

WIC Vendor Newsletter

Volume 14 Issue 1 October 2012

Articles

- EBT Update
- Contract Formula Change
- Approved foods Effective: October 1, 2012 to September 30, 2015
- WIC Contacts
- Transaction Steps

Electronic Benefits Transfer (EBT)

- USDA has mandated that all states convert to WIC EBT by October 1, 2020
- ◆ As of October 1 2012 a decision has not been made regarding the EBT platform that will be used to distribute WIC benefits.
- Approximate date of implementation Once a payment platform has been selected and a design contract has been awarded it will be approximately 24-months before statewide implementation takes place.

The Iowa WIC Program is requesting retailers submit questions and concerns regarding WIC electronic benefits transfer via letter to:

The Iowa Department of Public Health

Attn: Don Gourley, Iowa WIC Vendor Coordinator

321 East 12th Street

Des Moines, Iowa 50319-0075

The Iowa Grocery Industry Association (IGIA) has agreed to gather questions/concerns regarding WIC EBT. IGIA contact information:

Iowa Grocery Industry Association

Attn: Michelle Hurd, President IGIA

2540 106th St., Suite 102

Urbandale, IA 50322

Contract Formula Changes

Effective October 1, 2012, Similac Isomil products will not be issued by the lowa WIC Program. Gerber Good Start is the soy based contract formula. Substitutions are NOT allowed.

- Iowa WIC contract Infant Formula
 - o Similac/Abbott Labs remains the "milk based" contract formula
 - o Gerber/Nestle is the "soy based" contract formula
 - Stores are not authorized to make substitutions.
 - o Participants should only be allowed to buy exactly what is listed on the WIC check.

Page 2 October 2012

Iowa WIC Approved Foods October 1, 2012 to September 30, 2015

Reminder:

- Fresh or Frozen Fruits and Vegetables
 - o Only authorized potatoes are sweet potatoes or yams
 - o Multiple CVV's may be used to complete a transaction.
 - The participant may also use an alternative form of payment to complete the transaction.
- o Fluid cows' milk
 - o 2% milk is NOT an authorized product
 - o Whole, low-fat, skim, and 1 % milk are issued
- o Juice
 - o Only 64-ounce containers for all shelf stable juice and refrigerated orange juice.
 - o Exception is tomato/vegetable juice 64 and 32-ounce containers are authorized
 - o Participant may "NOT" purchase 2-32 ounce containers with a 64-ounce check
 - o Refrigerated 59-ounce orange juice is NOT authorized.
 - o Frozen juice (10 to 12-ounce containers)
 - Participant may only purchase frozen juice with WIC checks stating 10-12 ounce frozen juice
- o Rice no changes
- o Fish no changes
- o Tofu no changes
- o Hot Cereal no changes may be purchased with a 36-ounce or less store brand and hot cereal check
- o Infant Cereal is brand specific
 - o Will appear on a check for infant cereal
 - o May not be purchased with a 36-once or less store brand check
 - o May purchase either an 8-ounce container or a 16-ounce container
- Infant meats no changes
 - o Single ingredients no meat sticks or dinners
- o Soy Beverage
 - o Only authorized beverage is 8th Continent Vanilla or Original
 - o Store brand soy beverage and SILK brand soy beverages are "not" authorized
 - o Vanilla Light, Vanilla Complete, Vanilla Low Fat and Original Light are **NOT** authorized
- Cold Cereals
 - o Only store brand cereals are authorized, except for checks issued specifically for General Mills Rice Chex or Corn Chex.
- Peanut butter
 - o Only store brand peanut butter is authorized.
- o Baby Food
 - o Only 4-ounce containers are authorized.
 - Twin pack and/or multi-pack containers are not authorized.
 - o Single flavored "blends" are authorized (IE: Apples & Pears, Corn & Peas)

October 2012 Page 3

- o Juice
 - o Participants may purchase either fruit or vegetable juice with a juice check
- Refrigerated Orange Juice
 - o 59-ounce juice containers are "NOT" authorized.

Additions/Changes to Approved Food List

- Milk Alternatives
 - Meyenberg 32-ounce refrigerated goat milk is not authorized
- o Bread (16-ounce and 24-ounce)
 - o Category is not brand specific any brand labeled "100% whole wheat"
 - o Whole wheat must be the first ingredient on the nutrition facts label.
 - o Only commercial baked bread is authorized no in-store baked bread
- o Soft Tortillas must be 10-16 ounce packages
 - o Corn (Yellow or White) any brand
 - o Whole Wheat shells are brand specific
- o Oatmeal (Quick or Old Fashioned, 16-ounce container)
 - ONLY the 16-ounce package is authorized
 - o MOM's Best and Best Choice are the ONLY two approved brands.
 - o Oatmeal will be issued on "separate" WIC checks.
 - Participants may "NOT" purchase oatmeal on a 36-ounce or less store brand cereal check.
- o Eggs
 - Removed Grade AA
- o Baby Food
 - o Blends of approved single flavor fruits and approved single flavor vegetables are authorized.
 - o Container size remains a 4-ounce container.
- Cheese
 - o Removed Swiss cheese
 - o Only 8-ounce or 16-ounce packages are authorized
 - o Mozzarella Cheese Sticks 8, **12**, or 16 ounce packages are authorized
- o Cereal
 - o Added store brand wheat bran flakes and shredded wheat additional options of store brand cereals have been added such as hexagons, biscuits, and squares.
 - o Added helpful hint as to package sizes that allow the participant to purchase a total of 36-ounces.
- Cereal Category 2 Gluten-Free cereals have been added
 - General Mills Rice Chex and Corn Chex are the ONLY authorized national brand cereal
 - o Gluten-Free GM Rice Chex and GM Corn will appear on a separate WIC check.
 - General Mills Rice Chex and Corn Chex cereals may not be purchased on a 36ounce or less store brand cereal check.

2012-2015 Approved Food Flyers available by contacting State WIC Office 1-800-532-1579

Iowa Department of Public Health WIC Program Lucas State Office Building 321 East 12th Street Des Moines, Iowa 50319-0075

Attn: Store Management

October 2012 WIC Newsletter Vol 14 Issue 1

Iowa Program Contacts

WIC Vendor Coordinator—Don Gourley donald.gourley@idph.iowa.gov	515-281-6205
WIC Vendor Representative—Ken Kane	515-281-3929
kenneth.kane@idph.iowa.gov	
WIC Vendor Nutritionist—Pat Hilidebrand patricia.hildebrand@idph.iowa.gov	515-281-4545
WIC Vendor Nutritionist—Kimberly Stanek	515-281-7119
kimberly.stanek@idph.iowa.gov	

IOWA WIC PROGRAM 10WA DEPT. OF PUBLIC HEALTH 321 EAST 12th STREET - DES MOINES, IA 50319-0075 PHONE: 1-800-532-1579 **40404501** First Date to Use: 11/28/2011 Acct #: 805749 Last Date to Use: 12/27/2011 VOID IF ALTERED - VOID IF VENDOR DOES NOT HAVE A VALID IOWA WIC CONTRACT ONLY WIC APPROVED FOODS MAY BE PURCHASED - NO SUBSTITUTIONS ALLOWED PURCHASE DATE Family ID: 284899 Name: Delaney M. Frankelhaus **VOID** 1 Quart of Whole Milk - Unflavored Only 2 Gallon of Whole Milk - Unflavored Only 16 oz Natural Cheese - Chunk, Shredded, or Mozzarella String Cheese Dozen Large Grade A or AA Eggs - White or Brown
 Can(s) 14-16 oz. Beans (legumes)-No added fat or meat, no baked beans
 Container(s) 64 oz. Fruit Juice ↑ AUTHORIZED WIC STAMP ↑ 36 oz. or less Cereal 1 Loaf 16 oz. Whole Wheat Bread PAY EXACTLY **VOID - Sample Only**

In-State Toll Free #
800-532-1579
State Office Direct #
515-281-6650
FAX#: 515-281-4913
Website
www.idph.state.ia.us/wic

WIC Transaction Steps

- Participant or store associate enters transaction date
- Participant or store associate enters transaction value.
- Participant signs check after items have been rung up and above information has been entered.
- Store applies 5-digit WIC stamp prior to depositing check.