



**TEXAS WIC PROGRAM**  
**Department of State Health Services**  
**Food Issuance and Redemption Services Unit - MC 4554**  
P.O. Box 149347  
Austin, TX 78714-9347  
(512) 341-4425    1-800-252-9629 (Texas Only)

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## **Canned Bean NTE Error**

Beginning August 1, 2010, WIC clients have the option of selecting canned bean in addition to dried beans or peanut butter. Over 4,000 cans of beans were redeemed between August 1<sup>st</sup> and August 3<sup>rd</sup>. Unfortunately, we processed those claims with an incorrect Not to Exceed price of \$0.37 per can. The Not to Exceed price should have been \$1.50. This error was corrected the morning of August 4<sup>th</sup> prior to the noon claim settlement.

There were 329 stores affected by this error resulting in \$2,198.80 being reduced from their claims. This amount was reimbursed later in the week to the individual stores through an Account Level Adjustment referencing "Repay Canned Bean NTE Error".

We apologize for this error. However, we are glad to see our WIC clients actively redeeming their legume benefits for the canned beans.

## New Vendor Labeling Guidelines

The Texas WIC Program has strict rules regarding the labeling of WIC foods in the store. A store's declared least expensive brands (LEB) of WIC foods are required to be labeled with the State issued "WIC Approved Item" pink sticker or store developed stickers/ signage if pre-approved by the State WIC Program. Failure to properly label store LEB products will continue to result in sanctions as described in State Policy WV:01.0.

Many grocers also want to label Non-LEB WIC foods such as peanut butter, cereal, frozen fruits and frozen vegetables to make it easier for WIC clients to identify the allowable foods. Unfortunately, stores are frequently penalized for labeling a few but not all of the non-LEB brands carried. At the urging of our retailers, Texas WIC has agreed to allow grocers an option to label WIC foods that are not in the Least Expensive Brand categories.

Effective immediately, Texas grocers may identify WIC-authorized foods (other than LEB foods) in their stores by placing the TEXAS WIC Smart Choices Healthy Families logo (shown at the bottom of this page) above, below, or beside the product. Again, the use of the Texas WIC logo in this manner is at the option of the grocer; its use is not required by the State. The labeling of LEB foods remains unchanged and still requires the use of the pink stickers.

If you decide to use the Texas WIC logo to identify non-LEB WIC products, we strongly encourage you to label all authorized brands on the shelf. For example, if you label one cereal with the Texas WIC logo, you should label all authorized cereal brands with the Texas WIC logo.

Currently WIC Policy provides for sanctions if the vendor fails to label all non-LEB WIC foods within the same category. The State is relaxing this sanction during this period to encourage vendors to identify their non-LEB WIC foods with the Texas WIC logo. We believe the use of the Texas WIC logo to identify non-LEB WIC foods will lessen confusion and assist WIC participants in identifying/purchasing the correct products.

Computer graphic copies of the Texas WIC logo in various print formats can be found on the internet at: <http://www.dshs.state.tx.us/wichd/ppms/ppms.shtm>. It is up to each vendor to reproduce the graphic for display if the vendor decides to label WIC-authorized foods in this manner. The Texas WIC logo must be reproduced by the vendor in color and cannot be altered in any way. (Review the constraints on using the Texas WIC logo at the above internet site.)

The trial usage of the Texas WIC logo to identify non-LEB WIC foods is authorized through September 30, 2011, unless sooner rescinded by the State. If you have any questions, please contact John Brewer via the WIC Vendor Hotline: **1-800-252-9629**.

