Iowa WIC Vendor Newsletter

Volume 15 Issue 5 February 2014





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eWIC Update

Universal Product Code (UPC) collection for eWIC

Beginning in the fall of 2013 and continuing into early 2014, the Iowa WIC Program will be preparing for the Approved Product List (APL) requirement of eWIC. In an eWIC environment, the program must be able to provide an electronic file to all Iowa WIC approved retailers identifying all products by UPC that are eligible for purchase with WIC benefits. The tasks and equipment associated with the ability to produce and provide an APL include capture of UPC and product data, creation and maintenance of a database of Iowa WIC UPC data. Completing the APL project prior to full eWIC implementation will allow the Iowa WIC program to carefully manage the collection of UPC data to ensure that all WIC approved products are included in the APL when eWIC implementation proceeds

lowa WIC Cheese checks

oz Natural Cheese - Chunk, Shredded, or Mozzarella String

- The number in front of "oz." will indicate the number of ounces a participant may purchase
- This check may be used to purchase a combination of chunk, shredded or string cheese

Guidelines for approved chunk and shredded cheese

- 100% Natural Cheese
- Domestic Cheese Only no imported cheese
- Any Brand
- 8 or 16 ounce packages
- Shredded or Chunk ONLY
- Varieties: Cheddar, Colby, Co-Jack, Monterey Jack and Mozzarella

Chunk and Shredded Cheese items NOT APPROVED

- Cheese with Added ingredients such as pepperoni and/or smoked cheese
- American cheese, cheese foods, cheese spreads, imitation cheese, processed cheese, jar cheese
- Cheese from service counters, bulk/random weight cheese
- Forms NOT approved: Sliced, cubed, crumbles, curds

Guidelines for Mozzarella String/ Sticks

- 100% Natural Cheese
- Domestic Cheese Only no imported cheese
- Any Brand
- 8, 12 or 16 ounce packages
- Iowa WIC does not approve Mozzarella String cheese sold by the INDIVIDUAL stick
 - If the individually wrapped sticks are sold in packages weighing 8, 12 or 16 ounces in TOTAL weight, they are approved
 - Flavor -- ONLY Mozzarella stick/string cheese
 - lowa WIC does NOT approve additional flavors of stick/ string cheese (i.e.: cheddar or cojack sticks)
 - Iowa WIC does NOT approved smoked or flavored stick/string cheese

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Similac WIC Check description and Similac Label changes

Similac is making various changes to their infant formula labels. These changes will be taking place beginning in March 2014 and should be completed by December 2014.

The Similac label changes will necessitate the change to our WIC food instruments (FIs). Recent WIC Check Description changes:

Powder: Containers 12.4 oz. Powder Similac Advance OR Similac Advance Stage 1
 Concentrate: Containers 13 oz. Concentrate Similac Advance OR Similac Advance OR Similac Advance Stage 1
 RTU: Containers 32 oz. RTU Similac Advance OR Similac Advance Stage 1

UPC information:

 Similac Advance Stage 1
 13 oz. Concentrate
 0-70074-56974-1

 Similac Advance Stage 1
 12.4 oz. Powder
 0-70074-55958-2

 Similac Advance Stage 1
 32 oz. RTU
 0-70074-53364-3

Review Approved Products List (APL)

The Iowa WIC APL folder is effective October 1, 2012 to September 30, 2015.

The Program will be requesting product information for our 2015-2018 product review in November 2014. Warehouses/suppliers that have product that is not currently WIC Approved in Iowa should contact the Iowa WIC Program to be included in the 2015-2018 review. WIC contact information:

Iowa Department of Public Health

Attn: Iowa WIC Program, Don Gourley

321 East 12th Street

Des Moines, Iowa 50319-0075

Phone #: 515-281-6205 email address: donald.gourley@idph.iowa.gov

lowa WIC checks for dry cereals

oz. or less Cereal

WIC Approved Cereal (Cereal checks are written for X ounces of cereal)

The following store brands are approved in **10oz. size or larger**. (Review the approved food flyer):

*Always Save, *Best Choice, *Centrella. *Essential Everyday/Flavorite, *Fareway/Fastco, *Food Club, *Great Value, *HyTop, *Hy-Vee, *IGA, *Kemach, *Kiggin's, *Save-A- Lot, *Nature's Crunch, *Market Pantry, *Midwest Country Fare, Morning Gem,, *Our Family, *Schnuck's, Shurfine, and *Valu Time/Clear Value

Approved variety of cereals for the above brands include:

Corn Flakes, Crisp(y) Rice, Crispy Hexagons, Bran Flakes, Wheat Bran Flakes, Toasted Oats, Tasteeos, Happy O's, Rollin Oats, Frosted Shredded Wheat, Frosted Bite-Size Shredded Wheat, Crunchy Oat Squares, Oat Wise, Toasted Corn Biscuits, Corn Biscuits, Rice Biscuits, and Toasted Rice Squares

Authorized Gluten Free Cereal WIC Checks

oz. or less Rice Chex and Corn Chex Cereal

General Mills Rice Chex and Corn Chex may only be purchased with WIC checks specifically for Rice Chex and Corn Chex cereal. General Mills Rice Chex and Corn Chex cereal may "not" be purchased with WIC checks that are written for X number oz. or less Cereal.

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Questions regarding WIC approved items signage

WIC Approved shelf tags/channel tags

Does lowa WIC provide channel/shelf tags to the authorized stores and/or the manufacturer? lowa does not provide channel/shelf tags.

WIC Approved items — guidelines for shelf tags/channel tags

- What are the restrictions on color or design?
 - Iowa has no restrictions on color the design must be approved by the Iowa WIC Program prior to being placed on the shelf.
 - Design must be generic stating WIC Approved.
- What size/design does the tag have to be?
 - lowa does not specify the size or the design of the tag.
 - Most stores/companies are creating "authorized" channel tags not flags or shelf talkers
- Can companies/warehouses put their logo on the tags?
 - No, tags must be generic..
- Who needs to approve the shelf tags/channel tags?
 - The Iowa WIC Program must approve the tags, following USDA guidelines.
 - Submit tag design to:

Iowa Department of Public Health

Attn: WIC Program, Don Gourley

321 East 12th Street

Des Moines, Iowa 50319-0075

- How are approved tags distributed and who is responsible for installation/maintenance?
 - Tags are distributed by the company supplying the tags.
 - It is a store decision as to who puts up the tags.
 - The store must maintain the tags.
- What cities/stores will allow these tags?
 - There are no cities in Iowa that deny placement of tags
 - It is a corporation/store decision to use the tags.

Points to follow:

- Tags/signage must be approved by the lowa WIC Program prior to distribution.
- Tags/signage must be generic (no private label or national brand names).
- Placement is on "all" items within a category (i.e.: all approved brands within the fish category would be required to be signed – not just one brand).
- Permission to use tags within a category is a store decision the lowa Program does not require tags/signage.
- The store is responsible for maintaining labels.

Examples of Iowa WIC Approved Item tags:









Drop Down Tag

Channel Tag

Channel Tag

Bibb Tag

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

Attn: Store Management and Store Associates February 2014 WIC Newsletter Vol 15 Issue 5

Iowa Program Vendor Contacts

WIC Vendor Coordinator—Don Gourley	515-281-6205	donald.gourley@idph.iowa.gov
WIC Vendor Representative—Ken Kane	515-281-3929	kenneth.kane@idph.iowa.gov
WIC Vendor Nutritionist—Nikki Davenport	515-725-2642	nikki.davenport@idph.iowa.gov
WIC Bureau Secretary—Sherry Smith	515-281-6650	sherry.smith@idph.state.gov

In-State Toll Free #: 800-532-1579 State WIC FAX#: 515-281-4913 lowa Web site: www.idph.state.ia.us/wic FNS Web site: http://www.fns.usda.gov/wic.

The lowa WIC Program reserves the right to limit the purchase of products that cost more than average price of similar products, in order to serve as many participants as possible under USDA guidelines. Products with special claims may not be approved.

The U.S. Department of Agriculture prohibits discrimination against its customers, employees, and applicants for employment on the bases of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or all or part of an individual's income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Department. (Not all prohibited bases will apply to all programs and/or employment activities.)

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Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish).