

## WIC VENDOR ADVISORY COUNCIL (WVAC) MINUTES

JULY 28, 2009 2-4 PM, DOT

**PRESENT:** Dennis Banks, Tatiana Andreyeva, Janet Rankin, Pat Sullivan, Jannett Haughton, Gerald Katz, Kevin Krusz, Diane Buzzetti, Joanne Yandow, Norma Gyle, Donna Brewer, Stan Sorkin, John Frassinelli, Kim Boulette and Olga Jimenez

### ❖ NEEDS ASSESSMENT

It is currently posted on the website and there are 57 opportunities for stores who are in those areas to apply. We have received 47 responses thus far, but not all are in the posted areas. July 31, 2009 is the last day to respond. We will continue to look at our participation and re-post areas where stores are still needed with a new deadline to respond.

### ❖ NEW VENDOR STAMPS

Feedback seems to be good and the number of rejected checks seems to be much less for unreadable or missing vendor stamp.

### ❖ NEW FOOD PACKAGE

Three (3) months until new food packages are in place. Information has been mailed since last year to the stores. One member mentioned that they are delivering 16 oz. breads and it was suggested that we remind the bread companies of what the stores will need. The "whole grain" designation on the box of hot cereal was questioned, as well as for canned fruit and vegetables, whether it needs to specify "no sugar."

An example of the WIC check that will be used as of October 1, 2009 was provided. It is cranberry color and some minor changes were made to the new checks. There will still be green checks through December 2009.

We are working on Connecticut specific shelf tags for WIC items on store shelves. Norma stated how important it is to have tags on the shelves for WIC items and that WIC foods are the healthy foods that everyone should buy. Having the photos of WIC items on the food list will also help identify WIC approved items.

Are the stores ready? Most stores are waiting for the training to see what they need to do. Kevin will be doing training statewide and it's scheduled for August. John stated that local offices do train participants and they will be invited to present their perspective of the new food package changes. It was suggested to have a Q & A as a follow up to the training. The possibility of distributor training was discussed, so they too would know about the new packages.

The delivery of breads is still a concern. We also need a response from Wal-Mart Corporation regarding their stores' ability to split tenders and allow any amount over the value of the fruit & vegetable checks to be paid by some other means accepted by the store.

Vendors want to know the prices are that can be charged for the new foods. It is going to be difficult in the beginning to set maximum prices, but with the help of the Rudd Center's data from price collections during their study, we can estimate what they would be. Once we get the actual prices charged by WIC vendors, we will have competitive pricing in our system. The group discussed applying least expensive brand policy to cereal and juices.

Next meeting October 27, 2009 2-4pm.

DOT Bldg. – Newington

Meeting adjourned at 4:04 p.m.