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Application Period for the North Cycle

The current contracts with WIC authorized vendors in the NORTH cycle will expire on June 30, 2015. Please see Page 2 for the complete list of counties in the North cycle.

All currently authorized vendors in these counties are being sent an application along with instructions, for the purpose of applying for re-authorization.

If you are located in one of these counties and are interested in WIC authorization for the contract period commencing July 1, 2015, ***the application deadline for your store is February 17, 2015.***

If the WIC Program does not receive your application by this deadline, your WIC authorization will expire on June 30, 2015. Contract expiration is not subject to appeal.

Neither WIC Program nor the WIC vendor has an obligation to renew a WIC contract. All applications sent by vendors in these counties and received by February 17 will be processed accordingly. Applicants will be notified of a decision regarding their application no earlier than May 2015.

Approved vendors in these counties will receive a 3 year contract valid from July 1, 2015 through June 30, 2018.

NOTE: Individual WIC authorized 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 .

New vendors not currently authorized to participate in the WIC Program will also be given the opportunity to apply for WIC authorization for the contract period commencing July 1, 2015.

The WIC Program limits the number of authorized vendors by zip code. As a result, some zip code areas may have more applicants than available openings. Applicants in these zip codes will be selected for WIC authorization based in part on a ranking process, which is explained in the letter that came with your WIC Application. This process is based entirely on the information provided in the application. Only applications received by February 17, 2015 will be included in this process.

Michigan Department of Community Health
 WIC Program/Vendor Management

320 S Walnut

Lansing MI 48913

Or Fax to: (517) 335-9514



North Cycle Counties

Below are the North Cycle Counties. If your store is in one of these counties please see Page 1.

Alcona	Gladwin	Mason	Schoolcraft
Alger	Gogebic	Mecosta	Wexford
Alpena	Grand Traverse	Menominee	
Antrim	Houghton	Midland	
Arenac	Iosco	Missaukee	
Baraga	Iron	Montmorency	
Benzie	Isabella	Newaygo	
Charlevoix	Kalkaska	Oceana	
Cheboygan	Keneenaw	Ogemaw	
Chippewa	Lake	Ontonagon	
Clare	Leelanau	Osceola	
Crawford	Luce	Oscoda	
Delta	Mackinac	Otsego	
Dickinson	Manistee	Presque Isle	
Emmet	Marquette	Roscommon	



Southeast Cycle Contracts Delayed



Due to an unusually high number of applicants and unforeseen circumstances, there continues to be a delay in the processing applications and contracts for some vendors in the SOUTHEAST region. **VENDORS SHOULD HAVE A RESPONSE IN EARLY 2015.**

The Southeast Cycle includes Lenawee, Livingston, Macomb, Monroe, Oakland, and Wayne counties.

The WIC program is working hard to complete this process as soon as possible. Vendors who are being awarded contracts for the period July 1, 2014 through June 30, 2017 are being notified in writing. Vendors that are NOT selected for re-authorization will also be notified in writing and placed on a waiting list for future consideration.

EBT – A Valuable Program Integrity Tool



Assuring program integrity is a key responsibility and commitment of the WIC Program. With the implementation of WIC EBT, the WIC Program has almost instant access to all data generated through your WIC Point of Sale system by vendor location. This includes data related to sales patterns, product-mix, pricing, product UPC information, as well as individual WIC participant redemptions by location, date and time. This electronic data enhances the WIC Program's capability to identify and analyze high risk indicators of potential fraud and abuse.

Additionally, the WIC Program continues to collaborate with the USDA Office of Inspector General, Dept. of Human Services, the Food & Drug Administration, the Michigan Dept. of Agriculture, the Michigan Attorney General's Office, and other State & Federal Agencies to assure and promote program integrity at all levels. This is done by sharing information and resources for more targeted and thorough investigation of potential fraud and abuse. These efforts are all intended to ensure and promote Program integrity at all levels, specifically vendor contract compliance and proper food delivery to WIC participants.

Please be sure all employees in your store are properly trained on the importance of WIC Program integrity.

What To Do If A WIC EBT Bridge Card Does Not Scan

If a WIC EBT Bridge Card will not scan or swipe, do not turn the WIC client away. Simply enter the WIC EBT card number into the POS (point of sale) device. If the customer is not able to redeem their benefits because the card will not swipe, the client's benefits may expire. As a reminder, the WIC customer must have their WIC EBT Bridge Card with them to redeem benefits, even if you are manually entering the card number into the POS device.

Welch's Grape Juice Packaging Change

Welch's has changed the shape of 64 oz. 100% Grape, 100% White Grape and 100% Red Grape juice containers.

The new container is rectangular in shape, and is WIC approved. The old round container will continue to be WIC approved.



Enfamil ProSobee Label Change

Mead Johnson Nutrition has changed the label color of Enfamil ProSobee. The new label color is green. The old blue label and the new green label have the same UPC and will scan as WIC approved.

You will receive a separate mailing containing Infant Foods inserts reflecting this and other changes.

Be sure to include the updated insert with your WIC Food Guide once you receive it.

To Call Your WIC Vendor Analyst

Due to fluctuations in staffing, please call the WIC Vendor Relations Unit main number at **(517) 335-8937** if you have any questions.

If you are already working with a specific contact person in our office, please continue working with that person.

MICHIGAN WIC PROGRAM

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We are on the Web!

www.michigan.gov/wic



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