

**State of Connecticut WIC Program  
New WIC Food Packages  
VENDORS: What You Need To Know**



## Healthier Choices for WIC Participants Depend on You!

**Changes to WIC Foods and New WIC Foods That Help Promote Good Health are 5 months away!**

- **Lower Fat Milk – What can I do?**

Stock up on lowfat milk!

Only lower fat milks - 2%, 1% and fat-free (skim) will be provided to most women and children WIC participants who are 2 years and older. Whole milk will still be provided to children who are less than 2 years old.

*Be sure to adjust your stock amounts to meet the demand.*

- **Fruits and Vegetables – What can I do?**

What kind of fruits and vegetables will you carry? Will you sell them by the pound or by the piece? Will you have an electronic scale to weigh fresh produce and be able to tell the customer the price?

WIC participants 1 year of age and older will have new \$4, \$5, and \$6, Cash-Value Checks (CVC) for fruits and vegetables. If the customer's purchase is more than the value of the check, participants will be allowed to pay the difference. Make sure that your register system can accept more than one form of payment per transaction (WIC CVC check + EBT, cash, personal check, debit or charge). WIC CVCs can be used together for one large purchase.

*Make sure to stock fresh, frozen and canned fruits and vegetables to meet the increased demand.*

- **Baby Food Fruits, Vegetables and Meats – What can I do?**

Do you have shelf space for 72 jars of baby food? What types of baby food fruits & vegetables will your customers buy?

Baby food fruits and vegetables will be provided to all WIC infants aged 6-12 months. Some infants will also have checks for jars of baby food meats.

*Make sure you stock the right sizes and types of baby foods.*

- **Whole Wheat/Whole Grain Bread – What can I do?**

Do you have shelf space for 6 more loaves of bread? Will you need to stock less white bread to make room for whole wheat or whole grain breads? Does your bread truck deliver the brands of bread that you will need? Will you also carry whole wheat tortillas and brown rice?

Some WIC participants will have checks for whole wheat bread or another WIC approved whole grain food.

*Make sure you have these healthier bread options available at your store.*

- **Change in Containers for Juice – What can I do?**

How will you change your shelving to stock 64 oz plastic bottles of juice instead of 46 oz cans?

WIC vendors will need to stock both sizes from July through September to allow participants to redeem checks with the old food packages. After September 30th, metal cans of juice will not be allowed and the only fluid juice that will be approved will be in 64 oz plastic bottles.

**Important: As a Reminder...**

- ✓ Review the enclosed new minimum inventory requirements and list of new food items for more details.
- ✓ Contact your distributor to see if new food items are available-see the attached letter that was sent to your distributors.
- ✓ Stock new WIC foods and package sizes to at least the minimum level.
- ✓ Get involved! Call the State WIC Office about becoming part of the Food Package Committee or the WIC Vendor Advisory Council. The Committee meets every month in Middletown and the Council meets every 3 months in Newington.

**Coming Soon!**

- **April/May** - New WIC Food Lists will be ready and distributed to all WIC vendors. Updated materials for your vendor agreements will be sent to each store.
- **May** - Training and instruction will be given on the new WIC foods and how to process WIC Cash-Value Checks for fruits and vegetables. This is your chance to ask questions and understand all of the changes to the WIC Program.
- **June** - Place your delivery orders, stock these healthy items and arrange your store, so participants want to buy these new items.
- **July 1, 2009** - Checks with new food packages will be given to WIC families.

If you have any questions or comments please contact

The State WIC Office at:

(860) 509-8084, 1-800-741-2142 or [ctwic@ct.gov](mailto:ctwic@ct.gov)