

WIC FLASH

Important Updates for Arkansas WIC Vendors

Arkansas Department of Health, WIC Program

May 23, 2013

New Container Sizes – Peanut Butter

Due to expected changes in industry standards, effective **JUNE 1, 2013**, the Arkansas WIC Program will approve peanut butter in **containers that range in size from 16 oz. to 18 oz.**

Allowed: Any brand; creamy, crunchy or extra crunchy (regular, reduced-fat, or natural). NOT allowed: “Plus”; Omega-3, organic or peanut butter combinations.

Since WIC checks can be printed up to three (3) months in advance, the WIC customer’s check may still read “18 oz. jar peanut butter”. As of **JUNE 1, 2013**, the vendor may sell peanut butter in containers ranging from 16 oz. up to 18 oz. even if “18 oz.” is printed on the WIC check.

Starting **JUNE 1st**, vendors should re-tag their peanut butter sections to include **all** eligible brands/containers. This includes brands such as Peter Pan and Skippy. All eligible UPCs should be added to the WIC flag list in your POS. Vendors should review this change with cashiers, scanning coordinators, stockers and persons responsible for POS WIC flag lists or the placement of WIC shelf tags.

New Soy-Based Beverage Added to the Arkansas WIC Approved Food List

Effective **JULY 15, 2013** Silk Original Soymilk (red container) half gallon UPC 025293600393 and quart UPC 025293600379 will be added to the Arkansas WIC Approved Food List. Starting **JULY 15th**, please tag these items in your store and add them to the WIC flag list in your POS. Review this change with cashiers, scanning coordinators, dairy section managers, and persons responsible for POS WIC flag lists or the placement of WIC shelf tags.

Soy-Based Beverage is NOT subject to least expensive brand requirements. WIC customers may purchase any combination of brands and container sizes (half gallon or quart) to fulfill the quantity of soy beverage units on their WIC checks.

THE APPROVED FOOD LIST WILL NOT BE REPRINTED. PLEASE HAVE YOUR CASHIERS NOTE THESE TWO CHANGES IN THE FOOD LISTS THAT ARE KEPT AT THE REGISTERS.

e-WIC Meeting in Little Rock

The next e-WIC Vendor meeting is tentatively scheduled for July 18, 1:00 – 2:00 p.m. (Rm 906, 5800 W. 10th Street (Freeway Medical Building), Little Rock or attend by phone). All vendors, wholesalers and corporate representatives are welcome. WIC staff will provide updates and respond to questions regarding the transition to an electronic benefits transfer system. Please send an e-mail to Alison Whitten alison.whitten@arkansas.gov if you would like to receive meeting announcements and call-in instructions.