



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

March 4, 2010



ARNOLD SCHWARZENEGGER
Governor

VENDOR ALERT 2010-01

TO: ALL WIC VENDORS

SUBJECT: REVISED WIC AUTHORIZED FOOD LIST SHOPPING GUIDE
REVISIONS TO FOOD INSTRUMENTS
EFFECTIVE APRIL 5, 2010

Purpose I am writing to inform you of the upcoming changes in the California Women, Infants, and Children (WIC) Program's WIC Authorized Food List Shopping Guide (WAFL SG). The new WAFL SG will be effective April 5, 2010. Food instruments printed on or after April 5, 2010, will contain a reference to the revised WAFL SG.

Background The new WAFL SG changes that will take place affect the milk, tofu, breakfast cereal, infant cereal, infant formula and fruits and vegetables food categories. Additionally, there will be a new food category, fresh bananas. See the enclosure, "Food Changes for April 5, 2010", for a summary of all changes to the WAFL SG.

Food instruments (FIs) printed on or after April 5, 2010, will include a new statement referencing the appropriate WAFL SG. This statement will appear on the "What to Buy" line on the face of the FI. This statement will be standard language on all future FIs and will let vendors and participants know the authorized food item(s) for that specific FI.

What's New: **Milk Food Category**
Food Language has been added to the April 5, 2010 WAFL SG that will allow the purchase
Categories of evaporated milk with one gallon milk food instruments. Participants may now choose to substitute five (12 oz) cans of evaporated milk for the one gallon fluid milk FI.

Tofu Food Category
Three additional brands of tofu have been authorized for purchase. These brands and textures are: Frieda's (soft, firm); O Organics (organic firm); and Tofu Shop (organic calcium-regular or soft).

Breakfast Cereal Food Category
Two brands of crispy rice cereal have been authorized and three are no longer authorized. The two newly authorized brands are: First Street and Mother's Joy. The three brands that are no longer authorized: American Fare, Home & Garden, and Vons.



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**What's New:
Food
Categories
(Continued)**

One brand of instant oatmeal or instant oats has been authorized and one brand is no longer authorized. The newly authorized brand is First Street. The brand that is no longer authorized is Vons.

Infant Cereal Food Category

The infant cereal rebate contract has ended and participants will be able to purchase infant cereal in four brands in both 8 oz and 16 oz containers. The authorized brands are: Beech Nut (barley, multi-grain, oatmeal, rice); Gerber (barley, mixed, oatmeal, organic oatmeal, rice, organic brown rice, and whole wheat); Earth's Best Organic (whole grain rice, whole grain multi-grain, and whole grain oatmeal); and O For Baby Organics (organic oatmeal, organic rice).

Infant Formula Food Category

Enfamil PREMIUM LIPIL has been added in 13 fluid oz liquid concentrate and 12.5 oz powder cans. Enfamil Soy LIPIL is no longer authorized for purchase.

For more information regarding Infant Formula changes please refer to Vendor Alert 2010-02.

The addition of Enfamil PREMIMUM LIPIL as an authorized food item has affected the vendor minimum stocking requirement for more information please refer to Vendor Alert 2010-03.

Fruits and Vegetable Food Category

Specific herbs have been authorized for purchase. These herbs are: mint, cilantro, parsley and basil. These herbs can be purchased fresh or included with other fruits and vegetables in canned or frozen form. The revised WAFL SG has removed the restrictions on added seasonings. The revised April 5, 2010 WAFL SG clarifies that garlic, onion, ginger, jalapenos, peppers, and chilies are authorized food items and can be purchased fresh or included with other fruits and vegetables in canned or frozen form. The restrictions on fats, oils, sugar and artificial sweeteners remain unchanged.

Fresh Bananas Food Category

Fresh bananas have been added as a new food category. Participants will be able to purchase 2 or 4 fresh yellow bananas, as printed on the FI. This food category will be included in the vendor minimum stocking requirements, please refer to Vendor Alert 2010-03 for more information.

**What's New:
Food
Instruments**

Food Instruments

As of April 5, 2010, there will be a new statement added to each FI on the "What to Buy" line. This statement will identify which version of the WAFL SG to use when identifying authorized food items during a FI transaction. FIs printed on or after April 5, 2010, will include the statement "Use the April 5, 2010 WAFL SG" (please refer to enclosure "Sample Food Instrument").

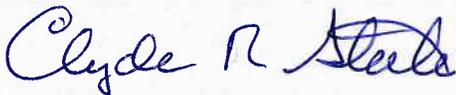
**What's New:
Food
Instruments
(Continued)**

Due to the double and triple month issuance of FIs to participants, there will be a three-month transition period where you will see FIs with this new statement and FIs without this statement. If FIs do not include the statement "Use the April 5, 2010 WAFL SG", then refer to the October 2009 WAFL SG when transacting that FI.

Also beginning April 5, 2010, the food categories of infant cereal, infant fruits and vegetables, and fresh bananas will be printed on a single FI. Some additional FIs will include these three food categories plus the infant meats food category.

Questions

If you have any questions regarding the WAFL SG, please contact your WIC Vendor Consultant directly or call (916) 928-8705.



Clyde R. Steele, Chief
Vendor Management Branch
California WIC Program

Enclosures: "Food Changes for April 5, 2010"
"Sample Food Instrument"



Food Changes for April 5, 2010

WIC Authorized Food List Shopping Guide

ADDED

MILK

- Evaporated Milk**
- Can buy 5 (12 oz) cans with your 1 gallon milk check

TOFU

- Frieda's**
- Soft
 - Firm

O Organics

- Organic Firm

Tofu Shop

- Organic calcium (Regular or Soft)

BREAKFAST CEREAL

Crispy Rice:

- First Street
- Mother's Joy

Instant Oatmeal or Oats:

- First Street

FRESH BANANAS

(new infant category)

- Fresh Bananas

INFANT CEREAL

New size allowed: 16 oz

Beech Nut

- Barley
- Multigrain
- Oatmeal
- Rice

Gerber

- Organic Oatmeal
- Organic Brown Rice
- Whole Wheat

Earth's Best Organic

- Whole Grain Rice
- Whole Grain Multi-Grain
- Whole Grain Oatmeal

O For Baby Organics

- Organic Oatmeal
- Organic Rice

INFANT FORMULA

Enfamil PREMIUM LIPIL

- 13 fl. oz liquid concentrate
- or
- 12.5 oz powder

FRUITS and VEGETABLES

- Garlic, onion, ginger, jalapeños, peppers, chilies, mint, cilantro, parsley and basil

REMOVED

BREAKFAST CEREAL

Crispy Rice:

- American Fare
- Home & Garden
- Vons

Instant Oatmeal or Oats:

- Vons

INFANT FORMULA

- Enfamil Soy
- Word LIPIL from Enfamil Gentlease and Enfamil A.R.

FRUITS and VEGETABLES

- Restrictions on added seasonings



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For the complete list of authorized foods, see the April 5, 2010 WAFL Shopping Guide

SAMPLE FOOD INSTRUMENT ENCLOSURE

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
231900713IG	Isabelle Galvan	APR 05 10	MAY 04 10	269534015

	FOOD ITEM NUMBER: 6183	700-269534015
	Pay to the order of: WIC Authorized Vendor	90-1342 1211

What to buy: USE APRIL 5, 2010 WAFL SHOPPING GUIDE
 18 (4 OZ) OR 18 (3.5 OZ) INFANT FRUITS & VEGETABLES
 1 (16 OZ) OR 2 (8 OZ) INFANT CEREAL
 2 FRESH BANANAS

EXACT PURCHASE PRICE:
*MUST NOT EXCEED MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT RATE
FOOD ITEM NUMBER

VOID

State of California WIC Program
 VOID IF NOT DEPOSITED WITHIN 45 DAYS OF "FIRST DAY TO USE." NOT VALID IF ALTERED.

VALID ONLY FOR FOOD ITEMS SPECIFIED IN THE CALIFORNIA WIC AUTHORIZED FOOD LIST.

NON-NEGOTIABLE
 AUTHORIZED SIGNATURE (SIGN AT PURCHASE)

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231900713IG	Isabelle Galvan	APR 05 10	MAY 04 10	269534015

	FOOD ITEM NUMBER: 6184	700-269534015
	Pay to the order of: WIC Authorized Vendor	90-1342 1211

What to buy: USE APRIL 5, 2010 WAFL SHOPPING GUIDE
 10 (4 OZ) OR 14 (3.5 OZ) INFANT FRUITS & VEGETABLES
 1 (8 OZ) INFANT CEREAL
 2 FRESH BANANAS

EXACT PURCHASE PRICE:
*MUST NOT EXCEED MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT RATE
FOOD ITEM NUMBER

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