

Vendor Advisory Council

Meeting Minutes

January 9, 2009

10 a.m. – 12 p.m.

Attending:

Vendors and Guests –

Elizabeth Nardi (New Seasons Market)
Chris McAllister (Albertsons)
John McConville (Jack's Family Market)
Sandra Wilken (NW Grocery Assoc.)
Jeffery Juckel (Haggen)

Jeff Kleen (Oregon Food Bank)
Kym White (Winco Foods)
Ronnie Nault (Safeway Inc.)
Sharon Tate (Walmart Inc.)

WIC staff –

Michelle Aarhus (Vendor Trainer)
Colette LaDue (Vendor Systems Specialist)
Maria Menor (Vendor Team Coordinator)
Mary Rhode (WIC nutrition consultant)

Sue Woodbury (WIC Program Manager)
Sarah Rosenberg (WIC Operations Manager)
Jazette Johnson (Vendor Compliance Rep)

Welcome & introductions:

Michelle welcomed all in attendance and asked for introductions.

New proposed vendor OARS:

Sarah R. presented the new proposed vendor OARs. Please review the revised copy, and make suggestions to Tami Olsen at the State WIC Office by January 23, 2009.

Juice Transition:

Maria Menor presented the juice transition the state wic office has begun to implement.

- **Effective January 1:** Average quantity of juice for women decreases from 6 cans to 4 cans.
- **Effective May 1:** No more 46 oz cans printed on vouchers; just 11.5-12.5 oz frozen juice.
 - May through July: Number of vouchers with 46 oz cans will decrease and number of vouchers with only 11.5-12.5 oz frozen will increase.
- **Effective August 1: New food packages!**
 - New food list includes juice in **64-oz. plastic bottles.**
- **August onward:**
 - No more vouchers with 46 oz. canned juice!
 - Only 64-oz. plastic bottles and 11.5-12 oz. frozen
 - Woman voucher will list 11.5-12 oz frozen only
 - Child voucher will list 64-oz. plastic bottles or 11.5-12 oz frozen
- **October onward:** Approx. 50% of WIC juice sales will be plastic and 50% will be frozen.
- **November onward:** WIC juice sales will be approx. 47% less than current sales levels.
- **For example:** If a vendor currently sells 100 cans of juice for WIC, they will likely sell 25 plastic bottles and 25 frozen cans each month, starting in November.

VAC suggested we send a memo out to all vendors informing them of the juice transition as soon as possible. They suggested we address it to the stocking people, or the store director. Only the shelf stable kind of bottled juice will be allowable, not the refrigerated kind. WIC will send out a juice transition memo to all vendors. A minimum stock requirement will go out with the next fresh choice notification.

Fresh choices notification timeline:

Maria presented the timeline notification schedule for fresh choices.

- **February 2: First notification**
 - Summary of changes, heads-up to prepare for POS changes.

- **April 25: Second notification**
 - Training schedule and sign-up, new OARs, vendor agreement amendment, WIC-Wise (training edition)

- **June 15: Big Mailing**
 - Vendor Guide
 - Flip Book
 - Video
 - Food List
 - Check-out Summaries
 - Tools for Bookkeepers
 - Minimum Stock Requirements

- **Effective August 1: New Food Packages!**

Fresh Choices 09 status report:

Maria presented the latest Fresh Choices status report. Information from this report will be included in the February 2nd memo to vendors.

CVV message update:

Maria presented the final wording for the CVV.

An example of the wording:

\$6 (Six dollars) fruits and vegetables (fresh and frozen)

Shopper may pay amount over value of voucher

No change given

Dollar amounts will be either \$6, \$8 or \$10.

Vendor video update:

Michelle gave an update for the vendor video. Filming will happen at Jack's Family Market, and the Marion CO. WIC Clinic in Salem, OR. On January 21, and 22, 2009. The script is finalized. We still need someone to play the checker. Chris McAllister from Albertsons has someone in mind. Thank you for everyone's input on the script

WIC voucher redemption report:

Colette presented the voucher redemption report for 2007 vs. 2008. Stamping the WIC vouchers with a readable vendor stamp still seems to be the biggest concern. This is a banking image issue, as many banks do not image the vendor stamp clear enough to read.

Q & A:

Sue Woodbury announced the reintroduction of the WIC Advisory Board. They will meet in Feb/Mar. and will include vendor representatives. The Child Nutrition act will also be re-authorized by the federal government in Spring. Please contact your state representatives with any comments or concerns.

**The next VAC meeting is April 24th, 2009
10 a.m. to 12 p.m.
Portland State Office Building, room 1C.**