



California WIC Vendor Stakeholder Webinar

Thursday, April 8, 2021

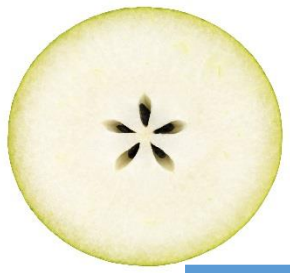
10:30 A.M.

WebEx Audio Dial-In:

Phone: (415) 655-0001

Meeting Number/Access Code: 145 105 1734





Today's Agenda



Webinar Topics

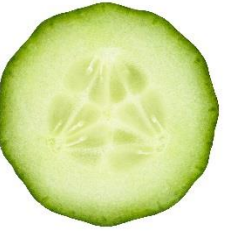
• Welcome, Statistics, and General Information	Lantrel Stockton
• Virtual Routine Monitoring Visits (RMVs)	Sharon Lindner
• Shelf Price Submission Reminder	Sharon Lindner
• Local Vendor Liaison Calls / Vendor Survey	Gabby Munoz
• Online Shopping Update / Request for Feedback	Jodi Truscott
• Temporary WIC Authorized Food List (WAFL) and Temporary Expanded Authorized Product List (APL) Update	Iris Iristay
• Closing and Thank You	Lantrel Stockton

**Next Vendor Stakeholder Webinar:
Thursday, August 19th**

California WIC Vendor Statistics

- 3,900 California WIC authorized vendors.
- Averaging 320,000 WIC Card purchase transactions per week.
- More than 19 million WIC Card purchase transactions to date.
- All WIC authorized vendor stores are 100% WIC EBT.





Virtual Routine Monitoring Visits (RMVs)

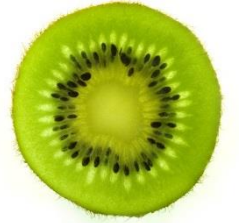
- All WIC state agencies are required to conduct Routine Monitoring Visits (RMVs) at WIC authorized stores.
- USDA has granted California WIC a waiver for the onsite portion of the Routine Monitoring Visit.
- California WIC is currently developing a virtual RMV process.
- RMVs will be conducted over the phone.



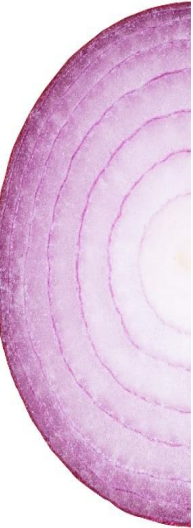
Virtual Routine Monitoring Visits (RMVs) (continued)

- WIC staff will be gathering information from vendors regarding:
 - Minimum stocking requirements
 - Store register count
 - Other questions as necessary to conduct the RMV
- Vendors will be required to email health permits and any other requested documents to the WIC analyst after the virtual RMV.

Shelf Price Submission Reminder



- [Vendor Alert 2021-01: 30-Day Notice for the Mandatory Shelf Price Submission Period](#) was published and emailed to vendors on February 12, 2021.
- Vendors must submit shelf prices for the 11 Market Basket Items for the period March 15, 2021 through March 28, 2021.
- Prices must be submitted into VWIX no later than 11:59 P.M. on April 14, 2021.
- For assistance with VWIX logins, contact the WIC Vendor Help Desk at (855) 942-7867, or WICVendorInfo@cdph.ca.gov.





Local Vendor Liaison (LVL) Calls and Checkout Services Survey

- LVLs contacting vendors by phone
- Calls occurring until 4/15/21
- Conducting Checkout Services Survey
- Sharing important WIC updates



Local Vendor Liaison (LVL) Calls and Checkout Services Survey (continued)

- How can customers transact with their WIC Card at your store?
- What do vendors want to learn more about when it comes to online shopping?
- Plan to conduct survey routinely.





Online Shopping Update

- USDA/FNS funded project with the Gretchen Swanson Center for Nutrition to develop a nationwide framework for WIC Online Shopping.
- Includes funding for five (5) state-level online shopping pilots.
- Pilot states to be selected Fall 2021.



Vendor Feedback Request – Store Inventory

- Inventory concerns or food shortages?
- Post in the chat **or** send an email to WICVendorInfo@cdph.ca.gov including your store name, address, and contact information.

Temporary WIC Authorized Food List and Authorized Product List (APL)

- In Spring 2020, the Temporary WIC Authorized Food List (WAFL) and Temporary Authorized Product List (APL) made additional foods available to WIC participants in response to the nationally-declared public health emergency.
- These additional foods were included in the electronic APL file that is sent to vendors.
- The Temporary WAFL and Temporary APL will no longer be available as of June 1, 2021; return to authorizing regular WIC foods.
- CDPH/WIC will temporarily increase the Cash-Value Benefit (CVB) for women and children to \$35 per person per month. This increase will be for four months, for the benefit periods of June-September.
- For more details, refer to Vendor Alert 2021 – 02, published April 1, 2021.



Closing and Thank You

CA WIC Vendor Help Desk

Email: WICVendorInfo@cdph.ca.gov

Phone: (855) 942-7867

www.wicworks.ca.gov

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