



California
Department of
Health Services

SANDRA SHEWRY
Director

State of California—Health and Human Services Agency
Department of Health Services

December 18, 2006

GROCER ALERT 2006-07



ARNOLD SCHWARZENEGGER
Governor

TO: ALL WIC VENDORS
SUBJECT: WIC Shelf Talkers

Purpose

I am writing to inform you that the California Women, Infants and Children (WIC) Program has made available for order 1.25 inch x 3 inch vinyl shelf talkers packaged in 100-count bundles. These shelf talkers are intended to identify which food items on your shelves are authorized for purchase with WIC food instruments.

We have enclosed one bundle of shelf talkers, along with instructions on how to order additional ones.

Grocer Implications

If you wish to use the shelf talkers, place them next to WIC authorized foods so that participants will be able to identify which foods are authorized.

Because the acronym "WIC" is registered by the U.S. Department of Agriculture you may **not** reproduce these shelf talkers or create other shelf talkers using WIC's acronym, unless approved by the WIC Branch. Use of the WIC acronym on materials outside of those provided or approved by WIC is a violation of your Vendor Agreement.

Ordering Shelf Talkers

To order additional bundles of shelf talkers, please complete the enclosed Office of State Publishing form, OSP 508, "WIC Vendor (Only) Materials".

Vendors may print OSP 508 by going to our website, www.wicworks.ca.gov. At the Home Page, select "Forms" in the left margin of the page and then select "OSP 508 WIC Vendor (Only) Materials (pdf)". Locate #980057 and indicate the desired number of bundles you need. Please complete all requested information at the bottom of the form, including a phone number in case there is a question about your order.

Orders may be faxed to (916) 928-4759 or mailed to:

State of California
Office of State Publishing
344 North 7th Street
Sacramento, CA 95814

Your order will be processed on a "first come" basis. If you have questions about your order you may call the Office of State Publishers at (800) 585-7341.

All WIC Grocers
Page 2
December 18, 2006

Questions Thank you for your cooperation. If you have additional questions, please contact your WIC Vendor Consultant at (916) 928-8705.

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

Enclosure

