California WIC Quarterly Vendor Stakeholder Webinar Wednesday, March 16, 2022 | 10:30 A.M.



Please type your name and company information in the chat.





Today's Agenda

Webinar Topics

Next Vendor Stakeholder Webinar: Wednesday, July 13, 2022				
Closing	Lantrel Sto			
 Vendor Annual Training Newsletter 	Michael As			
 MSRs / Food Supply Shortages 	Lantrel Sto			
Local Vendor Liaisons	Jennifer Ly			
 Redemption Data Trends 	Susan Sat			
Infant Formula Recall	Michelle W			





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Infant Formula Recall

Michelle Wilkins, Chief Vendor Operations Section





Infant Formula Recall

On February 13, 2022, Abbott announced that it is voluntarily recalling infant formula produced at its Michigan facility:

- This recall affected some formulas issued and redeemed by participants in California.
- CDPH/WIC is explicitly allowing vendors to exchange a recalled product for the same brand product in a different physical form or unit size or a different brand product.
- For more information, please see Vendor Alert 2022-02.





Redemption Data Trends

Susan Sabatier, Chief Data Analysis, Research, & Evaluation Section





CA WIC Redemptions 2021: Top 5 Categories with Top 5 Products (Excluding Infant Formula*)

Top 5 Item Categories and Products - Jan 2021 - December 2021

Item Catego	Item									
Breakfast Cereal	PostHnyBnchOatHRstd-18								\$16	6,242,456
	GM Cheerios MultiGn-12OZ			\$4,927,856						
	GM Cheerios MultiGn-18OZ		\$4,	282,661						
	Kelloggs CornFlakes-18OZ		\$4,	236,644						
	GM Honey Kix-18OZ		\$3,185,767	7						
Cheese or Tofu	Frigo Mozzarlla-16OZ		\$	\$4,624,847						
	JoFrm MontryJack-16OZ		\$3,567,4	419						
	Frigo Chsehead Stng-16OZ		\$2,810,805							
	JsphFrms StrngChse-16OZ		\$2,284,449							
	AltaDena MntryJack-16OZ	\$1,6	97,571							
Fruit and Vegetables Cash Value	Bananas Yellow			\$5,167,815	2					
	Tomato Plum/Itl/Salad/Rma			\$4,751,458						
Benefit	Avocados Hass		S	4,589,871						
	Strawberries		\$3,294,24	7						
	Melon Watermelon		\$3,078,140							
Juice All	HvstCl Apple Jc-64OZ					\$9,757,	022			
	TrTp Apple Jc-64OZ		\$4,3	225,560						
	HarvstCl Orange-64OZ		\$3,148,233	3						
	HvstCl AplOrngPinApl-6402		\$2,815,466							
	HvstCl CranberryJc-64OZ	9	2,208,723							
Milk Fat Reduced	Lactd 1% Milk5GAL					\$1	0,474,732			
	Crystal 1% Milk-1GAL				\$	8,652,699				
	DnDaryPr 1% LF Milk-1GAL				\$8,1	11,325				
	AD 1% Milk-1GAL			\$5,147,591						
	DPure LactFr1%Mlk5GAL			\$5,140,058						
		\$2,000,0	00 \$4,000,000	\$6,000,000	\$8,000,000	\$10,000,000	\$12,000,000	\$14,000,000	\$16,000,000	0 \$18,000,000

Paid Amount

Data Source: CDPH/WIC Division, WIC Reporting, Analytics, and Data (WRAD) Prepared By: CDPH/WIC Division/Data Analysis, Research and Evaluation Section; 2/10/2022







Item Category Desc Breakfast Cereal Cheese or Tofu Fruit and Vegetables Cash Value Benefit Juice All Milk Fat Reduced



CA WIC Redemptions 2021: Quarterly F&V CVB by Top 5 Food Products*

Top 5 Products: Fruits & Vegetables CVB

	Item Category	CY 2021	Item					
	Fruit and Vegetables Cash Value Benefit	Q1 Jan-Mar	Bananas Yellow		\$784,529			
			Tomato Plum/Itl/Salad/Rma		\$521,413			
			Avocados Hass		\$453,256			
			Strawberries		\$450,979			
			Melon Watermelon		\$221,405			
		Q2 Apr-Jun	Bananas Yellow			\$908,839		
			Avocados Hass		\$6	690,030		
			Tomato Plum/Itl/Salad/Rma		\$6	685,474		
			Melon Watermelon		\$63	7,362		
• June – Sept 2021	:		Strawberries		\$565,08	31		
CVBs increased to	D	Q3 Jul-Sept	Avocados Hass					
\$35 for all non-			Bananas Yellow					
infant participant	s		Tomato Plum/Itl/Salad/Rma					
• Oct – Dec 2021:			Melon Watermelon					
CVBs adjusted to			Strawberries			\$1	,185,618	
•		Q4 Oct-Dec	Tomato Plum/Itl/Salad/Rma					
NASEM			Bananas Yellow					
recommendation	commendations		Avocados Hass					
			Strawberries			\$1,092	,568	
			Melon Watermelon		\$65	54,271		
				\$0	\$500,000	\$1,000,000	\$1,50	
						Paid Amoun	.+	

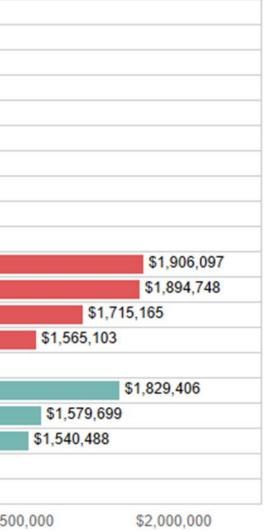
Paid Amount

* Redemptions only from Integrated Point of Sale systems; excludes the generic PLU code 4469

Data Source: CDPH/WIC Division, WIC Reporting, Analytics, and Data (WRAD) **Prepared By:** CDPH/WIC Division/Data Analysis, Research and Evaluation Section; 2/10/2022



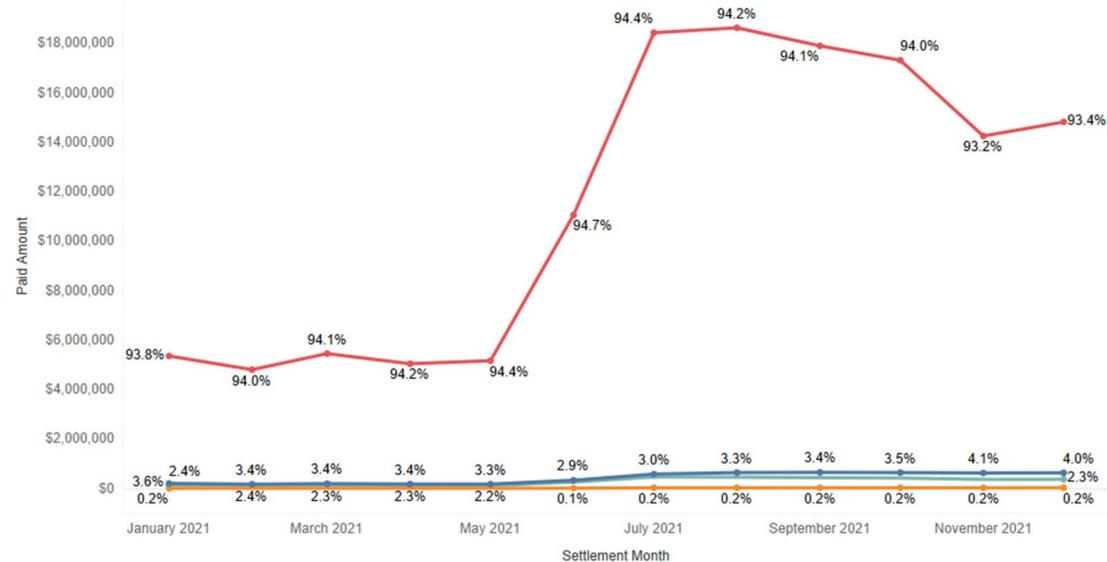






CA WIC Redemptions: CVB Subcategories, January – December 2021

CVB Redemption by Subcategory: Jan 2021 - Dec 2021



Data Source: CDPH/WIC Division, WIC Reporting, Analytics, and Data (WRAD) Prepared By: CDPH/WIC Division/Data Analysis, Research and Evaluation Section; 2/10/2022







CVB Subcategory Canned Fruits & Vegetables CVB Dried Fruits CVB Fresh Fruits & Vegetables CVB Frozen Fruits & Vegetables CVB

> Average Annual % of Total **Dollar Redemptions**

- Canned Fruits & • Vegetables CVB: 3.5%
- **Dried Fruits CVB:** 0.2%
- Fresh Fruits & Vegetables **CVB:** 94.0%
- Frozen Fruits & • Vegetables CVB: 2.3%

Local Vendor Liaisons (LVLs)

Jennifer Ly, Analyst Vendor Training Unit





Local Vendor Liaisons (LVLs)

The Role of the Local Vendor Liaison (LVL)

- Designated WIC local agency staff providing technical support to WIC authorized vendors in their communities.
- Share important updates and information with their assigned stores.
- Each store has an assigned LVL.

LVLs will be contacting vendors in March

- Will be calling stores asking to speak with owner or store manager.
- Providing program updates and gathering information.
- Please take time to speak with your assigned LVL.



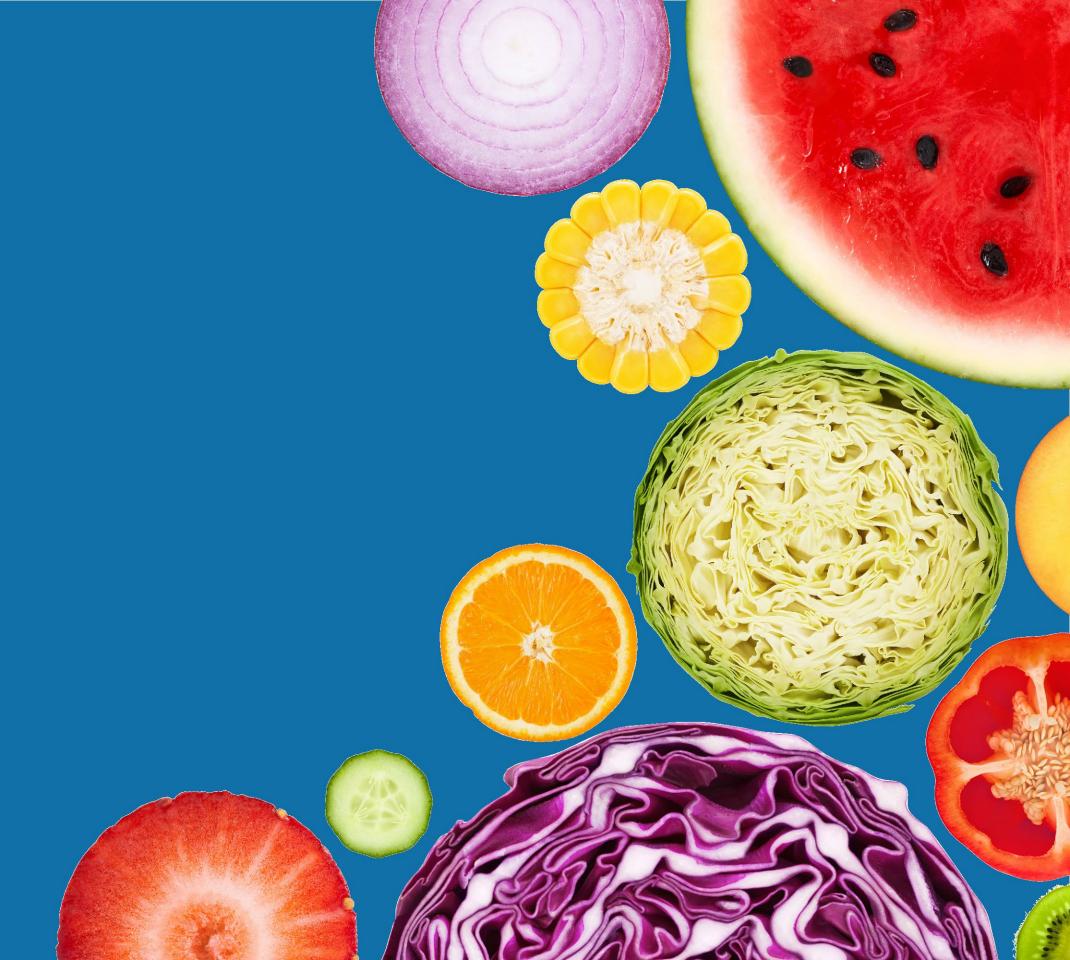




Food Shortages

Lantrel Stockton, Chief Vendor Management Branch





Food Supply Shortages

• The WIC Division outreach efforts:

- State Staff
- Local Vendor Liaisons
- Meet regularly with grocer associations

If you have immediate concerns, please reach out to your vendor consultant.





Vendor Annual Training Newsletter

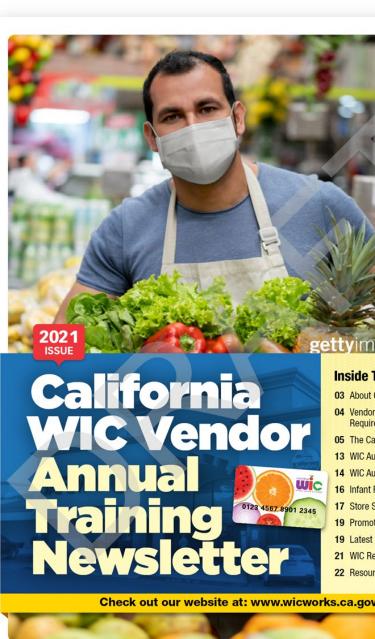
Michael Ash, Chief Vendor Training Unit





2021 Vendor Annual Training Newsletter

- A copy has been mailed to each store location.
- Available on the WICWorks Website at: www.wicworks.ca.gov
- Available for certification on the VWIX Website at: www.vwix.ca.gov





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Thank you!

Today's webinar slides will be posted on the CDPH/WIC website.

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Next Vendor Stakeholder Webinar

Wednesday, July 13, 2022



