

# WIC Matters Newsletter for Vendors

JUNE 2021 VOLUME 21 ISSUE 2

## New WIC Shopping Guides

All WIC authorized vendors will be receiving NEW WIC Shopping Guides in the mail in the coming weeks.

The new guide features:

- Information on the “My MN WIC App” which is recommended for participant use in helping find WIC foods.

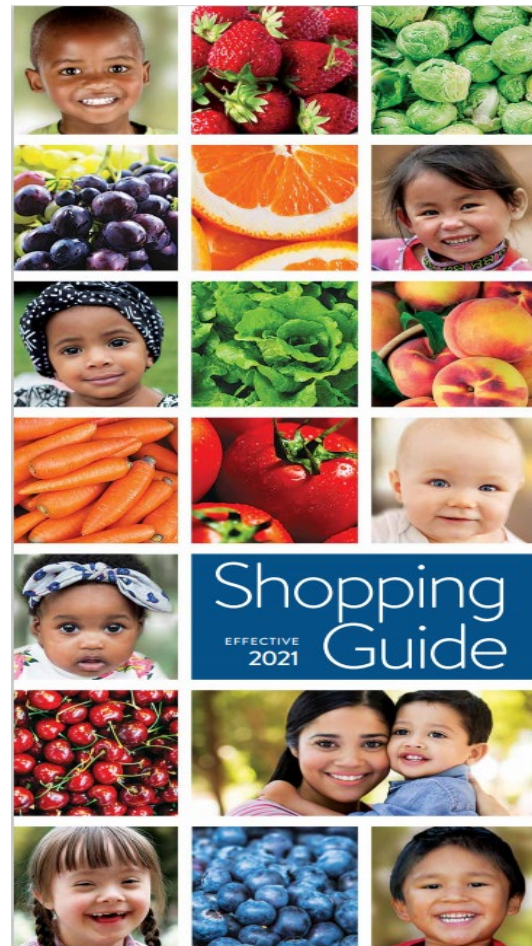
It includes:

- Registering for the app
- Using the food finder function, which allows scanning of UPCs to determine if an item is allowed, and common messages when scanning UPCs.
- Also included are tips for participants before shopping, during shopping, and at check out.
- The foods have been rearranged but only slightly.

The shopping guide is available online now at MDH, [Minnesota WIC-Allowed Food](https://www.health.state.mn.us/people/wic/vendor/fpchnng/index.html)

<https://www.health.state.mn.us/people/wic/vendor/fpchnng/index.html>

### *Image of the NEW 2021 WIC Shopping Guide*



**NEW shelf labels will be made available soon. Email [health.wicvendor@state.mn.us](mailto:health.wicvendor@state.mn.us) to request new shelf labels.**

## REMINDER: Additional Fruit & Vegetable Dollars, Cash Value Benefits (CVB) Began on June 1

As noted in the [April 2021 newsletter](#), women and children who receive WIC benefits will receive a temporary increase in their Cash Value Benefit (CVB) from June 1 through Sept. 30. The increase in this benefit will allow women and children \$35 each per month for fresh and/or frozen WIC allowed fruits and vegetables.

### Stores may help families spend their CVB!

- Pay attention to stock and order more produce as needed to meet demand.
- Stores with integrated point-of-sale systems should make sure all fresh produce is mapped to ensure families can purchase all WIC allowed fresh fruits and vegetables sold in their stores. Find more information here: [Mapping of WIC Allowed Produce Items](#). And view the NEW [Produce Mapping Module](#).
- **Remember, fresh produce should never be scanned in the My MN WIC app**, since Minnesota does not keep UPCs for fresh produce in their Approved Product List.
- Print and display this reminder on your store registers. Find it here: [CVB Register Reminder - Medium](#) and [CVB Register Reminder - Small](#)



**CVB CAN ONLY BE USED TO PURCHASE FRUITS AND VEGETABLES. MISUSE OF THE BENEFITS CAN RESULT IN AUDITS, CLAIMS, SANCTIONS, AND/OR TERMINATION OF THE WIC VENDOR CONTRACT.**

## REMINDER: REQUIRED WIC VENDOR TRAINING!

This is a reminder that the 2021 Required Vendor Training deadline is approaching! All **Minnesota WIC authorized retail**

**food vendors are required to complete this training by August 1, 2021.** You may find the link to this training on our website: [2021 Required Vendor Training](#).

## Staffing Change at Minnesota WIC

Please join me in welcoming Erin Kelsey into the WIC Vendor Training & Support Manager role. Erin is a familiar face to Minnesota WIC Vendors, as she was previously a Vendor Contract Specialist with the Minnesota WIC Program. If you have training needs, please contact Erin at [Erin.Kelsey@state.mn.us](mailto:Erin.Kelsey@state.mn.us).

### References:

#### [Mapping of WIC Allowed Produce Items](#)

<https://www.health.state.mn.us/docs/people/wic/vendor/training/ewic/mapping.pdf>

#### [Minnesota WIC Allowed Foods](#)

<https://www.health.state.mn.us/people/wic/vendor/fpchnng/index.html>

#### [Produce Mapping Module](#)

<https://www.health.state.mn.us/people/wic/vendor/training/modules/index.html#training>

#### [CVB Register Reminders:](#)

<https://www.health.state.mn.us/docs/people/wic/vendor/comm/cvbreminder2.pdf>

<https://www.health.state.mn.us/docs/people/wic/vendor/comm/cvbreminder4.pdf>

#### [WIC Matters Newsletter for Vendors April 2021](#)

[https://www.health.state.mn.us/docs/people/wic/vendor/comm/newletters/04\\_2021.pdf](https://www.health.state.mn.us/docs/people/wic/vendor/comm/newletters/04_2021.pdf)

#### [2021 Required Vendor Training:](#)

<https://www.health.state.mn.us/people/wic/vendor/training/modules/index.html#training>