



Families grow healthy with WIC

Feedback from the Vendor Forums

July 9, 2008





Vendor Forums

(April 23 – June 11, 2008)

1. Infant Foods
2. Whole Wheat or Whole Grain Breads, Buns, Rolls, and Bakery
3. Fresh Fruits and Vegetables
4. Soy-Based Beverage and Tofu
5. Canned Products (Fish, Beans, Fruits and Vegetables)
6. Cash-Value Voucher
7. Other Whole Grains
8. Administrative Issues





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Infant Foods

April 23, 2008





Revise Food Packages for Infants

Starting at 6 months of age

- Infant food fruits and vegetables for infants
- Infant food meat for fully breastfed babies



Bananas as a Substitute

- **2 lbs of bananas may be substituted for 16 oz. of infant foods.**



=



- **Bananas will need to be weighed**
- **Different from cash value check**





Availability

Type and size of package vary across brands of infant foods

- Gerber sells in plastic two-packs while other brands sell in glass jars
- Gerber's package sizes are different from other brands.

For example:

- 2.5 oz 2-pack of Gerber vs. 2.5 oz glass jars of other brands in Stage 1 foods
- 3.5 oz 2-pack of Gerber vs. 4 oz glass jars of other brands in Stage 2 foods



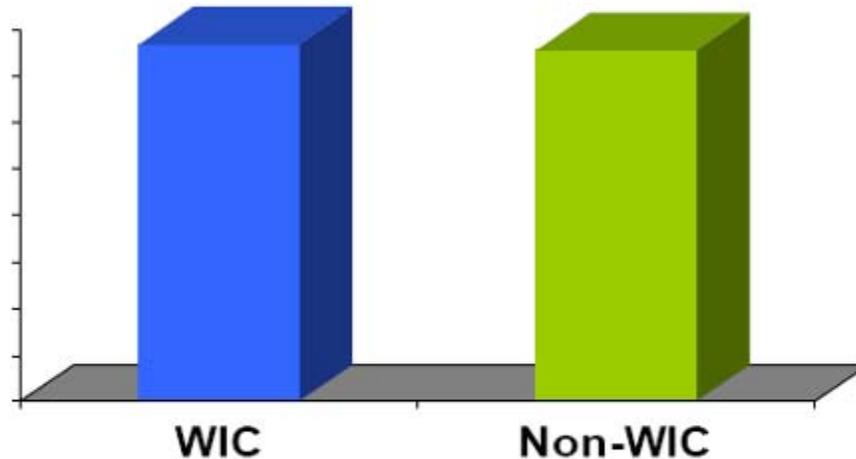


2005 Gerber Baby Food Usage Study



WIC moms are currently heavy category users, consuming more than non WIC moms over babies first 18 months

Avg. # of Baby Food Puree Units Consumed



Source: Gerber 2005 Baby Food Usage Study

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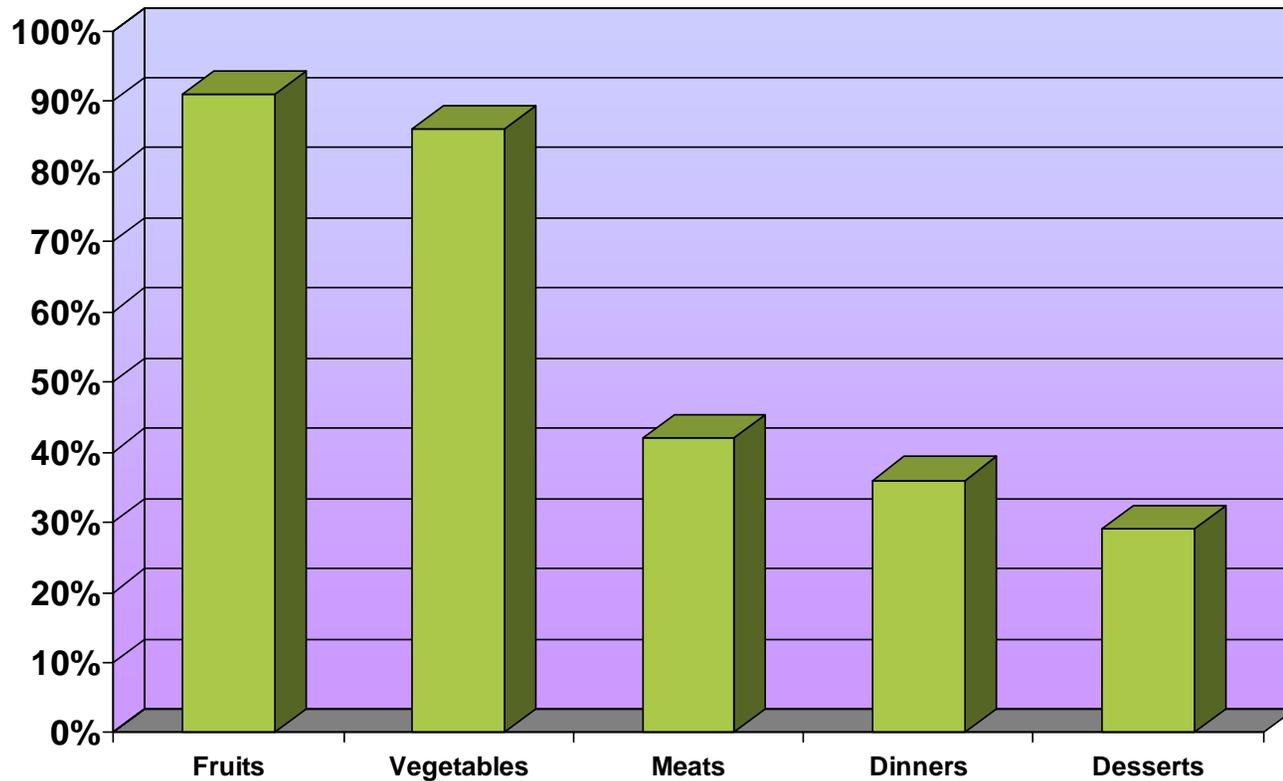


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Baby Foods Currently Purchased Participant Survey 2007

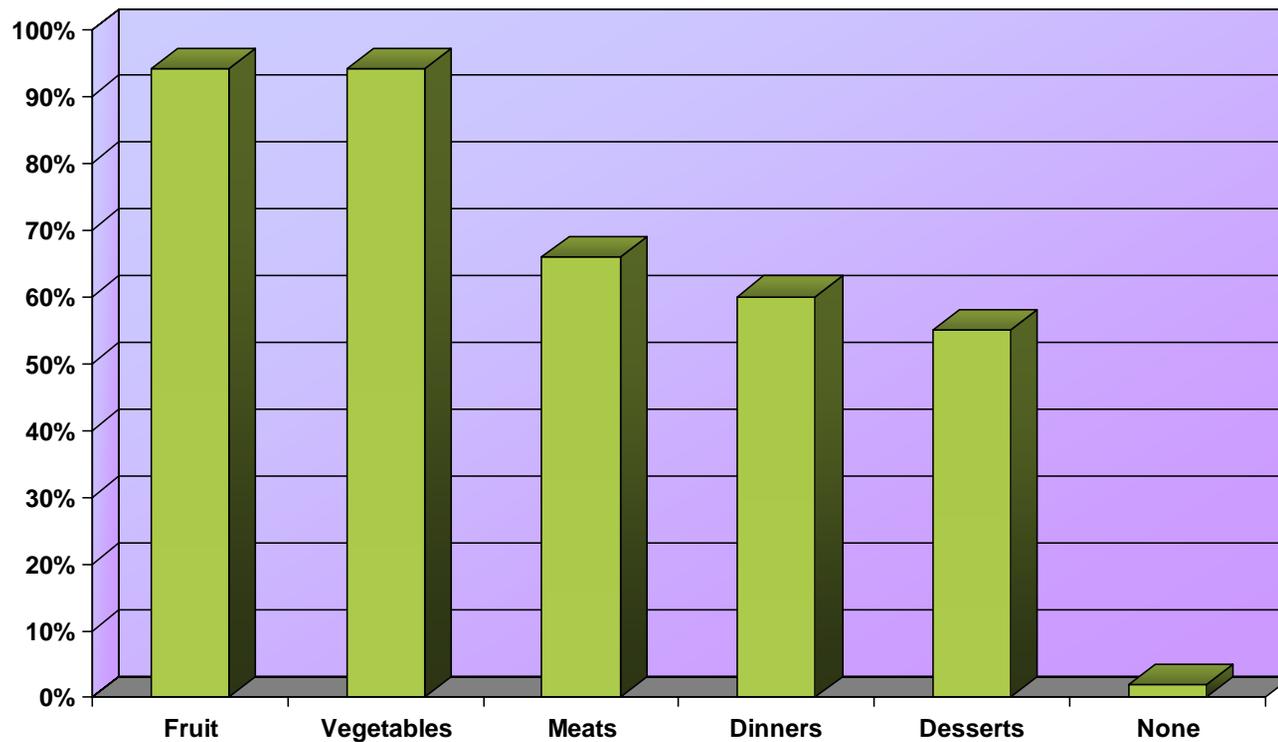
79% of families with infants purchase baby foods



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If WIC checks included baby food, participants would purchase...



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Questions for Vendors

- What are your current challenges in stocking infant foods?
- What is your experience with the Gerber twin packs?
- What is your experience with organic infant foods?
- What else do you think we should consider in providing infant food through WIC?





Stocking Challenges of Vendors

Most stores re-stock once a day

Challenges:

- Quick depletion
- Maintaining variety
- Product rotation





Vendor Concerns about Infant Foods

Small Stores:

- Outdated stock
- Small stocking area
- Different brands have different sizes

Large Chain Stores:

- Potential of running out of stock
- Adequate lead time to prepare





Vendor Experience with Organic Infant Foods

- Demand has increased, but it is a different consumer base, not WIC shoppers
- Poll results inconclusive about the trends in demand for organic
- Organic or natural vs. conventional infant foods are not of equal value – specify what is allowed





Information from the Poll

Brands they stock (19 vendors polled):

- Gerber (42%)
- BeechNut (26%)
- Earth's Best (21%)
- Nature's Goodness (11%)
- Private labels (11%)
- Other (21%)

Gerber sells the most while private labels
sell the least





Suggestions for WIC

- Most vendors: Authorize only Gerber, the number one brand, because package sizes vary across brands
 - One comment: Allow another brand also in case Gerber has product recalls
- Specifying brands on checks may make it easier for cashiers
- Provide a Universal Product Code (UPC) listing of authorized infant foods
- Set Maximum Allowable Department Reimbursement (MADR) to accommodate fluctuations in price of bananas





Questions or Comments?

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Whole Grain Breads, Buns, Rolls, and Bakery

April 30, 2008



Identifying Whole Grain Breads

The first ingredient must be: “whole” wheat or other grain

On the front label look for:

- Whole wheat or 100% whole wheat or whole grain or 100% whole grain
- Label may have the whole grain stamp





For More Information on Whole Grains for WIC

[http://www.wholegrainscouncil.org/
resources/whole-grains-for-wic](http://www.wholegrainscouncil.org/resources/whole-grains-for-wic)



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Add Whole Grains

- At least half of the breakfast cereals on a State agency's food list must be whole grain
- Whole wheat or whole grain bread for children and women
- Whole grain options
 - Brown Rice
 - Soft Corn and Whole Grain Tortillas
 - Oatmeal
 - Bulgur
 - Barley





Whole Grains and WIC Checks Participant Survey 2007

If WIC offered whole grain products, participants would use their checks to buy...

- Whole wheat bread - 95%
- Oatmeal - 87%
- Corn tortillas - 84%
- Brown rice - 63%
- Barley - 22%





Questions for Vendors

- Would you be able to provide 16 oz loaves of whole wheat bread through your in-store bakeries?
- What are you hearing about the availability of 16 oz loaves and when will they be available?
- Would you be willing to "showcase" the whole grain bread so participants and cashiers will be able to easily identify it?





Questions for Vendors

- Do you have any insight on whether manufacturers are planning to make changes to packaging to make whole grain products easier to identify?
- What else do you think we should consider in providing whole wheat bread through WIC?





Vendor Comments on Availability of WIC Eligible Bread

Stores with In-House Bakeries:

- To make 16 oz loaves, they would have to re-tool, which could be cost-prohibitive
- 20-24 oz more popular; If 16 oz does not sell, risk of wastage and loss

Suggestion:

WIC should approach Sara Lee and Bimbo, the two largest bread manufacturers with the new product requirements





Vendor Comments on Showcasing the WIC Eligible Bread in the Store

- Breads made by in-house bakery
 - May be easy to showcase
- Breads from other manufacturers
 - Are showcased based on the schematic and sale specials.
 - It may be difficult to showcase these just for WIC.





Vendor Comments on Product Identification

- Easy identification of WIC allowable bread was a big concern
- Suggestions offered:
 - Manufacturers could put the 100% Whole Grain stamp of the Whole Grain Council on the package
 - Manufacturer or supplier could put a sticker or stamp on the package
 - Stores could place shelf-talkers to identify a product as WIC-eligible





Information from the Poll

28 vendors participated in the poll

- 52% stock a 16 oz loaf of whole wheat bread
- 48% have an in-house bakery
- 24% said their in-house bakery makes whole wheat bread
- 19% said their in-house bakery makes a 16 oz loaf of bread





Suggestions for WIC

- Consider the rising costs and volatile prices of bread when determining the Maximum Allowable Department Reimbursement





Questions or Comments?

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Fresh Fruits and Vegetables

May 14, 2008





Cash-Value Vouchers for Fruits and Vegetables

- ❑ Not “quantity specific”
- ❑ For use at authorized grocery stores
- ❑ WIC State agencies have the option to authorize farmers at farmers’ markets to accept the cash-value voucher



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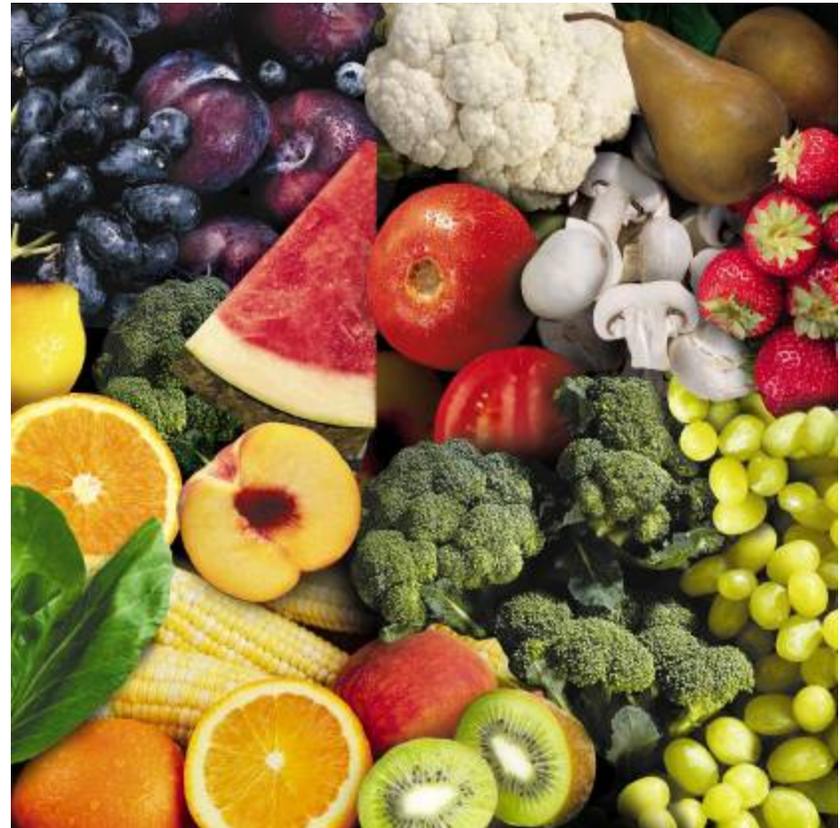


Summary: Fruits and Vegetables

Cash value-vouchers
(\$6, \$8, \$10, or \$15) for
fruits and vegetables for
children and women

Participants may choose
from a wide variety of
fruits and vegetables

Fresh required; frozen,
canned, and dried
allowed





Participant Survey: Fresh Fruits and Vegetable Purchasing Trends

What families do now:

- 88% of WIC families buy fresh fruit and 87% buy fresh vegetables weekly

What they said they would do:

- Nearly 100% would buy fresh fruits and 99% would buy fresh vegetables with WIC checks





Calaveras County Fruit and Vegetable Program



The project started in 2001. It is a partnership between HRC Mother Lode WIC and HRC Food Bank. The HRC Food Bank is the grantee for the First 5 Calaveras grant.





WIC Retail Stores – Calaveras County

Chain

- Save Mart

Small Grocery Markets

- Payless Market
- Sender's Market
- Sierra Hills Market
- Big Trees Market
- Treats General Store
- Mar-Val
- Angels Food Market
- Copperopolis Store
- Pine Grove Market

Mom and Pop

- West Point General Store
- Rail Road Flat Store
- Plier & Lillie Market





Top 20 Fruits & Vegetables Purchased by Calaveras County WIC Moms

Fruits

Vegetables

Bananas

Apples

Grapes

Oranges

Avocado

Strawberries

Pears

Cantaloupe

Peaches

Nectarines

Tangerines

Kiwi

Mango

Plums

Lemons

Limes

Watermelon

Melon

Pineapple

Grapefruit

Tomatoes

Onions

Romaine Lettuce

Potatoes

Carrots

Broccoli

Iceberg Lettuce

Cucumbers

Mushrooms

Bell peppers

Celery

Summer Squash

Corn

Asparagus

Cauliflower

Artichokes

Cilantro

Radishes

Cabbage

Garlic



Results

- “I do not have the money for fresh fruits and vegetables. I would not be able to purchase them without the vouchers.”
- Fruit/Vegetable voucher has increased consumption of fresh fruit and vegetables among WIC Participants
- Fruit/Vegetable vouchers are a “Win/Win” for WIC recipients and retailers
- \$5 vouchers well received by WIC participants and retailers
- Large & small retailers report the program works well





Save Mart's Experience with the Fruit & Vegetable Program

- Sharon Blakely of Save Mart shared:
 - The produce department's annual sales increased by \$8,000 - \$10,000
 - There was no problem with reimbursement
 - Very little training was needed for store personnel
 - Motivation for worksite wellness
 - Stakeholder in the community





Questions for Vendors

- **Stores that already have fresh fruits and vegetables**
- What concerns do you have regarding offering fresh fruits and vegetables through WIC?
- How does this change impact your business?

- **Stores that do not have fresh fruits and vegetables at this time**
- What challenges do you see in offering fresh fruits and vegetables?
- Do the minimum federal stocking requirements present a challenge to your business?





Vendor Suggestions for Minimum Stocking Requirement

- 10 types of fruits and vegetables each suggested by chain stores to offer variety
- 5 types of fruits and five vegetables each suggested by a smaller store
- Federal minimum requirement of 2 types of fruits and vegetables each should be kept.





Suggested Benefits of Keeping the Minimum Federal Requirement

- Will allow flexibility for smaller stores to get used to stocking produce
- Any Authorized Vendor (AAV) allows customer to shop at an authorized store with more variety
- Some small stores may not have space for five types of fruits and vegetable each, and may have to stock on a daily basis. Due to such hardship, some may not be able to stay in WIC business.





Other Vendor Comments

- Educate WIC shoppers on the difference between scales in the produce section and check-out
- Produce that is not purchased would be returned to the produce section; It would only be discarded if it had left the store
- Organic produce is generally higher in price than conventional produce, but can be competitive when on sale





Questions from Vendors

- Why are white potatoes not allowed?
- Is bagged lettuce with dressing allowed?
- Will EBT be allowed to cover the amount by which the purchase exceeds the allowable limit of the cash-value voucher?
- Will cut fruit be allowed?
- Can stores that don't sell produce now start selling it to customers if they pay with their own money?





Questions or Comments?



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Soy-Based Beverage and Tofu

May 21, 2008





Soy Products



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Availability of Soy-Based Beverage in the Market

- Many brands, but none meet the federal nutrient level requirements at this time

Update: At least two manufacturers are reformulating to meet the federal requirements

- Refrigerated and Shelf-stable
- Quart, half-gallon, twin pack with 2 half-gallons
- Original or plain, unsweetened, vanilla, chocolate
- Non-fat, low-fat, light, regular
- Organic and non-organic





WIC Participant Survey: Soy-Based Beverage Trends

Only 4% of participants report purchasing soy-based beverage

Type of soy-based beverage purchased:

- Refrigerated: 86%
- Shelf-stable: 20%





Participant Survey: Soy-Based Beverage Purchase Trends

How much soy milk do you usually buy in a week?

- 19% - Only occasionally
- 8% - 1 quart
- 29% - ½ gallon
- 21% - 1 gallon
- 18% - 1 to 2 gallons
- 5% - More than 2 gallons





Participant Survey: Soy-Based Beverage Flavors Purchased

Survey Language	Plain	Vanilla	Chocolate
English	55%	72%	18%
Spanish	60%	40%	20%
Chinese	86%	7%	3%
Vietnamese	92%	11%	0%



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Reasons Adult WIC Participants Drink Soy-Based Beverage

- Like the **taste**: 53%
- Lactose intolerance: 30%
- It's good for health: 26%
- Doesn't like regular milk: 12%





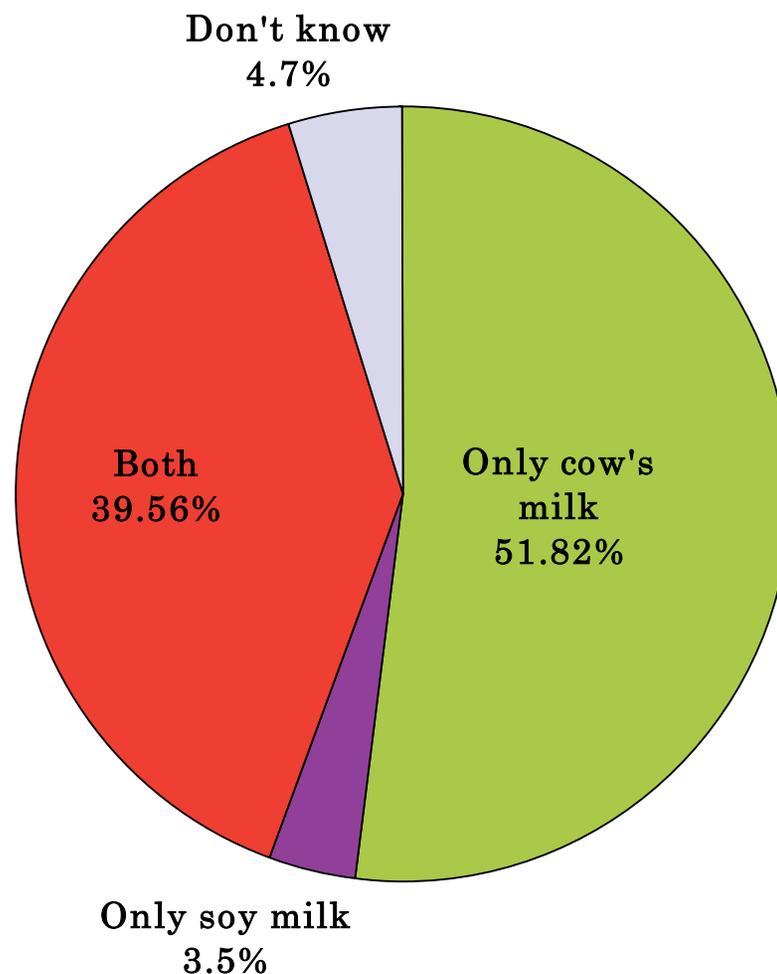
Reasons Children on WIC Drink Soy-Based Beverage

- Lactose intolerance: 45%
- It's good for health: 31%
- Likes the taste: 24%
- Doesn't like regular milk: 7%
- Another person in the family drinks it: 3%





If WIC offered soy milk in place of all some cow's milk they would buy...



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Tofu

- Must be calcium-set
- No added fats, sugars, oils, or sodium
- 1 lb tofu can substitute 1 quart of milk





Tofu in the Market

Ingredients found in Calcium-set tofu:

- Calcium sulfate
- Calcium citrate
- Calcium chloride
- Tricalcium phosphate

Not calcium-set if set with:

- Magnesium chloride
- Gluconolactone



Tofu in the Market

- Amount of calcium varies
 - from brand to brand, and
 - within brands
- Textures
 - Soft/Silken
 - Firm
 - Extra firm
- Organic, Lite, Seasoned





Participant Survey: Tofu Purchase Trends

21% of participants buy tofu

- English (16%)
- Spanish (8%)
- Chinese (99%)
- Vietnamese (100%)





Participant Survey: New Combo Check Opinions

Mostly cow's milk (73%) with...

- Cheese (49%)
- Soy milk and cheese (21%)
- Tofu, soymilk, and cheese (21%)
- Tofu and soy milk (5%)
- Tofu and cheese (4%)
- Soy milk (1%)



All cow's milk (15%)





Participant Survey: New Combo Check Opinions

Mostly soy milk (10%) with...

- Cheese and cow's milk (22%)
- Tofu, cow's milk, and cheese (22%)
- Tofu and cow's milk (18%)
- Cheese (16%)
- Tofu and cheese (6%)
- Cow's milk (6%)

All soy milk (2%)





Questions for Vendors

- How will this change impact your business?
- What suggestions do you have to make this change easier for you?





Vendor Comments

- Large chain stores said that every store should be required to stock soy-based beverage and tofu as part of the full spectrum of WIC allowed foods.
- Small stores in areas with low demand for tofu expressed concern with a stocking requirement for tofu due to its short shelf-life.
- Tofu packed in 16 oz is not as common as the 12 and 14 oz sizes.





Information from the Poll

16 vendors participated in the poll

- 53% stocked soy-based beverage, 33% tofu
- 47% stocked refrigerated and shelf-stable soy-based beverage
- 60% said refrigerated sells more than shelf-stable
- 60% said half-gallon size sells the most
- More stores said that plain or regular flavor sells more than the vanilla flavor (33% vs. 13%)
- Most vendors did not know if the tofu they stocked was set with a calcium salt.





Questions or Comments?



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Canned Products: Fish, Beans, Fruit & Vegetables

May 28, 2008





Add New Canned Fish for Fully Breastfeeding Women

- Continues to allow canned **light tuna** (no albacore)
- Allows other canned fish identified as lower in mercury
 - **Salmon**
 - **Sardines**
 - **Mackerel**



Other Changes in the Rule

- Adds legumes (beans or peanut butter) to food package for postpartum women.
- Allows canned beans to be substituted for dried beans for all children and women.





Rule on Canned Fruit and Vegetables

- Canned Fruit
 - Any variety, including apple sauce; No added sugars, fats, oils, or salt
 - Fruits packed in juice or with added fruit juice concentrate are allowed
- Canned Vegetables
 - Any variety, except white potatoes; No added sugars, fats, oils; may have salt





Sugar in Canned Vegetables and Beans

Per USDA's guidance dated 5-8-08:

- Canned vegetables (like plain sweet peas and corn) and canned beans (like kidney beans) that contain a small amount of sugar for processing purposes are allowable.





Added Sugar

- Look for sugar in the ingredient list, not on the Nutrition Facts Label
- Other names for added sugars include:
 - Corn syrup, high-fructose corn syrup, maltose, dextrose, sucrose, honey, and maple syrup.



Resource

Canned Food Alliance

- Working with States to provide lists of eligible canned food products and UPC codes
- Keeping UPC codes up-to-date is a concern





Participant Survey: Canned Beans Consumption Trends

Participants reported consuming canned beans:

- Never (57%)
- Occasionally (15%)
- Often (16%)
- Rarely (12%)



Reasons they don't consume canned beans:

- They purchase dried (72%)
- Their family doesn't like them (34%)





Participant Survey: Canned Beans and Brand Loyalty

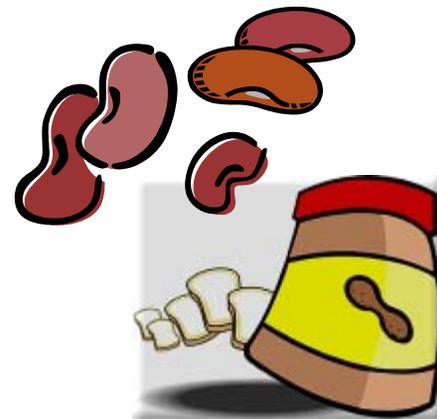
- 33% of participants have a favorite brand of canned beans.
- 84% of those individuals would purchase another brand if offered by WIC checks.



Participant Survey: Beans and WIC Checks

If participants could create their own WIC checks with a combination of canned beans, dried beans, and peanut butter, they would choose:

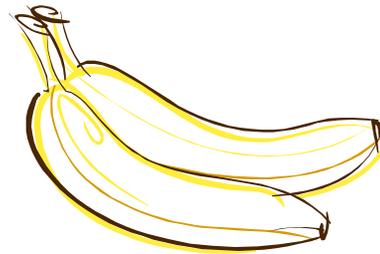
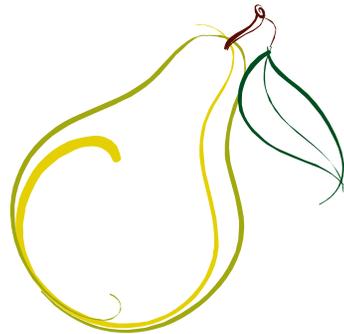
- Dried beans (74%)
- Peanut butter (72%)
- Canned beans (37%)
- None (0.8%)
- Don't know (0.1%)





Participant Survey: Canned Fruit Purchasing Trends

- Most families rarely or never buy canned fruit (65%).
- 60% of families would use WIC checks to buy canned fruits.



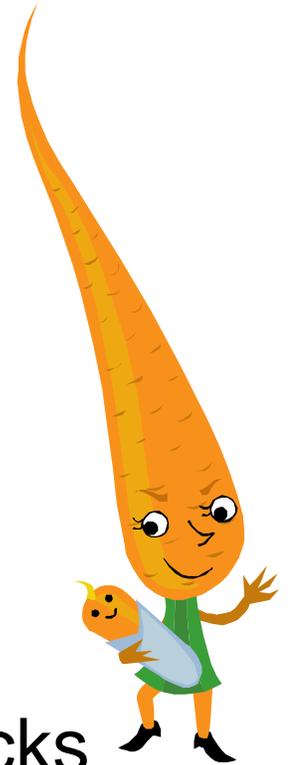


Participant Survey: Canned Vegetable Purchasing Trends

Participants reported buying canned vegetables:

- Never (31%)
- Monthly (29%)
- Weekly (23%)
- Rarely (15%)

64% of families would use WIC checks to purchase canned vegetables.





Questions for Vendors

What challenges do you see in offering:

- Canned fish?
- Canned beans, peas, or lentils?
- Canned fruit?
- Canned vegetables?





Questions for Vendors

What should be the minimum stocking requirement for:

- Canned beans, peas, or lentils?
- Canned fruit?
- Canned vegetables?

How does this change impact you?





Vendor Comments on Canned Fish, Beans, Fruits and Vegetables

- The can size for tuna is expected to change from 6 ounce to 5.5 ounce.
- Is applesauce in bottles allowable?
 - Response: Yes, canned refers to shelf-stable, not container type.
- No comments or questions were offered for canned beans and vegetables
- Vendors made no suggestions for minimum stocking requirements for canned foods.





Information from the Poll

20 vendors participated in the poll

- **Canned Fish they Stock:**

Tuna – 63%

Sardines – 53%

Salmon – 53%

Mackerel – 37%

- 63% said tuna sells the most
- Many were unsure, but 16% said sardines are next to tuna in popularity
- 53% said fish in cans sells more than in pouches





Information from the Poll

20 vendors participated in the poll

- **Canned Beans:**
 - 42% stock six or more types of canned beans
- **Canned Fruits and Vegetables:**
 - 47% stock canned fruits
 - 37% stock applesauce
 - 42% stock six or more types of canned vegetables





Questions or Comments?

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Cash-Value Vouchers for Fruits and Vegetables

June 4, 2008





Cash-Value Voucher

What is it?

A fixed dollar amount check or voucher which is used by a WIC participant to obtain fruits and vegetables





Cash-Value Voucher



Who? How much?

- Children (1- 5 years) \$6
- Women \$8
- Women Fully Breastfeeding one baby \$10
- Women Fully Breastfeeding multiples \$15

Approximately one million participants in California would receive the cash-value vouchers through one of the 626 clinics statewide.





New WIC Food Package Rule

How often?

- Cash-value vouchers will be issued monthly on a year round basis.

When?

- Sometime next year, by October 1, 2009





New WIC Food Package Rule

What?

- States are required to offer fresh fruit and vegetables
- Participants may choose from a wide variety (except white potatoes)

Optional:

- Canned or frozen fruit and vegetables
- Dried fruit or vegetables, for women only





Features of the Cash-Value Voucher

- No specific quantity of fruit and/or vegetables
- State agencies will determine the dollar denominations
- States can allow participants to pay the difference when purchase price exceeds the value of the voucher
- Vendor may not return cash or change





Cash-Value Voucher

Where?

- Cash-value vouchers can be redeemed at one of the more than 3,700 authorized WIC vendors

Optional: States may authorize farmers at farmers' markets or roadside stands to redeem the cash-value vouchers for eligible fruit and vegetables.





Experience with Cash-Value Voucher

- Calavares County Project



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Fresh Fruit & Vegetable Voucher Calaveras County WIC



28533 SA ② D

MICH

Mother Infant & Child Harvest

A project of the HRC Food Bank
and Calaveras WIC
Funded by First 5 Calaveras

- # This voucher is **ONLY** good to buy **fresh** fruits and vegetables
- # No canned or frozen fruit or vegetables
- # No change
- # Not good for cash

- # Este cupon-es valido **SOLO** para compra frutas, verduras fresca
- # No vale por dinero en efectivo ni cambio

\$5
Valid only at
Calaveras County
Grocery Stores



Client _____

Date of Issue _____

Good for 30 days from date of issue

Client Signature _____

Staff signature Lalona

Vendor please attach register receipt

88 % Redemption Rate



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Questions for Vendors

- In your opinion, what dollar denominations would be most beneficial to participants and workable for your business?
- If there were many different denominations for the cash-value voucher, would this pose a problem for the cashiers?





Questions for Vendors

- What is your opinion about allowing participants to pay the difference when the purchase of fruits and vegetables goes over the value of the cash-value voucher?
- Should there be a limit on the amount they can pay over the cash-value check's maximum dollar value?
- How will this change impact your business?
- Overall, what concerns do you have regarding use of cash-value vouchers?





Vendor Comments on Denomination of Cash-Value Voucher

- At least \$5 is needed due to the prices
- In addition to \$5, consider \$2 or \$3 for those who want to buy smaller amounts (no change can be returned)
- Multiple denominations are fine if clearly written on the voucher





Vendor Comments on Paying the Difference

- Allow WIC shoppers to pay the difference when the purchase of fruits and vegetables exceeds the limit of the cash-value voucher
- Keeping track of an upper limit would be complicated for checkers. Do not limit the amount they may pay over.





Vendor Concerns About Cash-Value Vouchers

- Question: Will this check say “up to” a dollar amount?
 - Answer: If the State decides to allow payment over the voucher limit, “up to” will not make sense
- Question: Would the vendors who sell only WIC foods be able to accept cash with cash-value vouchers?
 - Answer: Yes, if the State decides to allow participant to pay the difference





Questions or Comments?

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Other Whole Grains

June 9, 2008



The Rule Adds Whole Grains

- States must offer whole wheat or whole grain bread
- States may substitute bread with other whole grain options
- 1 lb bread = 1 lb whole grain substitute



Substitution Options: Whole Grains



Soft Corn and
Whole wheat Tortillas



Oatmeal

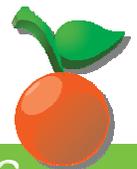


Brown Rice

Barley (not pearled)

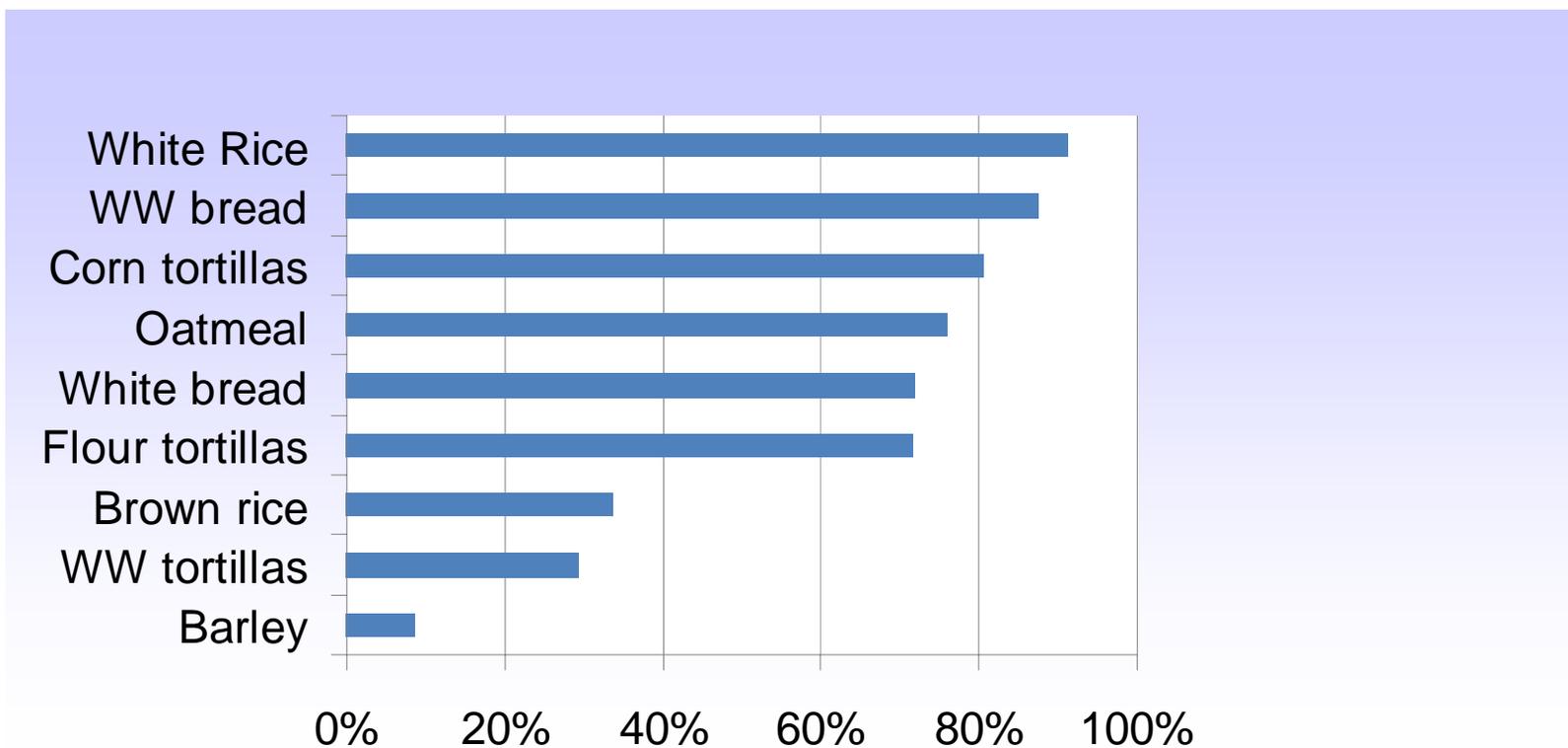


Bulgur (cracked wheat)





Participant Survey: Grain Purchasing Trends





Participant Survey Why Whole Grains Aren't Chosen

Reason	WW Bread	Corn Tortillas	WW Tortillas	Brown Rice
Don't know what they are	4.5%	18.5%	8.8%	3.6%
Never tasted	12.9%	14.4%	38.9%	39.7%
Don't like the taste	45.9%	34.6%	21.3%	19.8%
Family doesn't like it	28.5%	19.3%	16.3%	13.7%
No specific reason	10.8%	16.1%	13.6%	14.5%
Don't know how to cook it	-	-	-	6.0%
Make my own	-	0.5%	0.6%	





Availability in the Stores

- **Tortillas (soft corn or whole wheat)** – sold by count and weight; many sizes, but not sure if they come in 16 oz
- **Oatmeal** – 18 oz very common, but 16 oz is also available; bulk also
- **Brown rice** – widely available; various sizes – have 16 oz, but 32 oz more common
- **Bulgur** – Plain bulgur not very common; available in bulk also
- **Whole grain barley (not pearled)** – Whole grain is hard to find





Questions for Vendors

- Are these whole grain items available in your stores?
- Which items do customers buy a lot?
- Which ones are not purchased much?
- What considerations should WIC keep in mind when offering these products?
- Should there be a minimum stocking requirement for the substitute items?





Vendor Comments on Availability

- Currently stock whole grains - 5 yes, 3 no
- Pre-packaged barley is pearled
- Some vendors only have 28 oz bags of brown rice
- Tortillas are commonly available and sell extremely well
- Bulgur is an unusual item
- Quaker oatmeal and the private label brands come in 18 oz; McCann's (an expensive brand) and Mother's brand of Quaker come in 16 oz; Mother's may not be available in the west coast of USA





Information from the Poll

11 vendors participated in the poll.

- 43% stock brown rice, oatmeal, soft corn tortillas and whole wheat tortillas
- 29% stock bulgur and barley
- 29% have brown rice in a one pound package
- 14% stock bulgur, oatmeal, barley, soft corn tortillas and whole wheat tortillas in a one pound size.
- They did not stock these whole grain in bulk.





Questions or Comments?



Families grow healthy with WIC



Families grow healthy with WIC

Administrative Issues

June 11, 2008





Topics Discussed

- Minimum stocking requirements
- Product identification tools
- Lead time needed
- Training





New Rule: Federal Stocking Requirements

- Stores must carry at least two varieties of fruit and two of vegetables
- Stores must carry at least one authorized whole grain breakfast cereal





New Rule: Reduction of Some Old Foods and Addition of New Foods



Families grow healthy with WIC



Change in the Monthly Allowance of Some Foods

- Milk, Eggs, Cheese, and Juice will be affected
- Decrease in WIC food package may not necessarily mean equal decrease in sales of these items
- Families may use other funds to continue to buy these items

Question for vendors:

What are your thoughts about this change?





Current Minimum Stocking Requirements

- Established by the California WIC Program
- To ensure that at all times each vendor will have the specified minimum quantity of the authorized foods
- The quantities are based on the monthly food allowance for one fully breastfeeding woman, one child, and one infant participating in the California WIC Program

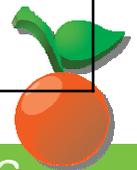




Current Stocking Requirements

Each vendor store must maintain on the shelves at all times the inventory amounts as follows:

Milk: Fresh Or Canned Or Dry	(9) one gallons and (2) one-half gallons fluid milk (18) 12-ounce cans 60-ounces	Infant Formula - the option of: <u>Concentrate</u> Enfamil LIPIL with Iron..... (31) 13-ounce cans ProSobee LIPIL..... (31) 13-ounce cans Or <u>Powdered</u> Enfamil LIPIL with Iron..... (9) 12.9-ounce cans ProSobee LIPIL..... (9) 12.9-ounce cans
You may carry either concentrate or powdered as long as both Enfamil LIPIL with Iron (milk-based) and ProSobee LIPIL (soy-based) are stocked.		
Cheese	5 pounds of any combination of authorized type and size	Infant cereal (3) 8-ounce boxes of authorized infant cereal
Eggs	4 dozen	Dried beans, peas or lentils 3 pounds of any combination
Carrots	2 pounds	Peanut butter (2) 16 to 18-ounce jars
Juice - the option of: Shelf Stable Or Frozen Concentrate	(3) 64-ounce containers of each flavor of authorized juice (4) 11.5 or 12-ounce containers of each flavor of authorized juice	Tuna (chunk light packed in water) (4) 6-ounce cans Cereal - the option of: Cold Or Hot
		At least 2 boxes each of any of the four authorized cereals 4 boxes of one or more authorized cereals





Questions for Vendors: Minimum Stocking Requirements

- What concerns do you have about WIC's current minimum stocking requirements?
- Should the current minimum stocking requirements for foods that will continue be retained?
- Should there be minimum stocking requirements for the "substitute items" (like soy milk, tofu, brown rice, etc.)?



New Rule: About Milk

- Whole milk –
Children one to two
years old
- Lower fat milk (2%,
1%, Nonfat) –
Everyone over two
years old





Questions for Vendors: Milk Type

- Should WIC set a minimum stocking requirement for each type of milk (whole, 2% fat, 1% fat and nonfat)?
- Should WIC leave them as now, and let the vendors determine what they would carry based on their customers' needs?





Question for vendors: Lead Time

How much lead time do vendors need for stocking inventory and preparing for the addition of new foods?

- If a product already exists and is available to order
- If a manufacturer is re-tooling for package size or formulation





Product Identification

Vendor suggestions:

- Shelf-talkers
- Sticker or a unique identifier on label
- UPC information

Questions for vendors:

- How would you use the UPC information?
- What products would you want UPC information for?



Training

- Store personnel will need training on identifying new eligible foods; distinguishing them from ineligible foods; and using cash-value vouchers.
- The California WIC Program will be developing training materials to support vendors with the changes to the WIC authorized foods and cash-value vouchers





Questions for Vendors: Training Materials

- By when would vendors need staff training materials?
- What type of training materials would be the most useful (i.e. in-services that you can provide your staff, web-conferencing training, face-to face-training, written materials, DVDs etc.)?
- Would you like to volunteer to work with us on the training materials?





Vendor Comments on Minimum Stocking Requirements

- It is difficult to carry minimum quantities that might not sell and makes some vendors nervous
- Some vendors already carry the majority of foods and order by their sales
- Under AAV, customers can go to a large store if the small store does not have an item





Vendor Comments on Minimum Stocking Requirements

- **For foods that will continue to be allowed:**
 - 14 out of 16 vendors were in favor of maintaining the current minimum stocking requirement
- **For substitute foods:**
 - 2 vendors were in favor and 10 were against setting minimum stocking requirements
- **For each fat level of milk:**
 - 3 were in favor and 11 were against setting a minimum stocking requirement





Vendor Comments on Lead Time Needed for Implementation

- If the product is already available
 - Need only a couple of weeks
 - 3 to 4 weeks
- If product is not available now
 - About 4 months
- Name brand labels would take more time than private labels
 - Need to get permits, buyer agreements with manufacturers and with trucking company for shipping





Vendor Comments on UPC

- All manufacturers should identify WIC eligible products with a symbol or marking.
- Chain stores flag WIC items in the cash register.
- California and Nevada are so close, and NE uses EBT but CA does not.
- Stores update UPC data when a manufacturer changes an item; they find out about the change when they scan the item at the cash register
- Private labels carry their own UPC codes
- The Product Look Up (PLU) codes for produce are not standardized at this time





Vendor Comments on Lead Time for Staff Training Materials

- If product packages have a WIC symbol, training will be very simple. Otherwise, need 3 months (8 out of 16 vendor agreed)
- Another comment (received via e-mail):
Need materials at least 6 months prior
 - Will need time to train the cashier trainers
 - Will need time to reproduce written training materials
 - Will need time to reproduce and distribute DVDs





Vendor Feedback on Training Materials

- Would like written materials and a DVD telling about WIC, changes in WIC, and how they would benefit families.
- One vendor volunteered to consult with the California WIC Program on training materials regarding fruits and vegetables and whole grains.





To Access the WIC Food Package Interim Rule

<http://www.fns.usda.gov/wic/regspublished/wicfoodpkginterimrulepdf.pdf>





California WIC Web Site

<http://www.cdph.ca.gov/programs/wicworks/Pages/default.aspx>



Families grow healthy with WIC



Thank you for your participation!

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