

SECOND MAILING OF THIS NOTICE

**WIC FLASH**

**Important Updates for Arkansas Vendors**

Arkansas Department of Health, WIC Program  
5800 W. 10<sup>th</sup> Street, Suite 810, Little Rock, AR 72204  
Little Rock, Arkansas 72203-1437

March 27, 2013

**New Packaging – Gerber Infant Cereals**

Nestle Nutrition’s Gerber brand of infant cereal is in the process of changing packaging for its product line. In the near future Gerber’s infant cereals will be packaged in plastic re-sealable containers. The Arkansas WIC Program has approved both 8 oz. container types (box and plastic). The UPC codes for approved products are:

Gerber Rice 8 oz. box	015000007041	Gerber Rice 8 oz. plastic	015000070007
Gerber Oatmeal 8 oz. box	015000007027	Gerber Oatmeal 8 oz. plastic	015000070014
Gerber Barley 8 oz. box	015000007034	Gerber Barley 8 oz. plastic	015000070021

Nestle has informed us that wholesale prices, regardless of container type, will remain the same until sometime later in the year.

**Formula Sales**

Please stress the following points regarding formula sales with your staff:

- Regardless of the type of formula brought to the register by the WIC customer, sell only the brand and type of formula listed on the check. We suggest that you review with staff what types of formula that are available at your store and what they look like. Enclosed is a picture guide to the formula types and the formula descriptions as they appear on the WIC checks.
- Sell exactly the number of cans of formula listed on the WIC check. Do not complete the sale if you do not have sufficient stock to redeem the check. The WIC customer is not allowed to purchase less than what is on the WIC check.
- Scan/ring up all of the cans/containers of formula purchased. Every month we see checks that have the price of only one can/container of formula entered in the “amount of sale”. If your POS system does not allow “multiplier” buttons to be used for WIC purchases, make sure staff is aware of this.

**Shelf Tags for WIC Approved Items**

**Categories for Shelf Tag Placement**

For the purpose of determining compliance with shelf tag placement requirements (see p. 16, #23, Vendor Participation Agreement and Handbook), we are using the follow descriptions for the eight “section” designations:

1. Juice - Frozen, shelf stable and refrigerated juice
2. Dairy – Milk, soy beverages (shelf stable and refrigerated), cheese, eggs
3. Protein – Peanut butter, sardines, tuna, salmon
4. Beans – Canned and dry beans

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5. Cereal – Cold and hot breakfast cereals
6. Whole Grains – Bread, tortillas, brown rice, oatmeal (brands in whole wheat category)
7. Infant Foods – Infant cereal, fruits, vegetables and meats
8. Formula – All AR WIC approved infant formula

### **Tagging “Least Expensive Brand”**

For food categories that require the purchase of the “least expensive brand at time of purchase” tag **ONLY** the least expensive approved brand that you have available in each variety in each container size. These food categories are: milk, cheese, eggs, canned beans, and juice. You do not have to re-tag items that are on temporary sale, but must sell that item if it is the least expensive brand at the time of purchase.

For juice, the container size, not type (canned, shelf stable bottle, or refrigerated carton or bottle), should be taken in consideration when determining least expensive. For example, if you sell a 46 oz. plastic bottle of tomato juice for \$2.15 and a 46 oz. can for \$1.87, the least expensive to tag and sell is the can. Sometimes the least expensive juice may be in a different location in the store – for example, a 64 oz. carton of refrigerated orange juice for \$2.25 vs. a 64 oz. shelf stable bottle of orange juice for \$3.99.

### **Miscellaneous Shelf Tag Do’s and Don’ts**

DO tag in a consistent manner, such as placing the tags to the right of the price tag.

DO assign someone in your store to check the placement of WIC shelf tags on a regular basis.

DO NOT tag fresh or frozen fruits and vegetables that are purchased with the Cash Value Benefit check.

DO NOT use food company, homemade or corporate office shelf tags or product stickers. Use **ONLY** official tags (currently red and white) issued by the AR WIC Program.

### **E-WIC Meeting in Little Rock**

Our next e-WIC Vendor meeting is scheduled for April 30, 1:00 – 2:00 p.m., Room 906, 5800 W. 10<sup>th</sup> Street (Freeway Medical Building), Little Rock. All vendors and corporate representatives are welcome to attend. WIC staff will provide updates and respond to questions regarding the transition to an electronic benefits transfer system.