



# VENDOR VIEWS

LA WIC's Authorized Vendor Newsletter



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## WELCOME TO VENDOR VIEWS!

**A message from LA WIC Vendor Manager, Natalie Istre**

Thank you for your participation in the Louisiana WIC Program (LA WIC). As an Authorized WIC Vendor, you are a critical partner in ensuring WIC Participants receive nutritious foods that improve the health of participating families. With your help, WIC Participants benefit from long-lasting positive impacts such as reduced infant mortality, increased access to primary and preventive health care, and improved

academic achievement. We also want to recognize and thank Vendors for their essential role in providing support and services to our Participants and communities in the face of unprecedented challenges due to the ongoing COVID-19 public health response.

Our goal is that the bi-monthly Vendor Views Newsletter will strengthen the partnership between LA WIC and its authorized Vendors by keeping you informed of changes in program rules and regulations, by celebrating and

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highlighting Vendor successes, and by providing you with the resources and support you need to be successful.

The newsletter will automatically be sent to the official corporate email address your store has on file with LA WIC, but we strongly encourage you to share it with your managerial staff and front line employees. On page 4 of this issue there is a section titled "Join Our Mailing List" that you can use to register additional email addresses to receive the newsletter directly.

After you've had a chance to read through this issue, we'd love to get your feedback. What did you like? What didn't you like? What topics would you like to see covered in future issues? On page 4 of this issue there is a section titled "We Want Your Feedback!" that you can use to share your thoughts with us. Please help us improve by letting us know how we're doing.

Again, thank you for your participation and support!

Natalie Istre  
LA WIC Vendor Manager



## UPCOMING DATES:

**Dec. 24-25 - State Offices Closed**

**Dec. 31 - State Offices Closed**

**Jan. 1 - State Offices Closed**

**Please keep in mind that LA WIC Vendor Operations staff continue to work remotely during the pandemic. As such, email remains our most reliable form of communication. Emailing [LAWICVendor@la.gov](mailto:LAWICVendor@la.gov) will be the best way to contact us over the holidays.**

## MEET YOUR PROGRAM MONITORS

The LA WIC Program Monitors are here to assist you with continued compliance as an Authorized WIC Vendor. They are the first point of contact for all questions Vendors may have regarding WIC Transactions, compliance and monitoring visits, training, stock requirements, communications, and the Vendor Agreement and Vendor Guide. LA WIC Vendors are divided into nine regions and three trade areas. Each Program Monitor is responsible for three regions. The contact information for each Program Monitor is listed below. Not sure which region you're in? Visit the [LA WIC Authorized Vendor Hub](#) or [click here](#) to view a map of the state by region, and a list of parishes that each Program Monitor services.

Program Monitor	Region	Email Address	Phone Number
Alicia King	3, 4, 8	Alicia.King@la.gov	(504) 568-2425
Deborah Fortner	2, 6, 9	Deborah.Fortner@la.gov	(504) 568-2844
Lavonselle Longmyle	1, 5, 7	Lavonselle.Longmyle@la.gov	(504) 568-6718

## VENDOR UPDATES

LA WIC recently made changes to the Minimum Stock Requirements (MSRs) as reflected in the LA WIC Vendor Guide, revised 10/2020. These changes are effective as of October 12, 2020. As a reminder, the Vendor Guide and Vendor Agreement state each Vendor should have the current WIC Approved Foods List (WIC-23) posted at each register at all times. The most recent WIC-23 can always be downloaded from the [LA WIC Authorized Vendor Hub](#) or by [clicking here](#).



Louisiana WIC Program  
WIC Approved Food List (WIC-23)  
October 1, 2020 Updates



All Vendors must maintain minimum stock of the WIC Approved Food Items below in the listed sizes, quantities, and varieties at all times. Please reference the WIC Shopping Guide for additional restrictions on brands and flavors.

Minimum Stock Requirements At-A-Glance					
Food Item	Size	Min Stock	Food Item	Size	Min Stock
Cold Breakfast Cereal	12oz. box 18oz. box	15 boxes, 3 varieties (1 variety must be whole grain)	Whole Grains (rice, bread, tortillas, pasta)	16oz. package	10 - 16oz. packages, any variety
Beans/Lentils/Peas (dried and canned)	16oz. bag 15-16 oz. can	6 bags, any variety 6 cans, any authorized variety	Peanut Butter	16 - 18oz. jar	5 jars
Infant Cereal	8oz. container	10 containers	Canned Fish (Tuna, Salmon, Sardines)	All eligible sizes	10 cans
Infant Fruits	4oz. container	32 containers, 2 varieties	Fresh Fruit	N/A	20 units, 3 varieties
Infant Vegetables	4oz. container	32 containers, 2 varieties	Fresh Vegetables	N/A	20 units, 3 varieties
Infant Meats	2.5oz. container	16 containers, 2 varieties	Cheese - LEB	8oz. package 16oz. package	5 - 8oz. packages 5 - 16oz. packages
Infant Formula	12 - 12.6oz. can	See page 6	Eggs - LEB	Dozen-lg. white	5 dozen
Single Strength Juice	64oz. container	6 containers, 2 flavors	Whole Milk - LEB	Gallon Quart	5 gallons 2 quarts
Single Strength Juice	48oz. container and/or 11.5-12oz. frozen concentrate	6 containers, 2 flavors	Low Fat Milk: Low-Fat (1%) Milk and/or Skim Milk - LEB	Gallon Quart	10 gallons* 2 quarts* (*any combination of low-fat milk and/or skim milk)

### Cheese, Eggs, Milk & Soy Beverage

<p><b>Cheese</b></p> <p><b>Least Expensive Brand</b> Block or sliced (not individually wrapped) 8oz. or 16oz. package</p> <ul style="list-style-type: none"> <li>American, mild cheddar, medium cheddar, mozzarella (part skim), and Swiss</li> </ul> <p><b>Not allowed</b> - Cheese products, spreads, deli-purchased (sliced or weighed to order), individually wrapped, grated, or shredded</p> <p><b>Minimum Stock Requirement:</b> 8oz. Cheese - 5 packages 16oz. Cheese - 5 packages</p>	<p><b>Eggs</b></p> <p><b>Least Expensive Brand</b> Dozen large, white eggs</p> <p><b>Not allowed</b> - Other sizes, low cholesterol advertised, low-fat, or specialty eggs</p> <p><b>Milk</b></p> <p><b>Least Expensive Brand</b> Gallon and Quart</p> <ul style="list-style-type: none"> <li>Homogenized</li> <li>Fat content specified on shopping list</li> <li>Lactose-free or reduced must be on the eWIC shopping list</li> </ul> <p><b>Not allowed</b> - Flavored milk or buttermilk</p> <p><b>Minimum Stock Requirement:</b> Eggs - 5 dozen Whole Milk - 5 gallons and 2 quarts Low Fat Milk - 10 gallons and 2 quarts (any combination of 1% milk and/or skim milk)</p>	<p><b>Soy Beverage</b></p> <p>Must be on the eWIC shopping list 32oz. or 64oz. container</p> <p><b>Authorized Brands Below</b></p> <ul style="list-style-type: none"> <li>8<sup>th</sup> Continent - Original and Vanilla</li> <li>Pacific Ultra - Original</li> <li>Silk - Original</li> <li>Silk - Original Aseptic (Shelf Stable)</li> <li>Westsoy Organic - Original and Vanilla</li> </ul> <p><b>Optional Stock Requirement:</b> Soy Beverage - optional Lactose-free or Reduced - optional</p>
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## BE ON THE LOOKOUT FOR Highbond NOTIFICATIONS!

In an effort to improve communication with Vendors, LA WIC will be using a software program called Highbond to send and receive information from Vendors via email. Moving forward, some emails will be sent from notifications@highbond.com on behalf of LAWICVendor@la.gov (see the preview below). You may need to check your spam filter to ensure you receive these notifications from LA WIC. You should have received an email from LAWICVendor@la.gov with full instructions on November 17, but [click here](#) or visit the [LA WIC Authorized Vendor Hub](#) if you missed it.



HighBond Notifications <notifications@highbond.com> on behalf of Louisiana WIC Program

<LAWICVendor@la.gov>

Recipient Name

Monday, July 27, 2020 10:55 AM

## JOIN OUR MAILING LIST

This newsletter will automatically be sent to the official corporate email address your store has on file with LA WIC, but you can [click here](#) to register additional email addresses to receive this newsletter directly.

## CONTACT US

**Phone:** (504) 568-8229

**Fax:** (225) 376-4674

**Email:** LAWICVendor@la.gov

**LA WIC Authorized Vendor Hub:**

<https://ldh.la.gov/index.cfm/page/990>

## WE WANT YOUR FEEDBACK!

What did you like about this newsletter? What didn't you like? What topics would you like to see covered in future issues? Please [click here](#) to let us know how we're doing by filling out a short survey.

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**This institution is an equal opportunity provider.**