

New Vendor Related
Frequently Asked Questions (FAQ's)

Q: What is the “WIC” Program?

A: The Women Infants and Children (WIC) Program is a federally-funded health and nutrition program for women, infants, and children. WIC helps families by providing checks they can use to buy healthy supplemental foods from WIC-authorized vendors, nutrition education classes, and help with finding healthcare and other community services. Participants must meet the income guidelines, and be a pregnant woman, new mother, infant or child under age five. In California, 82 WIC agencies provide services locally to over 1.4 million women, infants and children each month at over 600 sites throughout the State.

Q: Where can I get general information about the WIC Program?

A: General information about the WIC Program, WIC Vendors or WIC Participants can be found on the WIC website: **www.wicworks.ca.gov**.

Q: What types of foods are authorized on the WIC Program?

A: The types of food items authorized on the WIC Program are: milk, eggs, cheese, cereal, juice, peanut butter, beans/peas/lentils, tuna, carrots infant cereal, infant formula fruits and vegetables, whole grains, infant fruits and vegetables and infant meats.

Q: How can I find out which specific food items are authorized on the WIC Program?

A: Specific authorized food items are listed in the “**WIC Authorized Food List – Shopping Guide**.” This document is available for viewing on the WIC website.

Q: Do I need to have a store location and a store name before I submit my application package?

A: Yes.

Q: Do I need to have ownership of a store prior to submitting a new vendor application?

A: Yes

Q: Does the WIC Program require stores to have a minimum square footage?

A: No.

Q: How do I get my customers?

A: WIC participants can shop at any authorized vendor of their choice.

Q: How can I obtain an application package to become a WIC-authorized vendor?

A: To obtain a “**New Vendor Application Package**” you may print it from the WIC website **AFTER** December 31, 2009.

Q: After I complete my application package, can I fax it to the WIC Program?

A: No. The WIC Program must receive original application documents via mail.

Q: How long does the application process take?

A: It could take up to 90 days from the date that the WIC Program receives a complete application package from the vendor.

Q: What is a “complete” application package?

A: An application package is considered “complete” when it is reviewed and determined by the WIC Program to be completed fully and correctly, and that all required application materials have been submitted and are correct.

Q: I am buying a store that is already WIC authorized, is the old ownership’s WIC contract transferable to me?

A: No. The old ownership must notify the WIC Program of the change in ownership 15 days prior to the change taking place. The new ownership will need to submit a New Vendor Application Package. Once authorized, the new vendor will receive their own Vendor Agreement with a new contract number and vendor number.

Q: What is a Vendor Agreement?

A: A Vendor Agreement is a contract between the State WIC Program and the vendor. This contract is a time-limited agreement and explains in detail the rights and responsibilities of both parties.

Q: What can I do if my application has been denied?

A: If you dispute the denial letter, you have the right to appeal within 30 calendar days of the receipt of the letter. Specific directions on how to appeal will be listed on your denial letter. You may also re-apply by submitting a new application package to the WIC Program.

Q: When do I attend Vendor Education Training?

A: Vendor Education Training will be scheduled after the WIC Program reviews your application package and has determined that it is complete and that your store has met all initial requirements. Thereafter, authorized vendors are required to attend a Vendor Education Training class every three years.

Q: Who has to attend the interactive Vendor Education Training class? Does the owner have to attend?

A: The vendor or a representative of the vendor must attend interactive training before authorization and once every three years thereafter. Attendance at the interactive Vendor Education Training is a condition for continued authorization. The vendor ownership is responsible to train and inform all employees who participate in WIC Program transactions or handle food instruments of WIC Program requirements.

Q: How will I be notified about Vendor Education Training?

A: The WIC Program will notify you by letter informing you of the date, time and location of Vendor Education Training. The Vendor Education Training classes are held in various locations within California. Each class is about 8 hours long.

Q: When will an on-site inspection be conducted at my store?

A: An on-site inspection will be conducted after the owner or representative from your store successfully attends and passes the Vendor Education Training class.

Q: What is an on-site inspection?

A: As required by federal regulations, a representative of the WIC Program will visit your store and conduct an on-site inspection prior to authorization to ensure that the store meets all requirements. The state representative will document shelf prices for WIC authorized foods and shelf inventory. For more information, refer to document **“Preparing for an On- Site Inspection”** located on the WIC website.

Q: How will I know when I am authorized?

A: You will receive a Notice of Authorization package in the mail, which will include your Vendor Agreement with the WIC Program and your VWIX Account Information. The Vendor Agreement will contain your WIC Contract Number and Vendor Number.

Q: How do I get reimbursed for the food instruments?

A: Vendors need to follow food instrument redemption procedures. These procedures include transmitting a food instrument serial number to the WIC Program before depositing the food instrument into the vendor’s bank account. For more information on transmitting a food instrument serial number, refer to **“Get Started Quick with the New VWIX Website”** on the WIC website.

Q: How much can I be reimbursed for the foods that are sold with WIC food instruments?

A: You will be reimbursed according to the peer group to which you are assigned. This means that the maximum reimbursement amount that you could receive will be the same as other vendors that are in the same county and are of a similar size and type as your store. The reimbursement you receive will reflect the competitive market place and will change as the market changes. Authorized vendors may go to the VWIX website: [HTTPS://vwix.ca.gov](https://vwix.ca.gov) to access the Maximum Allowable Department Reimbursement (MADR) rate for your store.

Q: Who do I call if I have questions about my WIC Contract after I am authorized?

A: Each store is assigned a Vendor Consultant. Your Vendor Consultant’s name and phone number will be listed on your Notice of Authorization Letter. You can also call the WIC Program Vendor Phone Number.

Helpful Phone Numbers:

WIC Program Main Phone Number	1-800-852-8770
WIC Program Vendor Phone Number	916-928-8705
WIC Program Vendor Fax Number	916-263-3319
USDA Food Stamp Program Website Address	www.fns.usda.gov
USDA Food Stamp Program Phone Number	1-877-823-4369
California Secretary of State Website Address	www.sos.ca.gov
California Secretary of State Phone Number	916-653-6814
California Board of Equalization Website Address	www.boe.ca.gov
California Board of Equalization Phone Number	1-800-400-7115

WIC Program Mailing Address for temporary location:

<p>For regular US Postal Service Mail CA WIC Program Department of Public Health Vendor Management Branch P.O. Box 997375, MS 8600 West Sacramento, CA 95899-7375 Attention: New Vendor Applications</p>	<p>For Overnight mail, Federal Express, etc. CA WIC Program Department of Public Health Vendor Management Branch 3901 Lennane Drive, MS 8600 Sacramento, CA 95834 Attention: New Vendor Applications</p>
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