



California WIC Vendor News

September 8, 2010

Thanks to all of you for your continued support for the California WIC Program! October 1, 2010 will mark the one year anniversary of the new WIC foods. The new WIC food package was the biggest change in the history of WIC and we could not have done it without you.

Strong communication and training were important to the successful transition to the new foods and we plan to continue providing you with frequent updates regarding the WIC Program. We are expanding the Vendor Newsletter to quarterly editions. In addition, the State WIC vendor training team is available to help you. If you have any questions or concerns about vendor training or if you have suggestions for information you would like us to include in future newsletters, please email your comments, questions and suggestions to WICvendorEd@cdph.ca.gov.

The California WIC Program will also continue providing vendor alerts to keep you informed on policy and food changes and we will post important information on our WIC website (www.wicworks.ca.gov).

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Local and Ready to Help

Local Vendor Liaisons (LVLs) are a local resource for you and your WIC shoppers. They provide answers to common questions about the WIC shopping experience, WIC authorized foods and provide resources to assist you. LVLs are employed by the local WIC agency and are not state employees. To reach your local WIC LVL call the WIC Program office at (916) 928-8670.

Correct Use of WIC Logo

Usage of the WIC acronym and logo is outlined in your Vendor Agreement. In the Vendor Agreement, you acknowledged the logo as a registered service mark of the United States Department of Agriculture (USDA), and is property of the state and federal government. The WIC Program allows use of the logo through approved posters, decals and shelf talkers provided by the WIC Program. The WIC logo can also be downloaded. More detailed information is available on the WIC website at [Vendor Alert 2009-13](#).

ALLOWED



NOT ALLOWED



WIC Authorized Food List Shopping Guide (WAFL SG)

April 2010 Changes



WIC Authorized Food List Shopping Guide

April 5, 2010



California WIC Program • www.wicworks.ca.gov

Vendor Alerts contain important updated information such as Maximum Allowable Department Reimbursement Rates (MADR) and changes to the WAFL SG. You can find new and archived Vendor Alerts on our website:
<http://www.cdph.ca.gov/programs/wicworks/Pages/WICGrocerAlerts.aspx>

Milk: WIC shoppers can purchase evaporated milk with the 1 gallon or 1 1/2 gallon fluid milk Food Instrument (FI). WIC shoppers can purchase 2 (9.6 oz) boxes of dry milk with the 1.5 gallon milk FI or 1 (25.6 oz) box with the 2 gallon milk FI. Please note that these types of milk will not be printed on the fluid milk FI and shoppers must purchase the fat level of milk that is printed.

Tofu: WIC shoppers are allowed to purchase three new brands: Frieda's, O Organics and Tofu Shop and additional textures of tofu.

Infant Cereals: WIC shoppers are allowed to purchase three new brands: Earth's Best Organic, O For Baby Organic and Beech Nut. Whole wheat has been added to the existing Gerber types.

Fruits and Vegetables: fresh ginger, jalapeños, peppers, chiles, mint, cilantro, parsley and basil are now allowed.

For the most up-to-date changes and complete list refer to the WIC Authorized Food List Shopping Guide or visit our Vendor Alert section on the wicworks website.

<http://www.cdph.ca.gov/programs/wicworks/Pages/WIC-AuthorizedFoodListWAFL.aspx>

Exceptional Customer Service

At WIC, we strive for exceptional customer service. Providing great customer service is all about bringing customers back, which may in turn, increase your store's revenue. Forming a good relationship with your WIC shoppers is a good goal for you and your store. Even the small customer-pleasing decisions that you and your employees make could be that extra step noticed by the WIC shopper. You may help a shopper locate WIC authorized foods or point out the different options they may purchase. These small touches may result in the best advertisement your store could ask for, happy customers telling others of their good experiences. We hope your goal is to provide 100% customer service to all shoppers whether or not they are part of the WIC Program.

Infant Formula: FI Redemption Tips

The Infant Formula Food Instrument is the only FI that requires WIC shoppers to purchase the full number of cans, for the size, type and brand listed on the FI.

This FI contain the words "Must Buy" in the **What to Buy** area of the FI. WIC shoppers are not required to purchase the full quantity of authorized foods on any other FI.

Infant Foods: Helpful Multi-Pack Hints

When purchasing infant foods, WIC shoppers have a variety of multi-pack combinations to choose from: 2, 4, 6, 12, 16 or 18-packs, in addition to single jars. No matter what multi-pack combination is selected, each container in the pack counts toward the total number of containers that can be purchased.

EXAMPLE: if a customer is purchasing 18 containers of infant food, here are their multi-pack options:

3.5 oz containers

18 single containers

9 two-packs

4 four-packs and 1 two-pack

3 six-packs

2 six-pack, 1 four-pack and 1 two-pack

4 oz containers

18 single containers

9 two-packs

4 four-packs and 2 singles

1 twelve-packs and 6 singles

1 eighteen-pack

Payment Options for Fruits and Vegetables Food Instruments

You will find the Fruits and Vegetables Food Instruments come in various denominations such as \$3, \$4, \$6, \$7, \$8 or \$10. When a WIC shopper's fruits and vegetables total amount purchased is less than the amount shown on the FI, the cashier will enter the exact amount on the FI and **cannot** give the shopper any change.

EXAMPLE: A WIC shopper comes to the register with \$7.50 worth of fruits and vegetables and their Fruits and Vegetables FI is for \$8.00. The cashier writes in \$7.50 on the Fruits and Vegetables FI in the exact purchase price box, the WIC shoppers signs, cashier verifies signature and the transaction is complete.

If the amount goes over the amount of the Fruits and Vegetables FI, the WIC shopper must either choose to put something back or pay the cashier the difference with any form of payment you accept. The cashier will write in the maximum amount printed on the FI, the shopper will pay the difference, and signs the FI. The cashier verifies the signature and the transaction is completed. It is important to note that if a shopper's purchase total goes over the amount written on their Fruits and Vegetables FI, they cannot pay the difference with another Fruits and Vegetables Food Instrument.

EXAMPLE: A WIC shopper comes to the register with \$7.50 worth of fruits and vegetables and their Fruits and Vegetables FI is for \$6.00. The WIC shopper may choose to put something back or to pay the difference. The shopper chooses to pay the extra \$1.50 with their debit card. The cashier will write in \$6.00 on the FI, the participant pays the difference, signs the FI, the cashier verifies the signature by comparing to the signature on the WIC ID Folder and the transaction is complete.

Features of the California WIC Food Instrument

The image shows a sample California WIC Food Instrument (FI) with eight numbered callouts (1-8) highlighting key features:

- 1. **Pay to the order of:** WIC Authorized Vendor
- 2. **First day to use/Last day to use:** JUNE 01 10 / JUNE 30 10
- 3. **What to buy:** 1 (GALLON) MILK, LOWER FAT; 1 (16 OZ) WHOLE GRAINS; 36 OZ BREAKFAST CEREAL
- 4. **Exact purchase price:** 700- 269534015
- 5. **Food item number:** 6003
- 6. **Authorized signature:** AUTHORIZED SIGNATURE (SIGN AT PURCHASE)
- 7. **State of California WIC Program:** VOID IF NOT DEPOSITED WITHIN 45 DAYS OF "FIRST DAY TO USE." NOT VALID IF ALTERED.
- 8. **Serial Number:** 2695340151

1. **Pay to the order of**
WIC Authorized Vendor.
2. **First day to use/Last day to use**
WIC FI must be accepted within the valid time period.
3. **What to buy**
Lists types, size and amounts of WIC approved foods.
4. **Exact purchase price**
Where the cashier writes the purchase total.
5. **Food item number**
The four digit number located on the food instrument twice.
6. **Authorized signature**
The WIC shopper signs the WIC FI after the exact purchase price has been entered.
7. **FI deposit guidelines**
Deposit FI within 45 days of "First Day to Use".
8. **Serial Number**
The ten digit serial number is the only serial number used for submission.

We recommend that you confirm the submission was accepted before depositing the FI (wait 24 hours from submission to make sure the FI has been processed). You may confirm the submission either through the VWIX website or by calling the WIC Technical Support line at 1-800-224-7472.

NOTE: The WIC FI must be deposited into the bank within 45 days of the "FIRST DAY TO USE" printed on the FIs. Make sure to endorse each FI with a written signature, store stamp or cash register stamp before depositing into the bank.



Importance of Training Your Staff

We value you and want you to be a successful WIC vendor. Training your staff to feel comfortable and confident working with the WIC Program is a huge factor in your success. When you first become authorized as a vendor, you get an initial training about the WIC Program, once authorized you will attend vendor training every three years to help keep you familiar with WIC practices. Frequent and updated vendor alerts, newsletters and other messages will help you, your employees and your business to do well. Some ways to train your staff include:

- Show employees how to process WIC Food Instruments properly.
- Train employees on how to use the WIC Authorized Food List Shopping Guide and how to keep up-to-date on current authorized food items.
- Inform employees of any policy or food changes (as notified in Vendor Alerts) in a timely manner.

Did you know: Before depositing a WIC FI, you must first submit the serial number for each FI. WIC has made this easy by using our online Vendor WIC Information eXchange (VWIX) website.

www.vwix.ca.gov

You can also submit serial numbers using the telephone system or electronic file submission.

VWIX TRAINING

Would you like for you and your employees to learn more about Vendor WIC Information Exchange (VWIX) without having to travel? Then VWIX Training is for you!

WIC provides VWIX training that you can take from your home, store computer or any place you choose with telephone and internet access. VWIX training is a distance-learning course via WebEx that covers how to navigate through the system, submit food instruments, conduct a serial number search, recent VWIX changes and how to view Maximum Allowable Department Reimbursement rate.

The VWIX 2010 Training Schedule, click [here](#) or visit the following address:

www.cdph.ca.gov/programs/wicworks/pages/wicgrocvendormainpage.aspx

To sign up for VWIX training, click [here](#) or visit the following address:

<https://wicworks.webex.com>

Developing Cashier Tools: We Need Your Input

Reference guides, job aides and other WIC-related materials are great tools for you and your employees. WIC has provided the following tools on our website for your use:

- WIC Authorized Food List Shopping Guide
- Food Package Quick Reference
- New Food Package Quick Reference
- Can-Cannot Buy Quick Reference
- Infant Multi-Pack Job Aid
- "Welcome to WIC" DVD

**Your Feedback
is Welcomed!!**

Please take a second to read through these tools and let us know what other materials you would like available for your store.

Tell us what you would like added to the Cashier Tools section. Email your suggestions to WICvendorED@cdph.ca.gov. We value your feedback and would like to provide as many tools as possible.

To access the current guides, go to the WIC website (see link below), scroll to **Professional Resources** and click on **Grocers/Vendors**, there you will find the provided **Cashier Tools**:

<http://www.cdph.ca.gov/programs/wicworks/Pages/CashierTools.aspx>



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