YOUR ROLE AS A WIC VENDOR

WIC checks include foods that help improve the health of Maine WIC families. WIC foods are chosen because they support healthy growth and development of children and promote healthy birth outcomes for women and their babies.

Your store plays a key part in the work of the WIC program. You act as the final step in the WIC process by making sure that your WIC customers receive the foods listed on their checks. Thank you for providing this great service.
TIPS FOR WIC SALES

THE WIC PARTICIPANT BOOKLET (BACK)

WIC PARTICIPANT
BOOKLET:
- For every WIC sale you will need to see the WIC Participant Booklet.
- The WIC Participant Booklet is the only ID you can use to match the signature on the WIC check.
- If a WIC customer forgets to bring their WIC Participant Booklet do not process the WIC sale, even if you know the customer.
- If you find a WIC Participant Booklet or WIC checks call 207-287-3991 immediately!

GOOD TO KNOW:
- Only foods in this Approved Food List can be purchased with WIC Checks.
- WIC customers can only buy what is listed on their WIC check. No substitutions are allowed, even if it is another WIC approved food.
- WIC customers redeem two type of WIC checks:
  - Regular WIC checks list nutritious foods like milk, beans, whole grains or infant formula. The purchase amount needs to be written on the check for foods sold.
  - Fruit and vegetable checks (also called cash value voucher or CVV) allow the purchase of fruits and vegetables. Make sure the purchase amount written in the amount box does not exceed value of the check. WIC customers may buy more fruits and vegetables than the check value but must pay the difference.
- The name printed on the front of the WIC check might be different from the name written on the back of the WIC Participant Booklet. This is okay. Always be sure the customer signature on the check matches one of the signatures on the back of the Participant Booklet.
- WIC customers may buy less food than what is allowed on their WIC check. No change can be given.
- Coupons can be accepted during a WIC sale. Credit must be applied towards the WIC transaction.
- Rain checks may not be given if a WIC food item on the check is not in stock.
- The WIC customer must sign their check in front of you. If the customer presents a pre-signed check have him/her sign the check again in the space to the left of the signature block. The new signature must match one of the signatures on the back of the WIC Participant Booklet.
- Cash refunds are not allowed on a WIC sale.
1. Ask WIC customer for Participant Booklet and checks being used today
2. Be sure check is from Maine WIC Nutrition Program
3. Make sure check is valid: is today’s date within “First Day to Use” and “Last Day to Use”?
4. Group foods by check
5. Make sure the correct foods, amounts and sizes listed on check have been chosen
6. Have customer write the total purchase amount on the WIC check
   (See exception for Fruit and Vegetable check on page 9)
7. Ask customer to sign check in signature box on front
8. Make sure correct amount is written on WIC check
9. Match signature on check to a signature on back of WIC Participant Booklet
10. Offer the customer receipt and return WIC Participant Booklet
MAKING SURE BABY GETS THE RIGHT FORMULA

MAINE WIC NUTRITION PROGRAM
Department of Health and Human Services
11-HS, Augusta, Maine 04333 - 1-800-433-3900 - www.WICforME.com

<table>
<thead>
<tr>
<th>NAME OF PARTICIPANT</th>
<th>FORMULA</th>
<th>CHECK</th>
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<tr>
<td>SAMPLE FORMULA CHECK</td>
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<tr>
<th>PARTICIPANT I.D.</th>
<th>AGENCY</th>
<th>CLINIC</th>
<th>FOOD PACKAGE</th>
<th>FORM TYPE</th>
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FOR PURCHASE OF APPROVED WIC FOODS ONLY (NO SUBSTITUTIONS ALLOWED)

<table>
<thead>
<tr>
<th>Q) Number of cans</th>
<th>Q) Size of cans</th>
<th>Q) Formula type:</th>
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<tr>
<td></td>
<td></td>
<td>a. Powder</td>
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<td>b. Concentrate</td>
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<td></td>
<td></td>
<td>c. Ready to Feed / Ready to Use</td>
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7 lb 12.4oz cans powdered Infant Formula 10069

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<th>AMOUNT</th>
<th>$89.95</th>
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DEPOSIT WITHIN 60 DAYS OF FIRST DAY TO USE
PAY TO THE ORDER OF MAINE WIC VENDOR

WIC Customer

SIGNATURE OF AUTHORIZED REPRESENTATIVE OR PROXY

CHECK WILL SAY:

1. Number of cans
2. Size of cans
3. Formula type:
   a. Powder
   b. Concentrate
   c. Ready to Feed / Ready to Use
4. Name
5. Last 5 numbers of UPC

BE SURE THE RIGHT FORMULA IS BEING SOLD.
IT'S IMPORTANT FOR THE BABY!
TIPS FOR USING FRUIT & VEGETABLE CHECKS

FRUITS AND VEGETABLES

FRESH
MAY SELL:
• Any type or variety of fresh fruits and vegetables
• Bagged fruits and vegetables
• Cut fruit and vegetables (without dip)
• Garlic (not on a string)
• Organic or non-organic

DO NOT SELL:
• Pickled vegetables or olives
• Items from the salad bar
• Party trays and fruit baskets
• Decorative or dried fruit or vegetables and painted pumpkins
• Herbs and spices like basil, parsley, or chives

CANNED
MAY SELL:
• Any package size, brand or mixture of fruits or vegetables
• Fruit must be packed in water or 100% fruit juice
• May be in pouches, metal cans or glass or plastic jars
• Organic or non-organic

DO NOT SELL:
• Sweet potatoes, yams or pie filling
• Pickled, marinated or in cheese sauce
• Home-canned vegetables
• Sauces—Pizza, pasta, spaghetti, or marinara
• Tomatoes with flavoring like garlic or basil
• Cream style corn or olives
• Cranberry sauce, soup, ketchup or salsa
• Fruits in gel or jello

FROZEN
MAY SELL:
• Any type or variety of frozen fruits or vegetables
• Organic or non-organic

DO NOT SELL:
• Vegetables with added cheese, sauce, pasta, nuts, seasoning, flavoring, breading, or oil
• Fruits with added sugars or artificial sweeteners
• French fries, tater tots or twice-baked potatoes
• Sorbet or fruit bars

ACCEPTING A FRUIT & VEGETABLE CHECK

1. Ask WIC customer for WIC Participant Booklet and checks
2. Be sure check is from Maine WIC Nutrition Program
3. Make sure check is valid: is today’s date within “First Day to Use” and “Last Day to Use”?
4. Ask customer if they want to stay within check value or if it's okay if sale amount is higher
5. Group fruits & vegetables and ring up sale
6. Have customer write in amount of sale up to check value - customer must pay difference if sale is more than value of check
7. Ask customer to sign check in signature box on front
8. Make sure correct amount is written on WIC check
9. Match signature on check to a signature on the back of WIC Participant Booklet
10. Offer the customer receipt and return WIC booklet
**BABY FOOD**

**CEREAL**
- Infant cereal with added fruit, probiotics, protein or DHA/ARA
- Organic

**DO NOT SELL**
- 8 oz boxes of Beech-Nut
  - Multigrain*
  - Oatmeal*
  - Rice*
  - Kosher

**FRUITS & VEGETABLES**

**SELL ONLY:**
- 4 oz jars of Beech-Nut Classics Stage 2

**FRUIT:**
- Applesauce*
- Apples and Bananas
- Apples and Blueberries*
- Apples and Cherries
- Apples, Mango and Kiwi
- Apples, Pears and Bananas
- Apricots with Pears and Apples*
- Bananas*
- Banana and Mixed Berries
- Banana and Strawberries
- Mango
- Peaches
- Pears*
- Pears and Pineapple
- Pears and Raspberries

**DO NOT SELL**
- Beech-Nut Classics Stage 1 Meats for this check

**VEGETABLES:**
- Corn and Sweet Potato
- Garden Vegetables
- Mixed Vegetables
- Squash*
- Sweet Potatoes
- Sweet Carrots
- Sweet Peas
- Green Beans

**DO NOT SELL**
- Organic
- Beans with added sugars, seasoning or flavorings
- Soup mixes

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**MEATS**

**SELL ONLY:**
- 2.5 oz jars of Beech-Nut Classics Stage 2

**DO NOT SELL**
- Beech-Nut Classics Stage 2 Fruits and Vegetables for this check

**FRUITS & VEGETABLES**

**SELL ONLY:**
- 15 jars
- 16 jars

**DO NOT SELL**

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**FRUITS & VEGETABLES**

**SELL ONLY:**
- 8 jars
- 16 jars

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**INFANT FORMULA**

**SELL ONLY:**
- Brand, type & size listed on check
- See page 7 to make sure baby gets the right formula

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**BEANS, PEAS, LENTILS, EGGS, PB, FISH**

**DRIED BEANS, PEAS, LENTILS**

**SELL ONLY:**
- 1 lb (16 oz) bag

**MAY SELL:**
- Any type of dried beans, peas or lentils

**DO NOT SELL**
- Organic
- Beans with added sugars, seasoning or flavorings
- Soup mixes

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**CANNED BEANS**

**SELL ONLY:**
- 15 to 16 oz cans

**MAY SELL:**
- Any type, low sodium or regular
- Refried beans

**DO NOT SELL**
- Green beans, wax beans, green peas (these can be purchased with the fruit and vegetable check)
- Baked beans, pork and beans, soup mix, added flavors, sugars, seasonings or meats
- Organic

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**EGGS**

**MAY SELL:**
- Full dozen, any size
- Brown or white shells

**DO NOT SELL**
- Organic
- Cage free, free-range or free-running
- Vegetarian fed
- Omega-3
- Low cholesterol

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**PEANUT BUTTER**

**MAY SELL:**
- 16 to 18 oz jar

**DO NOT SELL**
- Organic, flavored or reduced/low fat
- Peanut butter with added ingredients such as honey, jelly, chocolate, omega-3, vitamins and minerals
- Squeezeable or peanut butter spreads

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**CANNED FISH**

**MAY SELL:**
- 3.75 to 15 oz containers packed in water

**DO NOT SELL**
- Albacore, solid white or yellow fin tuna
- Any type of salmon other than pink
- Flavored or seasoned with ingredients
- Kippered fish
- Oil packed
MILK
MAY SELL:
Size and type listed on check:
• No Fat (skim) or Lowfat (1/2% or 1%)
• Reduced Fat (1 1/2% or 2%)
• Whole
• Lactose Free
• Nutrish
• Nonfat dry
• UHT

DO NOT SELL
• Flavored, organic or raw milk
• Goat’s milk
• Glass bottles

QUART \nHALF GALLON \nONE GALLON

SOY BEVERAGE
MAY SELL ONLY IF PRINTED ON CHECK:
If check lists half gallons, 2 quarts may be purchased for each half gallon on check.

Silk Soymilk,
Original Half Gallon
(64 oz) Refrigerated only

8th Continent
Fortified Soy Beverage,
Original Half Gallon
(64 oz) Refrigerated only

Pacific All Natural
Ultra Soy Non-Dairy Beverage,
Original Quart
(32 oz) Shelf Stable only

CHEESE
MAY SELL:
Two (2) 8 oz packages or one (1) 16 oz package of block, shredded or sliced of reduced fat or regular
• American
• Cheddar
• Colby Jack
• Monterey Jack
• Mozzarella
• Muenster
• Provolone
• Swiss
• String cheese

DO NOT SELL
• Package sizes other than 8 oz or 16 oz
• Deli or random weight cheese or individually wrapped slices
• Cubed, wheels, dips, wedges, or cracker cuts
• Imported or organic
• Cheese food, whips or spreads, or with added seasonings

8 ounces + 8 ounces = 1 pound

16 ounces

TOFU
SELL ONLY:
16 oz package
• Azumaya (All Natural) - Extra Firm, Firm or Silken
• Nasoya (Organic) - Silken or Super Firm Vac Pack

DO NOT SELL
• Cubed or flavored

YOGURT
SELL ONLY:
Type listed on check
(Whole or lowfat/ nonfat)
32 oz container (quart)
May be Greek or regular
• Best Yet
• Cabot
• Chobani
• Coburn Farms
• Dannon
• Great Value
• Green Mountain Creamery
• Hannaford
• Lucerne
• Market Basket
• Open Nature
• Shurfine
• Stonyfield Farms
• Taste of Inspirations
• Yoplait

Flavors include: Plain, vanilla, strawberry or blueberry
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<td><strong>KELLOGG'S:</strong></td>
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<td>Honey Kix, Kix, Multigrain Cheerios, Rice Chex, Wheat Chex, Whole Grain Total</td>
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**KEY:** ◆ whole grain ◆ folic acid
100% JUICE – BOTTLED LIQUID

SELL ONLY:
64 oz bottles

**DO NOT SELL**
- Juice drinks with added sugar, juice cocktails, or organic

APPLE AND EVE:
- Apple

BEST YET:
- Apple
- Grape

GREAT VALUE:
- Apple
- Grape
- White Grape

HANNAFORD:
- Apple
- Grape
- White Grape

IGA:
- Apple
- Grape

JUICY JUICE:
- All flavors

LANGERS:
- Apple
- Grape
- Red Grape
- White Grape

MARKET BASKET:
- Apple
- Grape
- White Grape

MOTT'S:
- Apple

OLD ORCHARD:
- Apple
- Grape
- White Grape

SHURFINE:
- Apple
- Grape
- White Grape

SIGNATURE KITCHEN:
- Apple
- Grape

TIPTON GROVE:
- Apple

WELCH'S:
- All flavors

100% JUICE – FROZEN CONCENTRATE

SELL ONLY:
11.5 to 12 oz cans

**DO NOT SELL**
- Juice drinks with added sugar, juice cocktails, or organic

BEST YET:
- Apple
- Grape

DOLE:
- All flavors of 100% Juice

GREAT VALUE:
- Apple
- Grape

HANNAFORD:
- Apple
- Grape

LANGERS:
- Apple

MARKET BASKET:
- Apple

OLD ORCHARD (GREEN TOP ONLY):
- All flavors of 100% juice

SENeca:
- Apple
- Grape

SHURFINE:
- Apple

SIGNATURE KITCHEN:
- Apple

TIPTON GROVE:
- Apple

WELCH'S (YELLOW PULL TAB ONLY):
- All flavors of 100% juice

WELCH'S (YELLOW TOP ONLY):
- All flavors

ANY BRAND:
- Orange

ANY BRAND:
- Grapefruit
In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability. To file a complaint of discrimination, write to:

ADA Compliance/EEO Coordinator
11 State House Station
Augusta, Maine 04333
Telephone: (207) 287-4289/(207) 287-3488
TTY users call Maine Relay 711

USDA Director, Office of Adjudication
1400 Independence Avenue, SW
Washington, D.C. 20250-9410
Toll free (866) 632-9992 (voice)

Individuals who are hearing impaired or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish). USDA is an equal opportunity provider and employer.

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To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at: http://www.ascr.usda.gov/complaint_filing_cust.html, and at any USDA office. or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;

fax: (202) 690-7442; or email: program.intake@usda.gov.

This institution is an equal opportunity provider.

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QUICK STEPS TO TAKING A WIC CHECK
(SEE INSIDE FOR MORE DETAILS)

1. Ask the customer for the WIC Participant Booklet and checks
2. Make sure check is from Maine WIC Nutrition Program
3. Look for valid dates
4. Group foods by check
5. Confirm correct foods, amounts and sizes
6. Have customer enter purchase amount
7. Ask customer to sign check in signature box
8. Make sure correct amount is written on WIC check
9. Match signature to WIC Participant Booklet
10. Offer customer receipt and return WIC Participant Booklet

** WIC CUSTOMER MUST PAY BOTTLE DEPOSIT & BAG FEES **

If you have questions or need help please call:
1-800-437-9300 or 207-287-3991
TTY users call Maine Relay 711
Email: wic.maine@maine.gov
More information for vendors and participants can be found at: www.wicforme.com