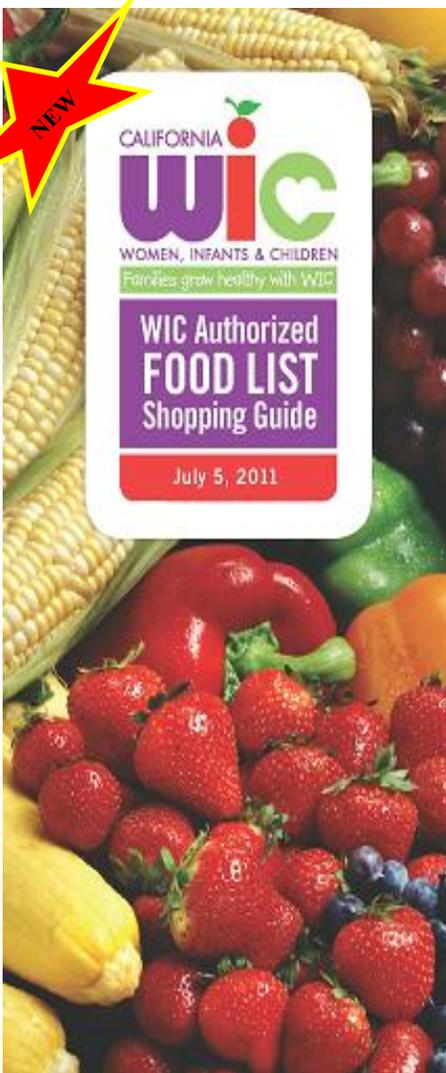


CALIFORNIA WIC VENDOR NEWS

WIC: Building a Healthier California

The Women, Infants, and Children (WIC) Program has an amazing 37 year record of accomplishments for nutrition and health across the United States. The California WIC Program began by serving 17,762 participants in 1974 and has grown to more than 1.47 million participants in 2011. A key factor to our success is the combination of essential foods, health referrals, nutrition education, and continued support from our vendors. Your partnership is important in providing nutritious foods that help improve maternal and child health.

Changes Starting July 5, 2011



Effective July 5, 2011, the California WIC Program will be publishing the revised WIC Authorized Food List Shopping Guide (WAFL SG) and the new Vendor Minimum Stocking Requirement. The revised WAFL SG is posted on the WIC website at www.wicworks.ca.gov. [Vendor Alert 2011-02](#) outlines the upcoming changes to the WAFL SG. [Vendor Alert 2011-03](#) outlines the changes to the food items you are required to stock effective July 5, 2011. All food instruments printed on or after July 5, 2011 will have the statement *use July 5, 2011 WAFL Shopping Guide* on the *what to buy* line. Changes to the WAFL SG affect many food categories including:

- Tofu
- Breakfast Cereal
- Infant Fruits & Vegetables
- Infant Meats
- Infant Cereal
- Fruits and Vegetables
- Infant Formula

Inside this issue of California WIC Vendor News

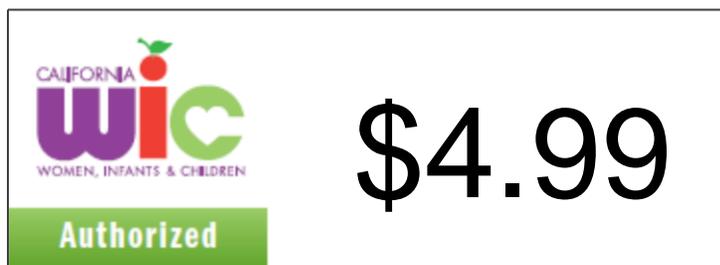
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Coming Soon! New Shelf Talkers



New shelf talkers are coming soon. These new shelf talkers provide a space where you can stick your pricing label for WIC authorized food items. Old shelf talkers will be phased out until the current stock is gone.



Example with pricing label

Shelf talkers can provide a positive shopping experience by identifying WIC authorized foods and minimizing confusion. To order shelf talkers, you must use the WIC Vendor Materials form (OSP 508). To obtain the most current order form, use the link <http://www.documents.dgs.ca.gov/osp/wic/osp508.pdf> . Only completed forms will be processed and forms must include your six digit vendor number. Other materials that may be ordered are:

ITEM #	WIC VENDOR MATERIALS
910064	CA WAFL Shopping Guide (April 2010)
930001	Grocer Report Concerning WIC Participants
960048	We Accept WIC-Small Poster (8-1/2" X 11")
960049	We Accept WIC-Large Poster (18' X 24")
980050	WIC Logo Decal-Small (5"X 4")
980051	WIC Logo Decal-Large (7-1/2" X 6")



Compliance Investigations

It is a federal requirement that the California WIC Program conducts compliance investigations, including undercover buys, every year. Some common violations include:

1. Overcharging; charging a higher price than the posted price and/or charging for foods not received.
2. Allowing the purchase of unauthorized foods.
3. Not entering the purchase price at the time of transaction and before the shopper signs the food instruments.
4. Not comparing the signature on the WIC ID folder with the signatures on the food instruments.
5. Misuse of WIC logo and acronym.

It is your responsibility to train and notify employees on the WIC Program rules, policies, and proper procedures for conducting WIC transactions. It is recommended that a representative from your store provide on-going training for cashiers to prevent errors and avoid problems of non-compliance.

Training Activity for Cashiers

(Answers on bottom of page 6)

How would YOU handle these scenarios?

A WIC shopper presents several food instruments to you at the check stand. As you are ringing up the food items, the shopper signs the WIC food instruments before you enter the exact purchase price. Do you...

- A) Match the signature to one on the WIC ID folder and then enter the total.
- B) Refuse to accept the food instruments and cancel the transaction.
- C) Ask the shopper to re-sign the food instruments after you write the exact purchase price on the food instrument.
- D) Embarrass the shopper for not following the rules.

A WIC shopper tries to buy 2% milk with a food instrument that states “Whole Milk.” The shopper tells you the child won’t drink whole milk. Do you...

- A) Allow the shopper to buy the 2% milk since that is what the child likes.
- B) Remind the shopper they must buy what is listed on the food instrument and offer to have someone get the correct milk for the shopper.
- C) Cancel the transaction and ask the shopper to leave the store.
- D) Tell the shopper it is OK this time but to ask the WIC office for a different kind of milk next time.

A WIC shopper visits your store regularly and wants to shop using the food instruments. However, the shopper forgot their WIC ID folder at home. Do you...

- A) Ask for another form of identification such as a driver’s license.
- B) Remind the shopper they must have their WIC ID folder to use the food instruments and NOT complete the transaction.
- C) Cancel the transaction and ask the shopper to leave the store.
- D) Tell the shopper it’s OK because you know the shopper.





WIC WORKS .CA.GOV

Keeping current with the latest information is sometimes hard. Our website has information that will be useful for you and your staff. Please visit the www.wicworks.ca.gov on a regular basis.

Grocers / Vendors

- » Resources
- » Vendor Alerts
- » WIC EBT
- » Rejected Food Instruments

The **Grocers/Vendors** section includes the following links: Resources, Vendor Alerts, WIC EBT, and Rejected Food Instruments. Click on any of the links to view, download, and print materials such as cashier tools, order forms, vendor alerts, newsletters, and much more.

The **WIC Authorized Foods** Section has an online food list database that identifies the brands of foods, package sizes and UPC approved by WIC. Not all food manufacturers submit product information to our office. Even though it is not a complete listing; it does provide you with a good start.

- » Department of Health Care Services (includes Medi-Cal)
- » State Agencies Directory

WIC Authorized Foods

- » Authorized Foods & Shopping Guide
- » Food Lists Database
- » Product Submissions for Food Manufacturers
- » Food Policy Manual
- » Request for Food Policy Changes
- » Comments to USDA Regarding New WIC Foods

eWIC: A Better Shopping Experience

eWIC (EBT) is coming but it's going to be a while. A feasibility study will be conducted by September 30, 2012 that includes surveying a sample of WIC authorized vendors for their readiness for eWIC. To learn more, visit our eWIC page at <http://www.cdph.ca.gov/programs/wicworks/Pages/WICEBTUpdate.aspx>. You may also send your eWIC questions by email to WICEBT@cdph.ca.gov.

Shopping Experience Concerns

TOP

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Local Vendor Liaisons (LVLs) have been out in the community visiting many of your stores. They are available to assist you and WIC shoppers to have positive shopping experiences. Here are some of the common concerns LVLs have found.

1. WIC shoppers are not being allowed to substitute fluid milk for evaporated or powdered dry milk.

Evaporated or powdered dry milk will not be printed on the food instruments. WIC shoppers are ALLOWED to substitute fluid milk for either evaporated or powdered dry milk according to the type of food instrument. As stated in the WAFL SG, WIC shoppers can choose the following instead of fluid milk:

EVAPORATED MILK	POWDERED DRY MILK
(Available with the lower fat or whole milk check)	(Available only with the lower fat milk check)
Can buy 5 (12 oz) cans if 1 gallon of milk is printed on check	Can buy 2 (9.6 oz) boxes if 1 ½ gallons of milk is printed on check
Can buy 8 (12 oz) cans if 1 ½ gallons of milk is printed on check	Can buy 1 (25.6 oz) box if 2 gallons of milk is printed on check



2. Both cashiers and WIC shoppers are unfamiliar with the WIC authorized foods.

Shelf talkers can assist WIC shoppers and your staff by identifying authorized foods. In addition, you can place the WAFL SG at every register for your cashiers to use as reference of what can and cannot be bought.

3. Requiring WIC shoppers to purchase specific brands of products when the WAFL SG states, Any Brand.

*The following lists specify which food categories are **brand specific** and allow **any brand**.*

BRAND SPECIFIC	ANY BRAND	ANY BRAND
Soy	Milk	Bottled Juice
Tofu	Cheese	Concentrate Juice
Breakfast Cereal	Eggs	Fruits and Vegetables
Infant Formula	Whole Grains	Fresh Bananas
Infant Cereal	Peanut Butter	Infant Fruits and Vegetables
	Dry Beans, Peas or Lentils	Infant Meats
	Canned Mature Beans	Canned Fish

4. Vendor concerns regarding WIC shoppers.

Your store can report WIC shoppers who may need additional training by using the Vendor Report Concerning WIC Participants. You can order the complaint card by using the WIC Vendor Materials order form (OSP 508) as indicated on page 2.

5. Cashiers accepting food instruments Before First Day to Use or After Last Day to Use.

Some WIC shoppers receive 2-3 months of food instruments at a time. Be sure to look at the first and last day to use on all food instruments. Your store will not be reimbursed for food instruments accepted before the first day to use or after the last day to use.

