

# Vendor Advisory Council (VAC)

## Meeting Minutes

April 24, 2009

10 a.m. – noon

### Attending:

#### **Vendors and Guests –**

Ronnie Nault- Safeway

Claudia Knotek – New Seasons Market

Elizabeth Nardi – New Seasons Market

Terry Gordon – Albertsons

Torrie Shear – Albertsons

George Glover – Hank's Thriftway

David Piacente- Fred Meyer

Bret Meldrum – Fred Meyer

Kym White – Winco Foods

Antonio Zavala- El Sol Latino

Jeff Kleen – Oregon Food Bank

Ryan Wilkinson – First Alternative Co-op

Lari Perkiss- Lamb's Market, Thriftway

John McConville – Jack's Market

Jeffery S. Juckel – Haggen's

Jose Rodriguez – Su Casa Imports

Jose Gonzalez – Su Casa imports

#### **WIC staff –**

Colette LaDue

Maria Menor

Sarah Rosenberg

Jazette Johnson

### Welcome & introductions:

Michelle welcomed all in attendance and asked for introductions.

Everyone reviewed the 1-9-09 meeting minutes

### Summary of mailings since last VAC:

Colette LaDue presented a list of the recent mailings that went out to vendors.

### Review of new foodlist and minimum stock requirements:

Michelle reviewed the highlights of each section.

Bimbo brand will be producing a 100% whole wheat loaf of bread in 16 oz., and we acknowledge that a 16 oz. loaf is hard to come by now. Haggen stores will make their own 16 oz. loaf, as well as Safeway. New Seasons is looking into making a 32 oz. loaf.

Frozen Bulk Veggies are ok to purchase with the CVV.

Dinner rolls are not allowed.

It is a federal requirement to roll out the CVV and the new food package at the same time. We cannot have 2 different implementation dates.

Because the CVV is a set dollar amount, organic fruit and veggies will be allowed.

Although encouraged, shelf talkers are not required to use in any part of the store, including the produce dept.

Grocery stores will see increased sales in quarts of milk.

Soy beverage will be an alternative to cow's milk.

½ gal. of soy milk and quarts will not be on our minimum stock, so customer need will drive the stock for stores.

Cheese will only be allowable in 1 lb. blocks.

Juice will only be allowable in frozen or bottles.

Infant food for fruits and veggies will be in 4 oz. jars only.

### **Baby food stocking suggestions:**

Sarah Rosenberg from the state WIC office spoke about how to guesstimate how many baby food jars would be sold in a given store in a month.  
Gerber offers pallets of baby food.  
Baby food will be printed on separate vouchers

### **Reviewing the minimum stock requirements**

The new minimum stock form is now a two sided document.  
The Similac concentrate formula will no longer be a part of minimum stock.  
Vendors must now stock a combination of at least 8 fresh fruits and vegetables.  
The new produce stocking guide may help stores meet the new required minum stock for fresh fruits and vegetables.  
Bulk cereal is not allowed.  
The 64 oz. bottles of juice may have a 10c deposit on them next year. We will wait to see what happens about that.

### **Review of the new Produce weighing guide tool:**

Vendors think this is a great idea. Some stores already have something similar to this in their produce dept.  
Local agencies will hand these out to WIC participants.  
Vendors are concerned about the shopper not being able to pay the overage amount if they buy more then what the CVV is worth. The Dept. of Agriculture has a list of what types of produce can be re-stocked or not.

### **Reviewing the checkout procedures CVVs:**

Maria Menor from the State WIC office presented the new check out summary procedures for the Cash Value Voucher.  
All states in the western region allow for shoppers to pay the difference of the CVV.  
Oregon allows multiple CVVS used in one transaction.  
WIC participants will get instructions as how to use their CVV at the grocery store.  
Vendors would like the message conveyed to participants that they will lose out on money if the participant does not bring the money to pay the difference.  
Most participants will only get 1 CVV per month.  
Stores shared information as to how they do a split transaction at their check stand.

### **Review of Fresh Choices Mandatory training:**

All grocery vendors are required to attend this training before Aug. 1, 2009.  
A maximum of 2 people are allowed to attend the trainings.  
Stores do not have to attend the training in the county their stores are in, but it is encouraged.  
This is a train the trainer training.  
Vendor agreement amendments will be sent out to all grocery stores today. They are due back by July 1, 2009.

**2008 Annual WIC report:**

Sarah R. shared the 2008 WIC annual report.

The WIC advisory board is meeting again for the first time in years. The purpose is to bring together stakeholders.

**Premiere of New vendor video:**

Everyone watched the new vendor video.

This will be a tool to assist in checker training.

**Voucher redemption summary:**

Colette shared information regarding the vendor redemption report.

**The next VAC meeting is July 31st, 2009  
10 a.m. to 12 p.m.  
Portland State Office Building, room 1C.**