



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

August 31, 2009



ARNOLD SCHWARZENEGGER  
Governor

**VENDOR ALERT 2009-14**

TO: ALL WIC VENDORS  
SUBJECT: WIC AUTHORIZED FOOD LIST – SHOPPING GUIDE

**Purpose**

I am writing to inform you that the California Women, Infants and Children (WIC) Program's new WIC Authorized Food List - Shopping Guide (Food List) is now available. This Food List identifies food items which are authorized for purchase with the new WIC food instruments and includes all the changes associated with the new food package going into effect October 1, 2009.

For your convenience, we have enclosed copies of the October 1, 2009 Food List with this Vendor Alert. You may obtain additional copies by: downloading and printing a copy from our website; ordering additional copies to be mailed to your store; or contacting your Local Vendor Liaison for additional copies. Information on ordering is provided below. Please ensure that all store personnel who transact WIC food instruments have a copy of the new Food List and that they have been trained on the changes prior to October 1, 2009.

We are also encouraging you to order WIC shelf talkers for you to use to help participants and store personnel identify the new WIC food items. We are recommending that you place shelf talkers by the new WIC food items as close to October 1<sup>st</sup> as possible.

**Background**

The changes to the WIC food packages for participants are being made pursuant to the US Department of Agriculture Revisions in the WIC Food Packages Interim Rule. This Rule implements the first comprehensive revisions to the WIC food packages since 1980. These revised food packages were developed to better reflect current nutrition science and dietary recommendations for Americans.

Prior to October 1, 2009, the WIC Authorized Food List and the Shopping Guide were two separate documents. Participants were trained with and provided the Shopping Guide. Vendors were trained with and provided both the WIC Authorized Food List and the Shopping Guide. As of October 1, 2009 these two documents have been merged into one document – the Food List. In this way, both vendors and participants will be familiar with the same document.



Women, Infants, and Children (WIC) Program Division  
3901 Lennane Drive, MS 8600, Sacramento, CA 95834  
P O Box 997375, MS 8600, Sacramento, CA 95899-7375  
(916) 928-8500 Internet Address: [www.wicworks.ca.gov](http://www.wicworks.ca.gov)

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**Important  
Note  
Regarding  
FOOD  
CATEGORIES**

It is very important to note that authorized food items are specific to each individual food category. In the Food List, the name of each individual food category is printed in a unique format of **ALL CAPS** and **PURPLE**. This unique format will be used *only* for food category names. Beginning October 1, 2009, food instruments will be changing and will no longer specify details of authorized food items. Instead the food category will be printed on the food instrument. Vendors will need to refer to the appropriate food category in the Food List in order to verify what items are available for purchase with the corresponding food instrument. Also, vendor minimum stocking requirements are defined according to these food categories.

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**Important  
Note  
Regarding  
Food  
Instrument  
Transition  
Period and  
Authorized  
Foods**

Some participants are issued food instruments for two or three months at a time. We anticipate food instruments for both the old and new food packages to be in circulation from October through December 2009. Your Vendor Agreement requires you to sell only products that are specified on the face of the food instrument. Please instruct your staff to honor whatever is printed on the food instrument. During this transition period, please refer to the appropriate WIC Authorized Food List for clarification of what food item(s) are eligible for purchase with a particular food instrument. For food instruments printed before October 1, 2009, please refer to the WIC Authorized Food List dated August 2008. For food instruments printed on or after October 1, 2009, please refer to the WIC Authorized Food List – Shopping Guide dated October 1, 2009. For information about the differences between these two food instruments, you may access “New Food Package FAQs” at: <http://www.cdph.ca.gov/programs/wicworks/Pages/WICVendorFoodPackageFAQs.aspx>.

In addition to changes in the foods, the format and design of the food instruments that will be issued beginning on October 1, 2009 will be significantly different than the current food instruments. This should help store personnel quickly identify food instruments printed after October 1<sup>st</sup>.

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**Downloading  
Copies of the  
Food List**

The Food List enclosed with this Vendor Alert will be effective October 1, 2009. It is currently available for viewing, or for downloading and printing, at the WIC Program website at: [www.wicworks.ca.gov](http://www.wicworks.ca.gov). The current WIC Authorized Food List dated August 2008 and the Shopping Guide dated June 2008 are also available at the WIC Program website. The WIC Program website will always contain the most current copy of the Food List and should be consulted if there is a question about whether or not a food item is eligible for purchase with a WIC food instrument.

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**Ordering  
Additional  
Copies of the  
Food List and  
Shelf Talkers**

Obtain and use the most current WIC Vendor Materials Order Form (OSP 508) each time you wish to place an order. The OSP 508 is the only form that can be used to place vendor orders. The WIC Vendor Materials Order Form is available on the WIC website. You can also download the form quickly by going to: <http://www.documents.dgs.ca.gov/OSP/WIC/OSP508.pdf>.

Please refer to Vendor Alert 2009-12 "Update on Procedures for Ordering Vendor Materials" for information on how to obtain more copies of the new Food List, WIC shelf talkers, and other free vendor materials.

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**Contacting  
Your Local  
Vendor  
Liaison for  
Copies of the  
Food List**

Your Local Vendor Liaison has copies of the October 1, 2009 Food List. You may contact your Local Vendor Liaison to request more copies and also to receive clarification for any questions you may have regarding authorized food items. If you do not know your Local Vendor Liaison, you may contact Kim Wietsma at (916) 928-8670 or Patti Paddock at (916) 928-8628 to obtain that information.

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**Questions**

Thank you for your cooperation. If you have any questions about this Vendor Alert, please contact your WIC Vendor Consultant directly or call (916) 928-8705.

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David Markell, Chief  
Vendor Management Branch  
California WIC Program