

## Application Period for Central Cycle Contracts

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Renewal Applications for Central vendors have been reviewed and contracts are being mailed to these approved vendors. Vendors who were not selected to receive a new 3-year contract are also being notified in writing and placed on a waiting list for future consideration.

New Vendors selected for authorization will require a pre-authorization site visit and will be eligible to process WIC transactions only upon receipt of a full executed contract. A WIC representative will contact the new vendors to schedule these site visits.

Vendors who were previously authorized for WIC, and whose contracts were renewed do not require a site visit.

*The Central Cycle includes Allegan, Barry, Bay, Berrien, Branch, Calhoun, Cass, Clinton, Eaton, Genesee, Gratiot, Hillsdale, Huron, Ingham, Ionia, Jackson, Kalamazoo, Kent, Lapeer, Montcalm, Muskegon, Ottawa, Saginaw, Sanilac, Shiawassee, St. Clair, St. Joseph, Tuscola and Van Buren counties.*



## WIC Vendor Training Sessions

Group training sessions continue to be scheduled for various areas throughout Michigan. If your store is required to attend one of these sessions, a training notification will be mailed to you via UPS verified delivery. This training notice will contain the date, time and location of the group training session in your area. Training notifications will be sent about two weeks prior to your scheduled training session. If you miss a scheduled training, please contact the WIC office immediately.

At least one representative from each store is **REQUIRED** to attend the training session. This includes both independent vendors and chain outlets.

## **New WIC Food Guide— Effective July 11, 2016**

All WIC authorized vendors were sent copies of the new WIC Food Guide and Infant Formula insert. The new WIC Food Guide goes into effect on July 11, 2016. Please begin using the new WIC Food Guide on that day. All WIC vendors received a letter detailing the specific changes within each food category. The new WIC Food Guide also features two new authorized food categories - yogurt and whole wheat pasta. The new yogurt and pasta products are brand specific, but are not required to be carried for minimum stock purposes.

Please note, your WIC minimum stock inventory may be affected by changes to product varieties that were either added or removed. Therefore, be sure you refer to the new WIC Food Guide to determine the specific WIC allowed brands, types and sizes when confirming your compliance with the revised WIC Vendor Minimum Stock Requirements sheet. A summary of products that were removed was provided to your store by separate letter. For your convenience, below is a listing of new WIC foods added in each food category.

### **Whole Grains – 16 oz. Oatmeal**

Our Family Old Fashioned Oats

Our Family Quick Oats

### **Whole Grains – 16 oz. Whole Wheat Pasta**

Whole wheat/whole grain pasta. Organic allowed

Any shape such as elbows, penne, rotini, spaghetti and spirals

Logos of specific brands are displayed in the new WIC Food Guide

### **Whole Grains – 16 oz. Buns**

Brownberry 100% Whole Wheat Hamburger Rolls

Brownberry 100% Whole Wheat Hot Dog Rolls

Healthy Life 100% Whole Wheat Sandwich Buns

Healthy Life 100% Whole Wheat Hot Dog Buns

### **Whole Grains – 16 oz. Tortillas**

Great Value Whole Wheat Flour 10 count tortillas

La Banderita Whole Wheat Fajita 16 count tortillas

La Banderita Whole Wheat Soft Taco 10 count tortillas

La Banderita Corn 18 count tortillas

La Banderita Corn 14 count tortillas

Meijer Soft Taco Whole Wheat 8 count tortillas

Mission Whole Wheat Fajita Style 16 count tortillas

ShurFine White Corn 18 count tortillas

ShurFine Whole Wheat Fajita Style 8 count tortillas

Spartan Whole Wheat Fajita Style 8 count tortillas

Tio Santi Whole Wheat 10 count tortillas

Tortillas Tita Corn 18 count tortillas

Tortillas Tita Enchilada Style Corn 18 count tortillas

### **Cold Cereals – 16 oz. or Larger**

Kellogg's Rice Krispies

Post Honey Bunches of Oats Whole Grain Honey Crunch

Post Honey Bunches of Oats Whole Grain Vanilla Bunches

ShurFine store brand cereals (12 oz. or larger).

### **Hot Cereals – 11 oz. or Larger**

Cream of Rice Instant Individual Packets

Hy-Top store brand instant oatmeal, regular flavor individual packets

ShurFine store brand instant oatmeal, regular flavor individual packets

### **Infant Fruits & Vegetables**

Tippy Toes brand 4 oz. glass jar infant fruits and vegetables

### **Infant Meats**

Tippy Toes brand 2.5 oz. containers, single meat varieties with broth or gravy.

### **Peanut Butter – 16–18 oz.**

National brands

### **Yogurt**

32 oz. tubs; 4 oz. 4-packs (16 oz.); 4 oz. 8-packs (32 oz.)

Nonfat or low fat only

Plain or any flavor

Logos of specific brands are displayed in the new WIC Food Guide

### **Cheese – 16 oz.**

Provolone

### **Juices For Women**

48 oz. store brand fruit or vegetable juice

(100% juice & 120+% Vitamin C)

## **Statewide WIC Vendor Conference**



The WIC Vendor Management and Operations Section will be hosting the Inaugural WIC Vendor Conference on August 11, 2016, in Lansing. This 1-day conference will feature information sessions, discussions and presentations relevant to anyone involved with WIC at your store. WIC staff will also be available to answer any of your questions. For your added convenience, attendance at this conference will also count toward your WIC vendor training requirement! Additional information, including the registration website, will be provided in a separate flyer.

## **Summer EBT For Children - SEBTC**

The Michigan WIC Program has received a USDA grant to continue the Summer EBT for Children (SEBTC) food program. Now in its sixth year, this Program provides WIC approved nutritious foods during the summer months to school age children that were eligible for free and reduced price school meals during the school year. The Program aims to serve over 106,000 students this summer.

Participants received an EBT Bridge Card for specific foods, similar to the WIC food package. The SEBTC EBT Bridge Card is identical to the SNAP and WIC Bridge Cards except the card will read, "SUMMER EBT FOR CHILDREN" and is processed at WIC authorized vendors just like a WIC transaction is processed. Selected public schools and ISDs in Arenac, Alpena, Bay, Clare, Detroit Public Schools, Genesee, Gladwin, Grand Rapids, Houghton, Kentwood, Midland and Tuscola will participate in SEBTC 2016.

Please note that even though this Program is targeted for eligible school children in the selected Public Schools and ISDs, it is possible for these families to use their SEBTC food benefits at ANY WIC authorized vendor in the state.

Additional information and materials are available online at [www.sebtc-mi.com](http://www.sebtc-mi.com). The SEBTC Program period is from June 1 through September 5.

## **Purchasing Infant Formula for Resale to WIC Customers**

Important reminder - the Michigan WIC Program requires that all WIC authorized vendors **MUST only purchase infant formula from wholesalers, distributors, and retailers licensed by the Michigan Department of Agriculture and Rural Development (MDARD) or from infant formula manufacturers registered with the Food and Drug Administration.**

The MDARD is available to answer any questions as to whether a wholesaler, distributor, or retailer is properly licensed or general questions you may have regarding licensing requirements and procedures. You may contact the MDARD in a variety of ways:

Contact by phone: 1-800-292-3939

Contact by e-mail: [mda-info@michigan.gov](mailto:mda-info@michigan.gov)

Website: <http://michigan.gov/mdard>

Find a Licensed Michigan Business: [MDA Licensing, Certification and Registration](#)

If you are unable to confirm MDA licensure status or have any questions regarding this requirement, please call the WIC Vendor Relations Unit at 517-335-8937. This line will be answered by a live person from 8:00am – 5:00pm Monday through Friday.

**Also, you must retain all purchase records, receipts, and invoices for WIC approved foods for at least three (3) years.**

Requirements for inventory and purchase records can be found on Page 7, Section IV of your WIC Vendor Contract. These requirements will be strictly enforced and inventory records not meeting them will not be accepted. Accordingly, it is strongly suggested that WIC vendors provide their infant formula suppliers with a copy of these requirements.

If you have any questions about any of these policies, please call the WIC Program at 517-335-8937.

### **Infant Formula Manufacturers Registered with the FDA**

Mead Johnson  
Mead Johnson Nutritionals  
2400 West Lloyd Expressway  
Evansville, IN 47721

Nestle USA  
Nestle Infant Nutrition  
12 Vreeland Road Box 697  
Florham Park, NJ 07932

Abbott Laboratories  
Abbott Nutrition  
3300 Stelzer Road  
Columbus, OH 43219

Nutricia North America\*  
*(Formerly Scientific Hospital Supplies (SHS) North America)*  
Nutricia North America  
9900 Belward Campus Drive Suite 100  
Rockville, MD 20850

*\*SHS International, based in the UK, manufactures most of Nutricia North America Products. Nutricia North America distributes the products in the US*

## **WIC Incentive Policy**

Incentives offered to WIC participants are limited in value to a maximum of \$2.00 per day. Vendors are not allowed to add multiple transactions together to increase the value of the total transaction amount or the value of the incentive being offered to the WIC participant.

### **Examples of items not allowed based on the \$2.00 limit are packages of diapers and/or additional cans of infant formula**

The following are allowable incentives that are an exception to the \$2.00 limit. The exceptions listed here must be provided at no cost to the WIC Program, subject to documentation and verification:

- Discount applied directly to the total transaction amount being charged to the WIC program.
- Loyalty programs or clubs that require participant enrollment and documented membership. Also, membership to the program or club must include proof of enrollment or some form of membership identifier issued to the member at the time of enrollment. The program or club must meet all applicable state and federal regulations.
- Manufacturers' coupons
- Free ounces added to food item by manufacturer (bonus sized items)
- Buy one, get one (BOGO) - the sale of one WIC food item as part of a normal WIC transaction and the provision of an additional item at no added cost, or a second item at reduced price.  
**Infant formula may not be included as a part of a BOGO.**

Specific incentives that are **NOT** allowed under any circumstances:

- Cash or cash equivalent-such as debit cards (pre-paid or not), checks, money orders, phone cards, gas cards, gift cards. This clarification of definition of cash also applies to all references to cash found in the current WIC Vendor Contract and the WIC Vendor Sanction Policy.
- Lottery
- Alcohol
- Tobacco

A violation of any of these terms will be sanctioned in accordance with the current Vendor Sanction Policy. The WIC Program will determine the sanction for any violation of these terms on a case by case basis. **The minimum sanction for any violation of these terms will be 20 violation points, in accordance with Section A, #12 of the current Vendor Sanction Policy. Other sanctions may apply as well.**

As a reminder a vendor may be terminated and disqualified from the WIC Program upon accumulating 35 or more violation points.

## **Change of Ownerships**

Reminder: WIC authorization is not transferable to a new owner. Should a change of ownership occur, the store is no longer authorized to accept WIC transactions until a contract is written between the Department and the new owner.

New owners seeking a WIC Vendor Contract must submit a written request for an application to the Michigan Department of Health & Human Services WIC program. To be eligible for WIC authorization under the “change of ownership” policy, the request must be received within 30 calendar days from the date the previous owner ceased doing business as a WIC vendor at the location.

Failure of the new owner to notify the Department of the change of ownership within the time frame given above may result in the loss of WIC authorization.



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### **Michigan Department of Health & Human Services**

**WIC Program, Lewis Cass Building., 6th Floor**

**320 S. Walnut**

**Lansing, MI 48913**

**[www.Michigan.gov/WIC](http://www.Michigan.gov/WIC)**

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To file a program complaint of discrimination; complete the [USDA Program Discrimination Complaint Form](http://www.ascr.usda.gov/complaint_filing_cust.html), (AD-3027) found online at: [http://www.ascr.usda.gov/complaint\\_filing\\_cust.html](http://www.ascr.usda.gov/complaint_filing_cust.html), and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

(1) Mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) Fax: (202) 690-7442; or (3) Email: [program.intake@usda.gov](mailto:program.intake@usda.gov).

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