



Thank you so much for attending the 2020 annual WIC Vendor training. WIC vendors are a vital part of the Nevada WIC Program and without vendor partners the Nevada WIC Program could not reach our goals of helping families eat healthier foods.

thank you!

ABOUT WIC

WIC is a supplemental nutrition program that provides food benefits, health care referrals and nutrition education to low-income pregnant, breastfeeding, and non-breastfeeding postpartum women and to infants and children up to age 5 who are found to be at nutritional risk.

Clients must meet all 4 eligibility criteria:

- Household income within 185% of the Federal Income Guidelines or be receiving TANF, Medicaid or SNAP benefits.
- Be a pregnant or postpartum (up to one year after delivery) woman, infant, or child up to the age of 5.
- Have a medical or nutritional risk.
- Reside in the state of Nevada.

A major goal of the WIC Program is to improve the nutritional status of infants. Unless medically contraindicated, WIC promotes breastfeeding to all pregnant women as the optimal infant feeding choice.

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NEW FOOD ADDITIONS

Nevada WIC is excited to announce the addition of new food items added to our APL in 2020.

Yogurt

- New dessert flavors such as key lime pie, cookies n cream and salted caramel
- New sizes include:
 - 3.5 oz 4.5 oz
 - 5 oz 5.5 oz
 - 6 oz 8 oz
 - 21.2 oz 24 oz



Juice Brands

- Ocean Spray
- Great Value
- Signature Select
- Winco

Cheese

- 8 oz
- Shredded
- Cubed
- Swiss
- Muenster

Canned Fish

- Salmon
- Mackerel

Cereal Brands

- Kroger
- Great Value
- Raley's
- Signature Select
- Winco

Infant Jarred Food and Cereal

- Organic



WIC IS ADDING FRESH VEGGIES & FRUITS TO BABIES' PLATES

Starting December 1, 2020 families will be allowed to select a new food package when their baby reaches 9 months of age. Families may opt to replace half of their infant's jarred veggies and fruits with a cash value benefit to purchase fresh veggies and fruits. Infants will still receive the same amount of infant cereal and meats within their food package.

The cash value benefit (CVB) allowed within a food package will be as follows:

- **\$8.00 CVB for infants who are fully breastfeeding**
- **\$4.00 CVB for infants who are partially breastfeeding or fully formula feeding.**

The goal of providing infants a CVB for fresh fruits and veggies is to encourage families to explore making their own baby food. As a baby transitions to eating solid food, it is important to offer different textures and flavors to help them grow healthy, happy, and smart. Giving different textures and flavors stimulates senses and motor development.



TEMPORARY CHANGES

The COVID-19 pandemic has put strain on the grocery industry, causing limited availability of WIC Products on the shelf. We understand it is extremely difficult to maintain your stock; therefore, Nevada WIC has temporarily waived the minimum stock requirement.

Nevada WIC has received reports of WIC participants having trouble finding 16 oz loaves of bread in stores. Nevada WIC applied for and received a whole grain waiver. This waiver allows WIC participants to redeem the following:

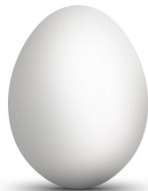
Whole Wheat/Whole Grain Bread. Participants will be allowed to substitute authorized whole wheat/whole grain bread, buns or rolls in package sizes up to 24 ounce when 16 ounce packages are unavailable.

Brown Rice. Participants will be allowed to substitute authorized whole grain option of instant or regular brown rice in 14 ounce packages, when 16 ounce packages are unavailable and in 32 ounce packages for households with aggregated benefits.



LEB IS TEMPORARILY WAIVED

To help make shopping for WIC foods easier during the COVID-19 pandemic, the least expensive brand requirement has been temporarily waived. WIC participants are allowed to purchase any WIC approved brand of items in the categories of milk, eggs, orange and pineapple juice. For a full list of available UPCs please visit our website <https://nevadawic.org/vendors/upc-database/>.



INCENTIVE ITEM RESTRICTIONS FOR WIC VENDORS

In accordance with Federal Regulations, WIC Vendors are prohibited from offering incentive items solely to WIC customers in an effort to encourage participants to redeem their WIC food benefits at their store. Incentives offered to WIC participants must be offered to all customers. Incentive items offered to all customers are allowed to be provided to WIC participants in the same manner they are provided to customers not utilizing the WIC Program.

The following is allowed and will not be considered soliciting WIC participants if it is offered to all shoppers:

- The use of coupons.
- Buy one, get one free.
- In store manufacturer promotions.
- Store membership discounts.
- Store club cards.
- Employee discount card if the WIC participant is employed by your store.



Use of WIC Logo in advertisement is strictly prohibited



NEW WEBSITE

Changes include:

- ★ The new WIC UPC Database with simplified search capabilities provides the option to narrow foods down by categories, subcategories, item description or UPC.
- ★ Vendor Alerts with current information on the Nevada WIC Program.
- ★ New ordering form provides the option to order the following:
 - Door Signs
 - Lane Markers
 - Shelf Tags

To view our vendor page please visit: <https://nevadawic.org/vendors/>



CONTRACTED FORMULA

All Vendors **MUST** carry the required contracted 12.4 oz Infant Formulas at all times:

Milk Based: Similac Advance

UPC: 070074559582



Soy Based: Similac Soy Isomil

UPC: 070074559643



IMPORTANT REMINDERS

- ★ ALL WIC SALES ARE FINAL.
- ★ All WIC purchases are tax exempt.
- ★ WIC foods may not be returned for cash.
- ★ Scan every item individually and let the system decide if it is WIC approved.
- ★ Participants are allowed to pay the difference for fruit and vegetable purchases exceeding their cash value benefit (CVB).
- ★ WIC foods may **ONLY** be exchanged for the exact same foods and **ONLY** if the can/container is damaged or expired.
- ★ WIC is one of the few programs that Congress elected **NOT** to limit eligibility based on citizenship or immigration status.



WE WANT TO HEAR FROM YOU!



Send your questions to:
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 WOMEN INFANT CHILDREN

You can find helpful information about the Nevada WIC program requirements at:
<http://nevadawic.org/vendors>

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