



Application Period for Central Cycle Contracts

The current contracts with WIC authorized vendors in the CENTRAL part of the state will expire on June 30, 2013. **The new application period for WIC vendors in these counties is January 1, 2013 through February 15, 2013.**

Below is the list of CENTRAL counties affected:

ALLEGAN	GRATIOT	MONTCALM
BARRY	HILLSDALE	MUSKEGON
BAY	HURON	OTTAWA
BERRIEN	INGHAM	SAGINAW
BRANCH	IONIA	SANILAC
CALHOUN	JACKSON	SHIAWASSEE
CASS	KALAMAZOO	ST CLAIR
CLINTON	KENT	ST JOSEPH
EATON	LAPEER	TUSCOLA
GENESEE	HIDLAND	VAN BUREN

Vendors in these counties must submit a new, complete application in a timely manner to be considered for renewal.

(Continued in next column)

During the application period all currently contracted vendors in these counties, who are interested in WIC authorization for the contract period July 1, 2013 through June 30, 2016, **MUST** submit a WIC Vendor Application for a new contract. **An application, along with instructions, will soon be mailed to each currently contracted WIC vendor.**

Neither the Michigan Department of Community Health nor WIC vendors have an obligation to renew a WIC contract. **Expiration of the contract is not subject to appeal.**

All applications sent by vendors in these counties and received by February 15 will be processed accordingly. ***All applicants will be notified of a decision regarding their application, no earlier than May 2013.***

Approved vendors in these counties will receive a three year contract valid from July 1, 2013 through June 30, 2016.

NOTE: Individual WIC chain outlets are not required to submit an application, however, some chain outlets will be required to submit price and stock information. If your store has its own contract, you are NOT a chain outlet.

Vendors who were placed on the “waiting list” in these counties will be notified of the application period. If interested in seeking WIC authorization, they must submit a written request for an application.

In addition, any other vendors in these counties that are not currently on WIC, and wish to be considered for WIC authorization, may also apply from January 1, 2013 through February 15, 2013 by sending a written request for an application.

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WIC WEBSITE ADDRESS

www.michigan.gov/wic

Change of Ownership during Application Period

For the CENTRAL region (See Page 1 for a list of the affected counties), changes of ownership that occur **prior to May 31, 2013**, as evidenced by a final bill of sale, will be processed normally. If the change of ownership occurs between May 31, 2013 and June 30, 2013, the new owner of a currently WIC authorized store **will not be considered for authorization** under the change of ownership policy.

If a change of ownership of a currently authorized vendor in the CENTRAL region occurs between May 31, 2013 and June 20, 2013, the new owner may submit a request for an application for WIC authorization. Upon receipt, the application will be placed on a waiting list for consideration as a *new applicant* after July 1, 2013.

Training For Some Northern Vendors Postponed

Due to unforeseen circumstances, biennial training for WIC vendors in the following counties has been postponed.

ALCONA	IOSCO	OCEANA
ALPENA	ISABELLA	OGEMAW
ANTRIM	KALKASKA	OSCEOLA
ARENAC	LAKE	OTSEGO
BENZIE	LEELANAU	PRESQUE ISLE
CHARLEVOIX	MANISTEE	ROSCOMMON
CHEBOYGAN	MASON	WEXFORD
CLARE	MECOSTA	
CRAWFORD	MIDLAND	
EMMET	MISSAUKEE	
GLADWIN	MONTMORENCY	
GRAND	NEWAYGO	
TRAVERSE		

Training for vendors in these counties will be scheduled sometime during the Spring of 2013. **Notices for WIC training will be mailed to each store with the date, time, and location of the training session.** Vendors will receive their notice at least two weeks before the scheduled training session.

At least one representative from each store is REQUIRED to attend, per the terms of the WIC vendor contract. This includes independent vendors, AND chain outlets.

WIC Vendor Survey

There is no WIC Vendor Survey being conducted at this time.

Wonder Bread

Most vendors are aware by now that Hostess Corporation, maker of Wonder Bread, has filed for bankruptcy. Because of this, Wonder Soft 100% Whole Wheat bread, which was a popular WIC approved bread, is no longer available in Michigan.

Despite this, the vendor minimum stock requirement of 6 loaves/packages of WIC approved bread and/or tortillas is still in effect. Review the current WIC Food List (eff. March 1, 2011) to see what other brands of WIC approved bread or tortillas you can carry. If you cannot find a wholesale distributor for bread, please be aware that the WIC Program allows vendors to purchase WIC product at other retail stores and resell it in their own stores to ensure that minimum stock is kept at all times.

REMINDER: WIC approved breads/tortillas can only be sold in 16 oz. packages. No other package sizes are allowed.

WIC Summer EBT Program

A huge thank you to all vendors who participated in and processed EBT transactions for the WIC Summer EBT for Children (SEBTC) Demonstration Pilot study program. This pilot program allowed selected school age children eligible for free and reduced price school meals in the Grand Rapids Public Schools, Arenac, Bay, Clare, Gladwin, Midland, and Tuscola counties to utilize SEBTC bridge cards to continue to receive nutritious foods during the 2012 summer months.

As our partners in this program, your assistance and feedback was invaluable in making this demonstration pilot program a success this past summer. Evaluation of the program is currently being conducted by the federal government's Food and Nutrition Services (FNS) staff. Further announcements will be forthcoming about the status of this pilot program in future editions of this newsletter.

An Average Day in the Michigan WIC Program



55%

Of babies born in Michigan enroll in WIC.

WIC families purchase over

\$475,242

in healthy foods.

91%

Of WIC families live below 150% of poverty.

36.7%

Of pregnant mothers enroll in WIC during their first trimester.

11,487

Clients are served.

WIC Families redeem

76.7%

of their fresh fruits and vegetables benefits.

54.4%

Of WIC mothers are overweight or obese pre-conception.

16.6% of children are overweight and **13.3%** are obese.

8.6%

Of infants are born at a low birth weight.

60.5%

Of infants are breastfed.

Client Food Benefits

Vendors . . . please remember that **WIC clients are issued specific food benefits for health reasons.** You must sell ONLY the types of foods that you are able to scan based on what is assigned to the client's WIC EBT card. **It is a serious violation to scan a UPC not attached to the item the customer is actually authorized to purchase.**

For instance, the majority of WIC mothers and children over the age of 24 months are assigned low-fat milk. Some clients have asked vendors to substitute whole milk for low-fat because they prefer the taste of whole milk. Some store owners have accommodated this by scanning the UPC for low-fat milk, while actually giving the client whole milk instead. **This is a violation if whole milk is not a part of their assigned WIC food benefits.**

While we understand your desire to please customers, please keep the purpose of the WIC Program in mind, which is to *improve the health of women, infants, and children enrolled in the program.* **Accordingly, never substitute other types of food items for items actually assigned to the client.** (See the WIC Vendor Contract, Page 4, III. 5. L. "Never substitute one WIC authorized food for another", and M. "Never substitute a non-WIC food item for a WIC authorized food item.")

Gerber Infant Cereal

Packaging for Gerber brand infant cereal will soon change from a cardboard box to a plastic container. These new plastic containers will be available in 8 oz. and 16 oz. sizes and will be WIC authorized. See photo below.



WIC Program Terminations & Disqualifications

The following WIC vendors were recently terminated and disqualified from the WIC program due to violations of WIC program policies and procedures.

Circle 7 Food Market Saginaw	Dino's Liquor Shop Detroit
Getty Marathon Muskegon	My Food Market Grand Rapids
Greenwood Country Store Manton	K Discount Muskegon
Armando's Vaquerita & Grocery Store Imlay City	Dejlah Fruit & Meat Market Dearborn



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