

# Minutes of Maine WIC Vendor Quarterly Call - 7/13/2021

**Conference Call:** Toll-Free Dial-In Number: 877-455-0244

**Conference code:** 207 287 5366

**Date:** Tuesday, July 13, 2021

**Time:** 11am ET (1hr)

**Attendees:** ME WIC Vendors, ME WIC State Staff

## **Questions and Discussion:**

**Food Item Waiver** is still in effect:

- a. Until 30 days after the end of the nationally-declared public health emergency.
- b. Cheese, Eggs, Whole Grain bread

This is still in effect; we are waiting to hear from the federal government to see if this will be extended.

**\$35 Cash Value Benefits (CVB) increase** Maine has redeemed over \$200,000 since the start of this American Recovery Act in June. Reminder to keep doing **produce mapping**. Produce Mapping provides fruits and vegetables to WIC customers the.

**New Food List** We are working on a new food list adding items such as salsa, dried fruits and veggies, additional brands for brown rice, beans, whole wheat pasta, and organic .

Please submit UPC's and nutrition information for any products that might be eligible for our new list. Or if you see new products or Brand Name change.

We will email the new food list and summary of change once approved

If you are only submitting one item, you can use the Shopper App; otherwise, please go to the website. If you see any products that you think should be added or if you know of a brand name change, please submit those to us.

**Agreement Renewals** Stores in Aroostook, Washington and Hancock counties are up for renewal this year. Renewal packet coming your way in Aug.

**Sync renewal years** For owners with stores in multiple regions please contact us about synchronizing your renewal year.

## **Questions:**

If bananas are priced reduced, is that approved? Yes, items that are marked for reduced price need to be mapped for WIC customers to buy.

Are fiddleheads approved? Ana believes that they are, but she is not sure what the PLU number for that is. The produce department would have to map the bar code as a WIC approved item.

**Thank you all for ensure that Maine families** - mothers and young children, and infantas have access to healthy foods. WIC's benefits extend throughout communities: When stores participate as WIC vendors, healthy foods are available to all families in the community.

Kids who participate in WIC are more likely to receive regular healthcare and get fewer childhood illnesses like ear infections, stomach viruses, and colds.

New moms that participate in WIC reduces the risk for premature births and low birth-weight babies—WIC babies are born healthier than infants who aren't on WIC.

So if you come across a new mom our a family that has a child under five please do not hesitate to refer them to WIC.

**Next call:** Oct 12<sup>th</sup>