



Shopping Just Got Easier!

Each food instrument can be used in any California WIC authorized store.

No comparing prices of foods selected with “Must Not Exceed” amount.

① Shop at any store that accepts California WIC.

② Look at “Kind to buy” to know what foods to buy.

③ Look at “How much to buy” to know the amount of food you can buy.

④ Notice the “Must Not Exceed” dollar amount now has #####. Make your food selections based on ② and ③.

Look for  at the store to know where to shop.

1. Why are these changes happening?

To implement new federal WIC regulations.

2. When will the changes happen?

October 1, 2006.

3. Some food instruments issued before October 1, 2006 still have a specific vendor name on them. Are these food instruments still good?

Yes, these food instruments must be used at the store printed on the food instrument.

4. Can a WIC family use food instruments made payable to “WIC Authorized Vendor” at different WIC vendors?

Yes, they may use each food instrument at any store authorized by California WIC.

5. Why are there ##### signs printed in the “Must Not Exceed” box?

There will no longer be one statewide “Must Not Exceed” amount. Pound signs (#####) will be printed until we phase out food instruments with the “Must Not Exceed” box. WIC families will make their food selections based on “Kind to buy” and “How much to buy.”

6. What help will WIC families need to use their food instruments?

Local WIC staff will advise families who are unsure about where to shop to look for the new California WIC logo, . The logo lets them know that the store accepts California WIC. Local WIC education will focus on the “Kind to buy” and “How much to buy” sections of the food instruments. WIC staff will also provide families the information shown above.

Store personnel can help customers locate the correct foods and assist them in selecting the correct amounts.