free, but it still has to be same fat content.

Hannaford is not allowing 4469, every item needs to be mapped, so please report to Hannaford if the system is not allowing produce at discounted rate, reduced for quick sale, etc. These items are allowed on WIC.

Are vegetable seeds allowed? No, vegetable seeds and vegetable plants are not allowed

Help Us Do Our Best Work (Responses)

- Customers who can't speak
- We have translated additional materials
- WICShopper is available in multiple languages
- Direct customers to call their WIC office for assistance.
- eWIC is working great
- Encourage use of WICShopper App
- clinics are giving flyers, social media posts, doing TikTok videos on how to use WICShopper App
- Customers request for exceptions
- Inform customers to
 - speak to their nutritionist (allowed foods is out of stores control)
 - Report item as I couldn't buy this on WICShopper

Discussion: Stores are not able to make exceptions on WIC customers benefits (e.g. whole milk instead of skim) If your store has new items, report it in the I couldn't buy this product feature on the WIC Shopper App.

[Spring 2021 WIC Messenger](#) sent via **GovDelivery**
Due on 4/30/21 [Training Log](#) and [Price Survey](#)

Discussion: We started using GovDelivery for newsletter. If you didn't get it, please send us your e-mail and we will add you. Please address contents of the newsletters with staff and complete Training Log. These are due 4/30/21. Price Surveys are due 4/30/21, we are required to collect store prices. The link was included with the newsletter. Please put your store name and vendor number on the survey so that we can identify the store

Cash Value Benefit (CVB) Increase

Per the American Rescue Plan Act of 2021 - Maine will temporarily increase the Cash-Value Benefits (CVB) for fruit and vegetable purchases up to \$35 a month per participant for four consecutive months. June through September 2021.

Your stores may experience an increase in sales in fruits and vegetables and need to begin preparations for the increased WIC demand. The greater demand for fresh fruits and vegetables increases the importance of making sure UPCs are recognized as WIC eligible.

Please check your stores prepackage produce with WICShopper App. If item is not recognized as WIC Approved use the I couldn't buy this! To report or send an email to SubmitUPCWIC@maine.gov.

Mapping is critical for store cut and wrapped produce which have store generated UPCs which are not recognized by the WIC Approved Products List (APL). UPCs for fresh produce items frequently change and UPCs not in the WIC Approved Products List (APL) are denied.

Please assist WIC families purchasing fresh produce with UPCs by mapping any new products received.

Mapping is the process of linking a UPC with a PLU found in the APL. For example, the UPC for blueberries can be mapped to PLU 4240 for blueberries Mapping is a relatively easy process and is done in your store's office and makes the produce item available immediately for sale. Contact your cash register system's provider to assist with mapping concerns.

Stores in Aroostook, Washington and Hancock counties are up for renewal this year. This means at least one person from your store(s) must attend the 2021 WIC Vendor interactive training and you must complete your vendor renewal application(s) by September 1st. at least one person from each store must attend interactive store. We will be sending further information.

No valid WIC Checks - last check was in 12/2020. if your store accepts a WIC check your store will not be paid. All WIC participants are on the card. Some expired WIC checks are still out there and have not been used.

Is there a need for Quarterly calls?

- We may move this to Biannually.
- Call are normally under 30 mins
- Qtrly Call gives an opportunity for discussion.

Next call: July 13th