



Department of Health Services



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July 1, 2003

GROCER ALERT 2003-05

To:	ALL WIC GROCERS
Subject:	ORDERING EDUCATIONAL MATERIALS
Purpose	<p>I am writing to inform you that the California Women, Infants, and Children (WIC) Supplemental Nutrition Program is offering educational materials that highlight the new contract formulas. These are available for you to order from the WIC Branch (form enclosed). To ensure that you have a list of the new formulas as soon as possible, we have enclosed a large poster and a small flyer with this alert. You may order additional copies of the posters/flyers from the Branch by using the enclosed form. Copies of the other items will be available by August 1, 2003.</p> <p>As stated in Grocer Alerts 2003-03 and 2003-04, the primary contract formulas will be changing on August 1, 2003. To assist you in training your cashiers on the new formulas, the formula manufacturer, Ross Products Division, and the WIC Branch will make educational materials available that list these formulas. The materials include:</p> <ul style="list-style-type: none"> • Shopping Guide. • WIC Authorized Food List. • Large (17" x 24") posters. • Small (8 ½" x 11") flyers. • Shelf talkers (shelf strips). The shelf talkers will be sent directly to you by Ross Products Division when they become available. <p>Some of the educational materials will soon be posted on the WIC website: http://www.wicworks.ca.gov.</p>
Ordering Information	<p>To order educational materials, please mail or FAX the enclosed order form to the WIC Branch.</p> <p>Since the shelf talkers will be sent to grocers directly by the infant formula manufacturer, we have not listed them on the order form. However, we anticipate that at some point in the future the formula manufacturer will send us a supply of shelf talkers should you need extras.</p>
Infant Formula Hot Line	<p>Beginning August 1, 2003, the WIC program will maintain a hotline during business hours for the month of August specifically to answer your questions regarding the new contract formulas. If you are unable to resolve formula-related problems by calling your Grocer Consultant, you may call the WIC Branch formula hotline at (916) 928-8879.</p>
Questions	<p>If you have any questions, please contact your WIC Grocer Consultant at (916) 928-8705.</p>

David Markell, Chief
Food Management and Integrity Section
WIC Supplemental Nutrition Branch

2003_05 enclosure

ORDER FORM FOR WIC EDUCATION MATERIALS

(Please specify, in the space provided, how many of each pamphlet or poster you want)

Please send pamphlets/posters to:

Contact: _____

Store Name: _____

Address: _____

City, State, Zip: _____

**Please fax this form to (916) 928-0608
or mail to:**

**Food Management and Integrity Section
WIC Supplemental Nutrition Branch
3901 Lennane Drive
Sacramento, CA 95834**

How many?

Pamphlets - Available for mailing August 1, 2003

- _____ WIC Authorized Foods List, English
- _____ WIC Authorized Foods List, Spanish
- _____ Shopping Guide: California WIC Allowed Foods, (Bilingual - English/Spanish)

Posters – Infant Formula – Available for immediate mailing

- _____ Small poster, 8 ½ x 11, (Bilingual - English/Spanish)
- _____ Large poster, 17 x 24, (Bilingual - English/Spanish)