

# WIC Vendor Management

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## In-State Toll Free Number

### Fresh or Frozen Fruits and Vegetables CVV Checks

#### What is allowed?

- Cut-up fresh fruits or vegetables packed in containers labeled for sale.
- Sweet potatoes or yams. No other potatoes are allowed.
- Salad mixes without croutons, nuts, cheese, seasoning or dressing.
- Frozen vegetables without added sauces, pasta, rice or potatoes.

#### Examples of what is "NOT" allowed?

- Party trays
- Fruit or vegetable baskets.
- Dried nuts including peanuts
- Dried vegetables
- Dried fruits
- Breaded vegetables
- Herbs or spices
- Jack-O-Lantern or carving pumpkins
- Deli or salad bar items
- Fruit roll-ups

#### REMINDER

- **Multiple in-date CVV checks may be used during one transaction.**
- Participants may use an additional form of payment to complete a purchase that exceeds the dollar value on the WIC Cash Value Voucher.

Attention Store Management  
January 2010 WIC Newsletter

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



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### Reminders

#### Cereal

- **Effective 10.01.09 cereal packages must be 10-ounces or greater.**
- Individual servings are NOT authorized.
- Authorized cereals are listed in the multi-color food flyer.
- Corn Flakes, Bran Flakes, Toasted Oats and Crisp(y) Rice Store Brand/Private Label cereals are authorized.
- Cereal with added fruit, yogurt or nuts is not authorized.
- Participants are allowed to purchase bonus pack or free product. The free ounces do not count against the number of ounces on the check.

#### Cheese

- Only 8 and 16-ounce packages are authorized.
- Chunk and shredded cheese only
- Approved varieties: Colby, Colby-Jack, Cheddar, Mozzarella, Monterey Jack and Swiss
- Only authorized string / stick cheese is Mozzarella.
- **No individual servings**

## The WIC Story

In 1972, the U.S. Congress legislated the Special Supplemental Food Program for Women, Infants and Children (WIC). Beginning as a two-year pilot project under the United States Department of Agriculture (USDA), the WIC Program linked health care and food assistance for pregnant women, nursing mothers, infants and children considered at health risk because of malnutrition and low income. After a two-year trial, the WIC Program (later renamed the Special Supplemental Nutrition Program for Women, Infants and Children) officially began in Iowa with the first clinic opening in Davenport on March 12, 1974. In 1975, the Davenport program served approximately 1,050 at-risk women, infants and children up to the age of five years. Today, 36 years later, WIC's monthly food prescription, tailored to meet the specific needs of WIC clients, is provided to more than 75,500 Iowa women, infants, and children every month (an increase of 4.3% over 2008). For fiscal year 2009, the Iowa WIC Program received over \$54 million in funding from USDA. An additional 17.25 million dollars was received from infant formula rebates, allowing the program to serve more participants than federal funding would support. The Iowa WIC Program positively impacts the state's economy. Over 650 grocery stores and pharmacies participate in the Iowa WIC Program and accept WIC checks for the supplemental foods. The state's farm economy is also supported. Several of the state's agricultural products are included in the WIC food package. WIC checks are used every month to buy over 2,000,000 gallons of milk, 200,000 gallons of fruit juice, and over 300,000 dozen eggs. In October 2009 baby food/meats, 100% whole wheat bread, 100% corn tortilla shells, brown rice, canned legumes and the Cash Value Voucher for the purchase of fresh or frozen fruits and vegetables were added to the Iowa WIC Program. WIC is recognized as the nation's premier public health nutrition program. WIC gained this reputation and garnered strong, continued bipartisan support because of its cost-effective, scientifically documented health successes. This success can be attributed to partnerships with other health and nutrition programs, support from grocery and special purpose vendors resulting in integrated service delivery and active referral linkages between programs and health providers.

### Gateway to Good Health

WIC is a short-term intervention program designed to strengthen families by influencing lifetime nutrition and health behaviors in a targeted, high-risk population. To participate, WIC requires that clients have one or more documented nutritional risks and incomes less than or equal to 185 percent of the federal poverty level. WIC's combination of nutrition education, nutritious foods, breastfeeding support, and referrals to healthcare provides a gateway to good health in over 190 clinics administered by 20 local agencies in the state.

### Building a Healthier Iowa

The Iowa WIC Program has been successful because it recognizes the far-reaching implications of proper maternal and early childhood nutrition. The individuals who originally planned the program had the foresight to combine nutrition education, nutritious foods, and healthcare referrals in a program that provided not just immediate food benefits, but education to influence eating habits for a lifetime. Dedication and hard work have brought WIC from a two-year pilot project to the premier public health nutrition program in the nation. The Iowa WIC Program ensures that children in Iowa are ready to learn and, in turn, makes an investment in a future productive work force. As WIC continues to provide quality services to Iowa families, it is with the mission of building a stronger and healthier Iowa, and protecting and nurturing the next generation of Iowa leaders.

***Thank you to all Authorized WIC Vendors for supporting the Iowa WIC Program.***

## Frequently Asked Questions Cheese Purchases

### What are the authorized cheese items?

#### Authorized cheese items

- 100% domestic cheese
- **Chunk or Shredded cheese only**
- 6-Varieties
  - Colby, Colby-Jack, Cheddar, Mozzarella, Monterey-Jack and Swiss
- Packaged in 8-ounce or 16-ounce
  - No individual servings
- Any brand—National or store brand
- Made from whole, 2%, low-fat, fat free milk.

#### Cheese items "NOT" allowed

- Cheese from service counters
- Sliced, cubed or crumbles
- Added ingredients or seasoning
- Smoked cheese
- Processed, cheese foods, imitation or cheese spreads
- Imported cheese

### What mozzarella cheese items are authorized?

- 100% domestic — no imported cheese
- Chunk, Shredded or **stick/string**
- Packaged in 8-ounce or 16-ounce
  - **No individual serving packages**
- No added ingredients or seasoning
- No smoked cheese

### Promotional items allowed

- **Coupons** — Participants are allowed to use in-store or vendor coupons to reduce the cost of product.
- **Buy-One-Get-One Free (BOGO)** — Participants are allowed to receive "free" or "promotional" product if the free item is attached to the authorized WIC items they are purchasing with WIC checks.
- **Free Ounces** — Participants are allowed to receive "free" ounces. Free ounces do not count against the WIC prescription.