

California WIC Vendor Annual Training Newsletter



2024 Issue

| Check out our website: www.wicworks.ca.gov



Growing healthy families for 50 years!

Thank you WIC Vendors for your vital role in nourishing and supporting families, it truly makes a difference.



California WIC is the largest WIC program in the nation! Take pride in WIC's positive impact on the health and well-being of Californians for 50 years.



Over 1 million Californians served per month.



More than 600,000 Children served per month.



Over \$70 million goes into California's economy monthly through WIC Card purchases at more than 3,700 grocery stores.





Thank you



50
YEARS

*Growing Families
for 50 Years*

This year the WIC program celebrates its 50th anniversary!

The California Department of Public Health, Women, Infants and Children Division (CDPH/ WIC) wants to extend our heartfelt gratitude to WIC vendors. Since 1974, vendors across the nation have been integral members of the WIC community. Each cashier, manager, and store owner play a significant role in the success of the California WIC program. You are crucial in ensuring a positive

WIC shopping experience and offering nutritious foods to support the health of over one million WIC participants. With 400,000–500,000 transactions per week, your support is invaluable. It truly makes a difference, and together, we look forward to many more years of collaboration and success. CDPH/WIC values the partnership over the past 50 years. Thank you for being a crucial part of our journey and for helping us support healthy families throughout California.

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About California WIC

Our Mission

For 50 years, the California WIC program has been a part of the nation's nutrition safety net. WIC helps by supporting pregnant and postpartum people and children up to age five during critical times of growth and development. WIC provides benefits for nutritious foods, such as fruits and vegetables, whole grains, milk, eggs, cereal, peanut butter, and much more. The program also offers personalized nutrition education, breastfeeding support tailored to participants' needs, and referrals to healthcare and other community services.

Recognized for its effectiveness through extensive research, WIC improves the health and dietary needs of low-income families. As a result, it leads to healthier infants, better nutrition for children, improved healthcare outcomes, and higher academic achievement in school-age children. WIC supports more than 6 million participants nationwide, including those at nutritional risk. The program is administered by public health professionals, including nutritionists, dietitians, analysts, researchers, and other dedicated public servants, who share a mission to protect and improve the health of families across California.

As we celebrate this 50-year milestone, WIC remains committed to nurturing the health and well-being of our nation's families. Practical nutrition information, everyday healthy living tips, breastfeeding and chestfeeding support, and access to healthy foods continue to be at the core of WIC's services.

Diversity, Equity, and Inclusion

Diversity, equity, and inclusion are important to WIC's mission to improve the health and well-being of California's diverse people and communities. WIC is committed to creating a culture of inclusion where we can grow and learn together. The WIC foods provided by WIC authorized vendors support the health of WIC families and help build our inclusive environment.

Black California WIC participants experience more discrimination when shopping for WIC foods and using their WIC Card at the register*. Black participants reported receiving poorer service than other customers. California WIC works to ensure all participants receive fair and respectful treatment.

In the Vendor Agreement, California WIC vendors agree to comply with Title VI of the Civil Rights Act of 1964, including equal treatment for all people. Every California WIC participant has the right to a safe and positive shopping

experience. Please be kind and attentive to all customers shopping in your store. If you would like more information on improving the shopping experience for your customers, contact your vendor consultant for customer service tips.

Celebrate diversity and create a culture of inclusion

Cultural celebrations or decorations are a great way to create a welcoming environment and highlight the diversity of your community and customers. Customers want foods that reflect their culture. Many of these foods are WIC authorized. It may be a fun idea to highlight these WIC foods in your store to celebrate diversity. Examples can be sweet potatoes or yams during Black History Month, oranges for Lunar New Year, and black beans or plantains for Hispanic Heritage Month.

Thank you for your support in keeping California communities healthy!

* Lock, L., Udoh, I., Ware, S., & Silver, G. (2022). *WIC Assessing the Engagement of Black Women and Their Families in California's WIC Program*.



Tell us how you
celebrate diversity
in your store!

Let us know at WICequity@cdph.ca.gov

Vendor Training Requirements


vendors must read this training newsletter and understand its contents. Failure to complete annual vendor training will result in the termination of the vendor’s agreement and WIC authorization.

Annual Vendor Training

Per [WIC Bulletin Regulations \(W.B.R.\) section 71800](#), each California WIC authorized vendor is required to complete annual vendor training on a yearly basis. Annual vendor training is completed by retrieving and reading the California WIC Vendor Annual Training Newsletter. For 2024, an online version will be available at [wicworks.ca.gov](#). The link to the electronic copy will be e-mailed to each WIC authorized owner. All WIC authorized

Interactive Vendor Training

Per [W.B.R. section 71800](#), prior to WIC authorization and at least once every three (3) years, California WIC vendor applicants and WIC authorized vendors must attend an interactive training. This training requires its attendees to successfully pass an examination upon completion. Failure to complete interactive training will result in termination of the vendor’s agreement and WIC authorization.

		
Two Types of Training: What’s the Difference?		
	Annual Vendor Training	Interactive Vendor Training
When is it required?	Once a year	At authorization and every three (3) years
What does it include?	Reading the California WIC Vendor Annual Training Newsletter	Attending an Interactive Vendor Training Class
How do I complete it?	Read the California WIC Vendor Annual Training Newsletter. (For 2024, an online version will be available at wicworks.ca.gov . The link to the electronic copy will be e-mailed to each California WIC authorized owner/ownership of contract.) We encourage you to print a copy to share with store staff.	Pass the exam upon completion of Interactive Vendor Training



The California WIC Card

How to Conduct a WIC Card Transaction

The WIC Card is used only for the California WIC program and is not authorized as payment for other benefit programs, such as CalFresh or CalWORKs. In California and participating border-state stores, participants use the WIC Card to shop at any California WIC authorized vendor location. There is one card per household, meaning an entire family's benefits are combined onto a single card. **The WIC Card must be physically present during all WIC Card transactions.** Cashiers may key-enter the WIC Card number only after a magnetic swipe read has failed.

Shopping with the WIC Card requires a 4-digit Personal Identification Number (PIN) that the participant chooses. **Vendors may never ask for the PIN or enter the PIN on behalf of the participant.** WIC benefits are redeemable for one month at a time. Participants can start using their benefits on the "First Day to Use."

Benefits automatically expire at midnight on the "Last Day to Use." The same card is used each month since WIC food benefits are reloaded onto the same card.

Important Reminder

Vendors may process WIC Card transactions only when a WIC shopper presents the WIC Card at the time of purchase. The WIC Card must be present for the purchase of WIC food items. If no WIC Card is present, the transaction cannot be completed, even when the shopper knows their WIC Card number, for example, by using the California WIC App, a photo of their WIC Card, or from memory.

The WIC Card must be swiped to process a California WIC Card transaction.

Vendors must not manually enter WIC Card numbers into the cash register or Point of Sale (POS) terminal. The only exception is if the magnetic card swipe read fails, vendors can then key-enter the WIC card number. If a cashier manually enters the card number, the WIC shopper still must enter their PIN into the WIC POS keypad. Cashiers must not enter PIN numbers on behalf of a shopper. CDPH/WIC monitors the number of manually-keyed entries each vendor completes.



WIC Authorized Foods

WIC Authorized Food List Shopping Guide

The [WIC Authorized Food List Shopping Guide](#) is the educational document that summarizes the supplemental foods authorized by [W.B.R. sections 82000–83000](#). The most recent publication is dated April 2, 2019 (Revised) and is available in both English and Spanish. We recommend you keep a copy at each register for use as a WIC transaction tool. To access the WIC Authorized Food List Shopping Guide:

1. **Visit our website at** www.wicworks.ca.gov
2. **Click** [WIC Foods](#)
3. **Click** [WIC Authorized Food List Shopping Guide-April 2, 2019 \(Revised\)](#)

Future Changes to WIC Foods

Have you heard? The United States Department of Agriculture (USDA) recently released new federal regulations with changes to the amounts and types of WIC Foods. The changes will provide WIC participants with a wider variety of foods to support healthy dietary patterns, while allowing WIC state agencies more flexibility to tailor food packages to accommodate personal and cultural food preferences and special dietary needs.

These changes are expected to go into effect in 2026. Stay tuned for announcements from CDPH/WIC with more details about these exciting future changes!



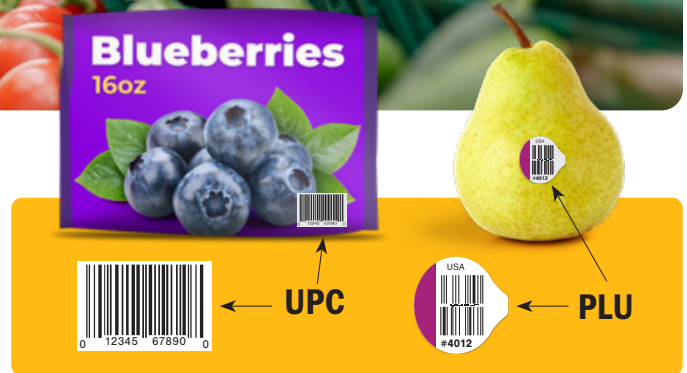
The California WIC Authorized Product List

What is the California WIC Authorized Product List (APL)?

The APL is an electronic file of Universal Product Codes (UPCs) and Price Look-Up codes (PLUs) for all foods authorized by CDPH/WIC. In addition to UPCs and PLUs, the APL includes detailed product information, including brand name, product name, package size, and food category and subcategory classifications.

Why Do I Need the APL?

When a food item is scanned or the UPC/PLU is entered at the cash register, its UPC or PLU must match one in the APL to be purchased using WIC benefits. If the UPC or PLU is not in the APL, WIC shoppers will be unable to purchase that food item. **There are no overrides or substitutions.** Cashiers must scan the UPC on the food package. Do not scan a sheet of UPCs or a different item. During a transaction where an item is rejected, as long as there is a remaining balance on the WIC Card for that food item type/category, the WIC shopper can swap the food item for one in the APL.



How Does the APL work?

Keep in mind that the APL is continuously updated. CDPH/WIC regularly collects new UPCs to review, authorize, and add to the APL. Food items that no longer meet CDPH/WIC or federal criteria will be removed from the APL. If your store sells a product you think meets CDPH/WIC requirements, you can submit it to be reviewed for addition to the APL using the online [Authorized Product List Submission System \(APLSS\)](#). You can access APLSS by visiting www.wicworks.ca.gov, clicking [WIC Foods](#), clicking [UPC Submissions](#), and following the detailed submission instructions on that webpage. Please reference [Vendor Alert 2023-04](#) for more information and resources about submitting foods via APLSS. If you have questions or concerns about a WIC food item or the APL, e-mail WICfoods@cdph.ca.gov.

When is the APL Available and How Do I Get It?

Remember, WIC authorized vendors are required to maintain the most updated version of the APL to support successful WIC transactions with the WIC Card. Per the [Vendor Agreement](#), **the store's POS must retrieve the APL on each day that it processes WIC EBT transactions, excluding official holidays, Saturdays, and Sundays. The store must apply the APL to the store's POS system when retrieved and no later than within 48 hours of the APL's file creation date and time.**

Integrated POS systems accept multiple types of payment, such as credit cards, debit cards, and EBT. For Integrated POS systems, the updated APL should automatically download daily. Stores with Integrated POS systems should check with their corporate office or POS Equipment

Provider to make sure their systems are set up to perform automatic nightly downloads of the APL.

WIC Stand-Beside POS systems only transact the WIC Card and/or SNAP benefits. For stores using Stand-Beside POS terminals, it is critical that all POS terminals are left powered-on and connected to the internet overnight for the updated APL to download.

An Excel file of the APL is posted online for reference. This file is for reference only and not a downloadable version for store register use.

To view the reference file, visit www.wicworks.ca.gov, click [WIC Foods](#), and click [California WIC APL](#).

If you have questions or concerns about a WIC food item or the APL, e-mail WICfoods@cdph.ca.gov.

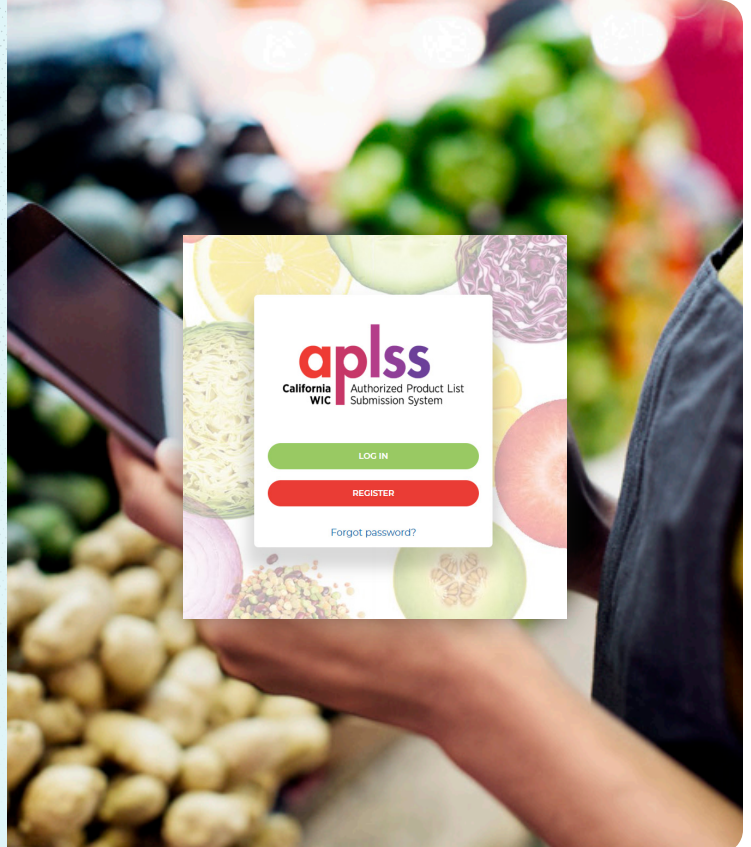
Help WIC with APL!

Remember—CDPH/WIC works hard to make sure the APL is complete and up to date! However, food manufacturers introduce new food items all the time, which can result in delays between when a product hits store shelves and when the product is added to the California WIC APL. This delay can result in rejections at the store register and/or require WIC shoppers to pay out of pocket for the new food item.

If an item is rejected and you think it meets WIC requirements, please submit online to CDPH/WIC via [APLSS](#).

Your submission will help to minimize rejections and improve the shopping experience for WIC participants!

<https://aplss.wic.ca.gov/auth/login>



Produce Mapping: Integrated Stores

Produce mapping is matching the store's fresh produce UPC or PLU to a PLU in the APL. CDPH/WIC's PLU list is taken from the [International Federation for Produce Standards](#) (IFPS) list. **All WIC authorized fresh produce, including packaged produce with UPCs, must be mapped to a corresponding PLU code for stores using Integrated POS systems.** Integrated stores requiring assistance



with produce mapping should contact their POS Equipment Provider or corporate office. For more information on produce mapping, please reference [Vendor Alert 2023-03](#).

Note: As new fresh produce products are delivered to the market on a regular basis, it is important that stores continue to update their POS systems to ensure items are correctly mapped. Integrated stores not properly mapping PLUs and produce UPCs to fresh produce APL PLUs may result in fresh produce being rejected during WIC purchases.

What are Price Look-Up Codes (PLUs)?

PLUs are a four- or five-digit number assigned to produce by IFPS. PLUs are used to identify fresh produce and items sold loose or in bulk. PLUs are found on individual produce items in the form of small stickers or printed labels on the packaging.

What is Mapping?

Mapping **matches** the store's fresh produce and packaged produce numbers (PLUs or UPCs) to PLUs in WIC's APL.



The UPC for Butter Lettuce

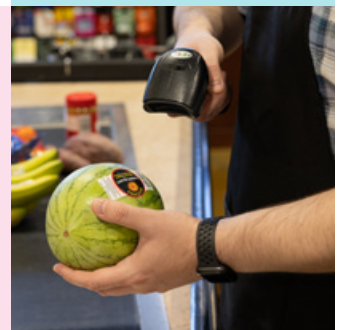


Why is PLU Mapping Important?

It may reduce the number of transaction issues.

Integrated stores not properly mapping PLUs and produce UPCs to fresh produce APL PLUs may result in fresh produce being rejected.

All WIC authorized fresh produce and packaged produce must be mapped (matched) to WIC's APL.



Who Maps?

Larger Chain Stores

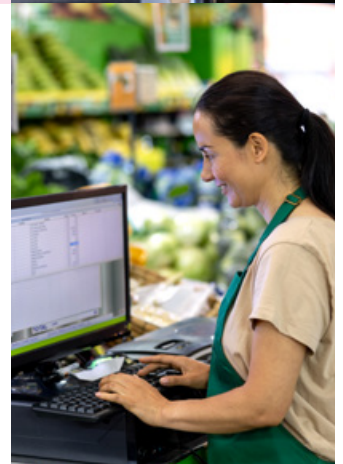
- Mapping handled at corporate level.

Stores with a Point-of-Sale Provider

- Produce mapping takes place at the store level. POS Equipment Providers can provide support.

Stand-Beside Systems

- WIC produce purchases are keyed in as the actual item price. All WIC authorized fresh fruits and vegetables are mapped to the generic PLU #4469.



Cash Value Benefits: Stand-Beside POS System

The cash-value benefit (CVB) allows WIC shoppers to purchase fresh, frozen, or canned fruits or vegetables, as well as dried fruits.

Stores using **Stand-Beside** POS systems will be prompted on the screen to enter the dollar amount for fruit and vegetable purchases. Cashiers may either **enter the dollar amount** for each CVB item separately or enter a total amount for all CVB items combined. For assistance with fruit and vegetable transactions using a Stand-Beside POS system, contact the Fidelity Information Services (FIS) Help Desk at (833) 257-2165.

Note: Never scan fruits or vegetables with a Stand-Beside POS system, even if the item has a UPC.



Cashier Resources

Cashier Training Videos

There are two cashier training videos for accepting WIC Card purchases available to WIC authorized vendors—one for Integrated POS systems and another for Stand-Beside POS systems. Integrated POS systems accept multiple types of payment, such as credit cards, debit cards, and EBT, while WIC Stand-Beside POS systems only transact the WIC Card and/or SNAP benefits. These videos serve as

valuable resources for helping to train staff on conducting WIC Card transactions. Both videos include an overview of the WIC Authorized Food List Shopping Guide, step-by-step WIC Card transaction instructions, information on the APL, WIC Card transaction troubleshooting tips, details on how to read a WIC Card receipt, and additional vendor resources.

To access the Cashier Training Videos, go to our website at www.wicworks.ca.gov

1. **Left side, find Grocers**
2. **Click Vendor Education**
3. **Select the applicable *Cashier Training Video* link listed under *Vendor Training Tools*.**



Cashier Training Video Integrated System



Cashier Training Video Stand-Beside System

Integrated System | Basic WIC Card Transaction Steps



1

Cashier **scans all food and items.**

- Press the **Total** key.
- Apply any coupons or discounts.

2

WIC shopper **swipes the WIC Card** before any other form of payment and enters their PIN.

- **The WIC Card must be physically present during all WIC Card transactions.**
- **Vendors must never ask for the PIN or enter the PIN for the WIC shopper.**
- The POS system determines if a food is WIC authorized and if WIC benefits for that food are available to the WIC shopper.

3

POS system prints the beginning balance and benefits utilized receipt(s) (or displays on the screen).

- **Cashier must hand the receipt(s)** to the WIC shopper for review and the shopper confirms that WIC foods were purchased as expected.
- If the POS system does not print out a benefits-utilization receipt, **purchase information must be viewed** by the WIC shopper on a cash register or POS screen.
- If an item did not deduct from the WIC food balance as expected, the WIC **shopper may request** the cashier void that item from the purchase.

4

WIC shopper approves WIC purchase using the card terminal or keypad.

- WIC authorized food items available to the WIC shopper are automatically removed from the balance on their WIC Card.
- Cashiers cannot perform overrides with a WIC Card purchase.

5

WIC shopper **uses other forms of payment** next if **non-WIC items** are also being purchased during the same transaction.

6

Cashier gives WIC shopper the final transaction receipt, which will include the shopper's remaining WIC benefit balance.

- **After purchase is complete, the cashier cannot void the transaction or put items back onto the WIC Card.**

Reasons a food item may reject during a WIC transaction include:

- A. The food item is not included in the WIC shopper's benefits.
- B. There are not enough benefits left on the WIC Card to buy the item.
- C. The food item is not WIC authorized.
- D. The UPC for the selected food item is not in the California APL. To add new products, visit www.wicworks.ca.gov, click **WIC Foods**, click **UPC Submissions**, and follow the instructions.

Stores must ensure the WIC APL is current and perform daily updates to the store's POS system.

If your POS system is not able to complete California WIC Card transactions correctly:

- Contact your corporate office or POS Equipment Provider to confirm that your store's POS system has the most current version of the APL. If the APL is not current, food items may be rejected during the WIC Card transaction.
- See reasons **A-D** above. Print out a Beginning Balance Inquiry and give it to the WIC shopper to review which benefits are currently on their WIC Card.

Note: For technical assistance with your POS system, contact your corporate office or POS Equipment Provider. **CDPH/WIC cannot fix your POS system.**

Stand-Beside POS System | Basic WIC Card Transaction Steps

Basic WIC Card Transaction Steps

For Stand-Beside POS system steps, please visit and log into the FIS ebtEDGE website at www.ebtedge.com for the most up-to-date guidance on how to operate your equipment.

Understanding Stand-Beside Error Messages

- **Invalid UPC:** The APL is not up to date or the UPC is not in the APL. The UPC may not be allowed, or it may be a new item that has not yet been added, or a CVB UPC was scanned. **Prices must be entered for CVB items.**
 - » To add new products, visit www.wicworks.ca.gov, click [WIC Foods](#), click [UPC Submissions](#), and follow the instructions.
- **Insufficient Funds:** A WIC shopper does not have enough benefits left to buy this item, the item may not be available in the shopper's balance, or the item is not in the APL.
 - » Print out a Beginning Balance Inquiry and give it to the WIC shopper so they may review what benefits are currently on their WIC Card.

Stores must ensure that the APL is current. Stand-Beside POS devices receive automatic overnight APL updates. Stand-Beside POS devices must remain powered-on and connected to the internet overnight to ensure that updates are completed.

The Stand-Beside POS terminal may not be moved from the authorized store to another location. Per your [Vendor Agreement](#), transactions may only occur at the store location that is authorized by CDPH/WIC.

Contact the FIS Merchant Help Desk at 1-833-257-2165, or the [FIS ebtEDGE](#) website for support for Stand-Beside POS systems. When calling, you will need the FIS Location ID number for your store. The number may be located on a sticker on your POS terminal and is listed on your FIS Merchant Agreement. If you cannot locate this number, contact the WIC Vendor Help Desk at WICVendorInfo@cdph.ca.gov or (855) 942-7867.





California WIC Vendor Helpful Transaction Tips

Whether your store uses an Integrated or Stand-Beside POS system, here are some helpful tips to conduct successful WIC Card transactions.

Tip #1: Stores must ensure that the **APL is current by receiving automatic updates.**

Tip #2: WIC provides WIC authorized foods that are available in the WIC shopper's currently available benefits and in the APL.

- No overrides.
- No substitutions or rain checks.
- **Cashiers must scan the UPC on the food's package. Do not scan a sheet of UPCs or a different food item.**
- Fresh fruit and vegetables with a PLU code may need to be entered manually.

Tip #3: The California WIC App and the California WIC Authorized Food List Shopping Guide are **resources for helping WIC shoppers** select foods or see if a food is not available to them.

Tip #4: The physical WIC Card must be swiped for all WIC transactions. Do not ask for a second form of identification for a WIC purchase.

- Just the WIC Card and PIN are needed.
- **Vendors should never ask for the PIN or enter the PIN for the WIC shopper.**

Tip #5: Some receipts may show the difference between the vendor's price for a WIC food item and the maximum amount the state will reimburse a vendor for that food item. The WIC shopper is **not responsible for paying the difference and the vendor may never ask the shopper to pay this amount.** Asking WIC shoppers to pay any difference between the vendor's price and the state reimbursement amount is in violation of your [Vendor Agreement](#) and may be cause for disqualification from the WIC program.

- The cash value benefit (CVB) is a set dollar amount that allows WIC shoppers to purchase authorized fruits and vegetables.
- **Note:** When WIC shoppers use all of their CVB dollar amount and there is still a balance due remaining, split tender transactions are permitted to allow WIC shoppers to pay the remaining balance with another tender type.

Tip #6: If a WIC shopper is experiencing problems with their WIC Card, they may contact their local WIC office, call the California WIC Family Services Line at 1-800-852-5770, or call the number on the back of the WIC Card at 1-844-4MY-FAMILY.

Tip #7: Even though WIC shoppers are not required to buy all of their WIC foods at one time, **vendors must meet the [Minimum Stocking Requirements \(MSR\)](#) at all times.**



California WIC Vendor Frequently Asked Questions

Must a WIC Card be *physically present* during all WIC transactions?

Yes. The WIC Vendor Agreement and regulations specify that a **physical card must be present and swiped at all WIC transactions.**

- Vendors may process California WIC Card transactions only when a WIC shopper presents the WIC Card at the time of purchase.
- WIC Card numbers may only be manually key-entered by the cashier after a magnetic swipe read has failed.
- Vendors may not accept any other forms of the WIC Card, such as photos of the WIC Card or information from the WIC App.

Can a WIC shopper purchase WIC food items if they do not know their PIN?

No. If a WIC shopper forgets their PIN, direct them to the 1-844-4MY-FAMILY phone number on the back of their WIC Card for help. If a WIC shopper enters the PIN incorrectly four times, the WIC Card will be locked, and they will need to call the phone number on the back of their WIC Card to unlock it or wait until midnight for the PIN to reset. Vendors may never enter the PIN on behalf of the WIC shopper, nor collect the PIN.

What if a WIC shopper forgets their WIC Card at my store?

If a California WIC Card is found, vendors must return the card within seven (7) days to the address printed on the back of the card.

Do WIC shoppers need to buy all of their WIC foods in one trip with the WIC Card?

No. WIC shoppers may purchase as many (or as few) of their WIC foods as they want, as long as the selected item is in the APL and benefits for the food item(s) are available on their WIC Card.

- WIC food benefits for a household are combined on one card.
- WIC shoppers use the same card month after month.
- Food benefits are good for 30 days until 11:59 PM on the “Last Day to Use”, then expire. Benefits do not carry over.

What steps should a WIC shopper take if they cannot buy their food at the store?

If a WIC shopper has questions or problems getting their WIC foods at the store, share these directions with them:

Call the California WIC Family Services Line at 1-800-852-5770 and/or e-mail WIC@cdph.ca.gov. Have this information ready:

- WIC Card number
- Store location (name, city, street)
- Approximate day and time of visit
- Product description (brand, size, and UPC)
- Details of what happened

Additional Tip: WIC shoppers can use their phone to take a picture of the front and back labels, nutrition facts panel, ingredients, and UPC barcode of the food item they were unable to purchase.

Reading WIC Card Receipts

California WIC shoppers are responsible for knowing which food benefits are available on their WIC Card. They are also responsible for reading their WIC Card Food Balance and determining the correct sizes, brands, and amounts of WIC authorized foods they may purchase. If a WIC shopper has questions about their WIC benefits, WIC Card, or WIC transaction, they may **contact their local WIC office or call the California WIC Family Services Line at 1-800-852-5770.**



SAMPLE STORE
123 ANY STREET ADDRESS
ANYTOWN, CA, 99999

TERMINAL ID: 123
MERCHANT TERM ID: NEW123456
CLERK ID: 999
DATE & TIME: 5/12/2024 11:05AM
SEQ NUMBER: 005
CARD: *****1234
AUTH CODE: 123456

WIC PURCHASE

QTY	UNITS	DESCRIPTION	PRICE
16.00	OZ	CHEESE, REGULAR 1 @ \$4.99	4.99
16.00	OZ	WHOLE WHEAT TORTILLA 1 @ \$2.99	2.99
1.00	DOZ	EGGS 1 @ \$5.79	5.79
12.97	\$\$\$	FRUITS & VEGGIES CVB	
PURCHASE SUBTOTAL			26.74
DISCOUNTS APPLIED			0.50
APPROVED PURCHASE TOTAL			26.24
BALANCE DUE—\$0.00			
BENEFITS EXPIRE ON 05-27-2024			
REMAINING WIC BENEFITS			
QTY	UNITS	DESCRIPTION	
16.00	OZ	WW BREAD OR GRAINS	
36.00	OZ	BREAKFAST CEREAL	
3.00	GAL	LOWFAT MILK (1% FAT)	
32.00	OZ	YOGURT	
1.00	CTR	PB OR DRY BEANS	
128.00	OZ	JUICE—ALL CATEGORIES	
13.03	\$\$\$	FRUITS & VEGGIES CVB	
CARDHOLDER COPY			
PLEASE SAVE THIS RECEIPT			

List of WIC Items purchased.

WIC purchase subtotal.

Any discounts that have been applied
(gift card, coupon, store discount, etc.).

Total price of all items purchased.

The last date WIC food items are available
to the customer that month.

List of remaining WIC foods available
for the customer, including quantity,
package units, and type allowed.

Understanding WIC Food Balances

Juice

The WIC Card and WIC Food Balance include the total amount of juice in ounces available to a WIC family. This total amount reflects the **reconstituted** (mixed with water) amounts for 11.5, 12, and 16 oz concentrated juices—it **does not reflect the container size**. A 16-oz concentrate makes 64 oz of juice; a 12-oz concentrate makes 48 oz of juice; and an 11.5-oz concentrate makes 46 oz of juice. If leftover ounces are available in the WIC Food Balance, the WIC shopper needs **at least 46 oz available** to get the smallest authorized juice container size (the 11.5-oz concentrate).



- The ounces of juice listed in the WIC Food Balance for concentrated juice is the amount made **after mixing with water**.
- The type and sizes of juice chosen at the store will affect the amount deducted from the WIC Food Balance.
- WIC shoppers may short themselves the full benefit of juice if they choose juice types/sizes that do not add up to their maximum benefit.
- **Note:** When WIC shoppers have **less than 46 oz** of juice available in their WIC Food Balance, they **cannot buy any more juice**.

Reconstituted Juice Amounts by Container Size

Juice Package Size	Makes This Much Juice
64 oz Ready-To-Drink	64 oz
16 oz Concentrate	64 oz
12 oz Concentrate	48 oz
11.5 oz Concentrate	46 oz



Beans and Peanut Butter

WIC shoppers whose benefits include peanut butter or dry or canned beans may purchase one 16 oz container (CTR) of dry beans, four 15-16 oz cans of canned beans (equal to one CTR), or one 16–18 oz CTR of peanut butter. Please see the Legumes Helpful Hints below for more information for how the various legume types are subtracted from the WIC Food Balance.



Helpful Hint: How much is 1 CTR?

1 CTR Dry Beans, Peas, or Lentils (One 16 oz package)



or

1 CTR Canned Beans (Four 15–16 oz cans)



or

1 CTR Peanut Butter (One 16–18 oz jar)



Helpful Hints

- Four cans equals 1 CTR. One can equals .25 CTR:

$$\begin{array}{ccccccc}
 \text{16 oz} & + & \text{16 oz} & + & \text{16 oz} & + & \text{16 oz} & = & 1 \text{ CTR} \\
 .25 & & .25 & & .25 & & .25 & &
 \end{array}$$

- For each can you buy, .25 CTR will be subtracted from your benefit balance. For example, if you have **1 CTR** to use and you buy **3 cans** of beans, you will have **.25 CTR (1 can)** left to buy another day.
- To get the most canned beans, buy 16 oz cans.

Infant Formula



Contract Infant Formula

In compliance with federal regulations, cost containment of infant formula in California is operated through competitively bid infant formula rebate contracts for milk-based and soy-based infant formula. Per regulation, CDPH/WIC awards contract(s) to the responsive and responsible

bidder(s) offering the lowest total net cost per month for each type of infant formula. Abbott Laboratories, the maker of Similac, is the current CDPH/WIC contractor for milk-based formula. Mead Johnson, the maker of Enfamil, is CDPH/WIC's current soy-based formula contractor. The following contract formulas are available for purchase with the WIC Card:



Similac Advance Powder 12.4 oz*



Similac Advance Concentrate 13 fl oz



Similac Sensitive Powder Only 12.5 oz



Similac Total Comfort Powder Only 12.6 oz



Enfamil ProSoBee Powder 12.9 oz or Concentrate 13 fl oz

* Similac Advance Powder 12.4 oz is the primary milk-based contract brand powdered infant formula and is part of your Minimum Stocking Requirements. Visit the [WIC Infant Formula webpage](#) for more information.

Purchasing Infant Formula From an Authorized Supplier

Authorized vendors are required to purchase all authorized infant formula only from the suppliers that meet the criteria listed in [W.B.R. section 70900](#). A wholesaler, distributor, or retailer seller's permit can be verified at the California Department of Tax and Fee Administration website (www.cdtfa.ca.gov).

Visit the [WIC Authorized Infant Formula Suppliers webpage](#) for more information.

Medical Formulas and Nutritionals

CDPH/WIC will continue to provide some [medical formulas and nutritionals](#) for purchase with the WIC Card for WIC participants with a qualifying medical condition.



Store Shelves

Minimum Stocking Requirements

As a WIC authorized vendor, you are required to stock the CDPH/WIC authorized foods and quantities listed in [W.B.R. section 71100](#). These minimum stocking requirements ensure WIC shoppers have access to the foods they need while shopping at your store. WIC foods included in the minimum stocking requirements must be stocked in full quantities, at all times, in a public area. When allowed, specific quantities of stock may be kept in storage on the premises of the store location. WIC foods on order that are not yet delivered do not count toward meeting the Minimum Stocking Requirements.

Vendors must meet all Minimum Stocking Requirements of WIC food categories at all times. Failure to meet Minimum Stocking Requirements of any WIC food category listed in [W.B.R. section 71100](#), subsections (b)(1)-(14), twice in a 24-month period may lead to disqualification from the WIC program.

To review the Minimum Stocking Requirements:

1. Visit our website at www.wicworks.ca.gov
2. On the left, find [Grocers](#)
3. Click [Authorized Vendors](#)
4. Click [Minimum Stocking Requirements](#)

Posting Shelf Prices

Vendors must post prices for all WIC authorized foods so that the prices are visible to shoppers, as specified in [W.B.R. section 71900](#).

Using Shelf Talkers

Vendors are encouraged to display shelf talkers to help WIC shoppers identify WIC authorized foods. Shelf talkers are a great way to help prevent confusion at the register. Shelf talkers may only be affixed to store shelves to identify where WIC food items are placed.





How to Order **FREE** Authorized WIC Materials!

As a WIC authorized vendor, you may order WIC materials free of charge! These materials include WIC Authorized Food List Shopping Guides, WIC Card decals, posters, and shelf talkers.

To order your free WIC materials, download a current [Vendor Materials Order Form \(OSP 508\)](#) by following these steps:

1. Visit our website at www.wicworks.ca.gov
2. On the left side, find [Grocers](#)
3. Click [Authorized Vendors](#)
4. Under Resources, click [Vendor Materials Ordering Process](#)



Vendor Inventory Audits

As a WIC authorized vendor, you are subject to Vendor Inventory Audits conducted by CDPH/ WIC or the California State Controller's Office on behalf of CDPH/WIC to ensure program compliance. The purpose of these visits is to validate the vendor's records to determine if violations have occurred.

All vendors must maintain all inventory purchase records and transfer records for a period of three (3) years and provide agents of the State, the Department, and the Comptroller General of the United States access to these records.

Inventory purchase records include all of the following:

- Records showing **all WIC authorized supplemental food purchases**, wholesale and retail, in the form of invoices
- Transfer records
- Sales and use tax return
- Books of account
- Other records that can be used to verify WIC authorized supplemental food item purchases

To ensure your store meets requirements to successfully pass a vendor inventory audit, please reference the [Acceptable Record of Inventory](#) found at www.wicworks.ca.gov.



Routine Monitoring Visits

As a WIC authorized vendor, you are subject to random Routine Monitoring Visits conducted by CDPH/WIC to ensure program compliance. The purpose of these visits is to survey for possible abuse or errors, by level and type, and to take corrective action as appropriate. To ensure your store meets the requirements to successfully pass a Routine Monitoring Visit, review the [Vendor Agreement](#) and the following list to verify you meet necessary vendor requirements:

- Valid [Health Permit](#)
- [Visible Posted Prices](#) on all WIC authorized foods
- [Minimum Stocking Requirements](#) (check expiration dates on food)
- [Infant Formula Invoices](#) (see Purchasing Infant Formula from an [Authorized Supplier](#) on [page 20](#))
- [Cash Registers](#) (identify and report the total number of cash registers in your store)
- [Store Hours](#) (Ensure store hours are posted. Stores must operate at least six days per week, for at least eight hours each day, and at least four of those hours must be during core business hours: 9:00 am–5:00 pm)
- Correct usage of the [WIC Logo](#)
- Maintain a clean and sanitary store



Promotions and Incentives

Peer Group A (A-50 Stores)

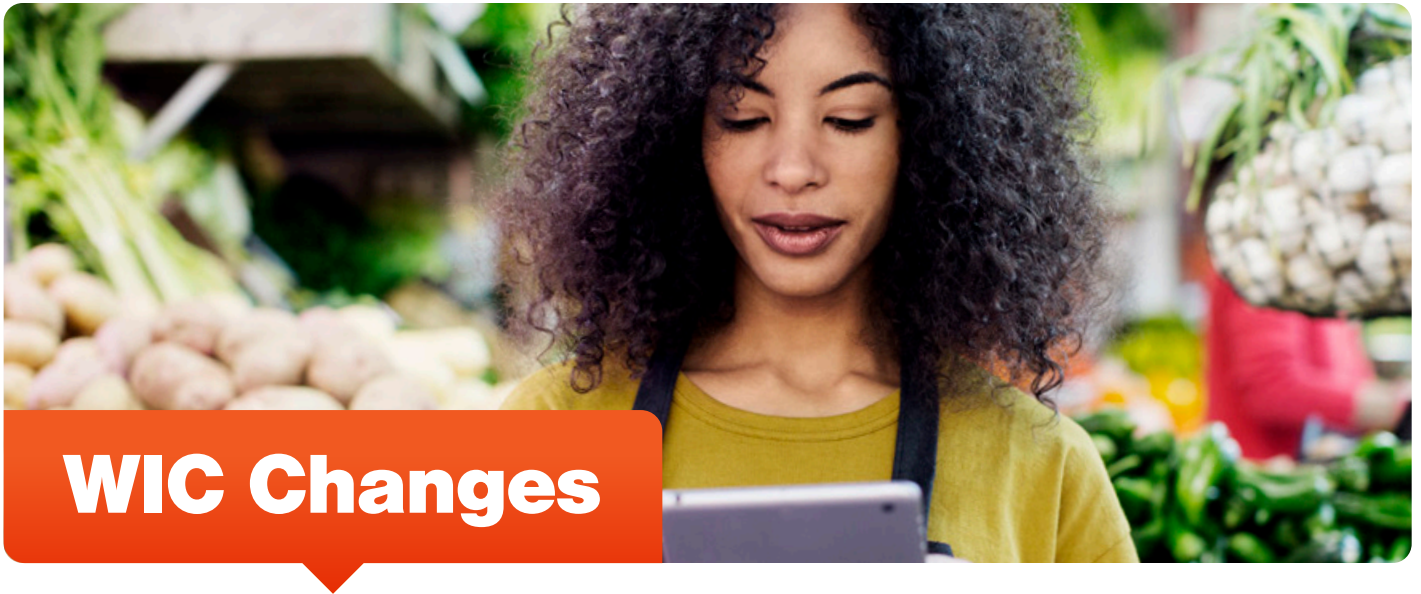
Vendors that receive 50% or greater of annual food sales revenue from WIC redemptions are assigned to the A-50 Peer Group/Category A. These vendors may offer incentive items to WIC shoppers. Examples of allowable incentive items include fresh fruit and vegetables, beans, tortillas, whole wheat bread, or canned fish.

Vendors should reference [W.B.R. section 70800](#) Incentive Item Requirements.

Peer Group B (Full-Line Grocery Stores and Other Vendors)

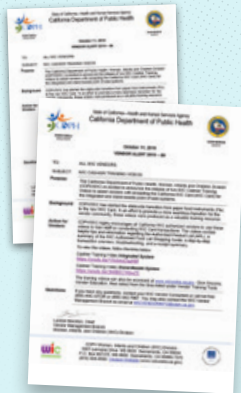
Vendors in peer group categories B and C are allowed to offer promotions/discounts to WIC shoppers if they are equally offered to non-WIC shoppers. Examples of allowable promotions/discounts are buy one, get one free offers or manufacturer/store coupons.





Vendor Alerts

Summaries of recent Vendor Alerts are included below. Please view the [Vendor Alerts](#) webpage to ensure you reviewed official Vendor Alert language at the time of release and stay up to date about recent directives and information shared with California WIC authorized vendors.



the empty bottle to a recycling center. CRV fees cannot be paid using WIC benefits. WIC shoppers must provide an alternate form of payment (e.g., cash, debit card) for any CRV fees.

It is essential that cashiers and other store personnel are aware of the requirements, and that they collect CRV fees for WIC purchases when applicable.

Vendors must follow any State of California recycling requirements for CRV fee collection. Information is available at www.calrecycle.ca.gov.

Vendor Alert 2023-06

On December 19, 2023, CDPH/WIC notified all vendors of the new [California Redemption Value \(CRV\) fees](#) for 64 oz 100% juice bottles, effective January 1, 2024.

A new [California law](#) required a bottle deposit fee of ten cents (\$0.10) for each shelf-stable 64 oz bottle of juice purchased with WIC benefits.

WIC shoppers now have to pay the CRV fee separately from their WIC benefits at the time of purchase. They can get a refund by returning

New 10¢ Deposit Fee for Bottled Juices

Starting January 1, 2024, a new California law adds a \$0.10 bottle fee to shelf-stable 64 ounce bottles of juice. This refundable fee, known as a California Redemption Value (CRV), does not apply to frozen or shelf-stable concentrate juice.

What does this mean for you?

When you buy 64 ounce juice bottles with WIC benefits, you will be charged a \$0.10 fee per bottle.

The fee is not covered by the WIC program and must be paid in cash or by card.

You can get the fee back as a refund when you take the empty bottles to a recycling center.

Did you know? In 2022, 18.6 billion bottles and cans were returned for recycling centers in California. This contributed to cleaner streets and less waste in our landfills. Recycling your empty juice bottles can make a big difference to our environment.

Find a recycling center Recycle your empty 64 ounce juice bottles to get a refund of the fee. Visit CalRecycle.ca.gov to search for a recycling center near you. For more information, visit MyFamilyWIC.ca.gov/CRV.

California Department of Public Health, California WIC program
This initiative is an equal opportunity provider.
1-800-852-6770 | MyFamilyWIC.ca.gov
12/23

Vendor Alert 2024-01

On January 3, 2024, CDPH/WIC notified all vendors of a voluntary recall by Mead Johnson Nutrition (Reckitt/MJN) of six batches of Nutramigen with Probiotic LGG Powder specialty infant formula due to potential *Cronobacter sakazakii* contamination.

The affected products were 12.3 oz and 19.8 oz containers with specific batch codes, UPC codes, and "Use by Date" (see [Vendor Alert 2024-01](#) for table of codes). No illnesses were reported, and no other Nutramigen with Probiotic LGG Powder specialty infant formula batches or other Reckitt/MJN products were affected. For more information, please visit the Nutramigen recall website: <https://www.enfamil.com/nutramigen-recall-2023/>

CDPH/WIC advised vendors to check their inventory for any Nutramigen with Probiotic LGG Powder, specialty infant formula with the information listed in the table. If you have any, remove them from the shelves and do not sell them to WIC shoppers or other customers.

Inform WIC shoppers who purchased Nutramigen with Probiotic LGG Powder specialty infant formula from your store to check the bottom of the can for the batch number. If they have any of the recalled product, advise them to contact Reckitt/MJN at 866-534-9986 or consumer.relations@reckitt.com for return instructions and replacement product.

Ways to Stay Informed

Look for important information (click on the links below) from CDPH/WIC about the WIC Card and WIC program.

1. [Vendor Alerts](#)
2. [Regulatory Alerts and Bulletins](#)
3. [E-mails from CDPH/WIC](#)
4. **CDPH/WIC website**
(www.wicworks.ca.gov)

If you have questions, please send an e-mail to: WICVendorInfo@cdph.ca.gov



Did You Know?

You can sign up to receive WIC Vendor Alerts and other important news and updates regarding the California WIC program.

1. Visit our website at www.wicworks.ca.gov
2. Left side, find [Laws and Regulations](#)
3. Click on [Sign up to receive important regulatory notices regarding the California WIC Program](#)



WIC Regulations

State

California Health and Safety Code

- California WIC statutory authority can be found in sections 123275–123355.

California Code of Regulations

- Title 22 of the California Code of Regulations, Chapter 6, California Special Supplemental Food Program for Women, Infants and Children provides regulatory requirements for WIC local agencies, authorized vendors, and participants.

WIC Bulletin Regulations

- California Health and Safety Code section [123322](#) authorizes CDPH/WIC to adopt regulatory requirements via an expedited process for vendor peer groups and reimbursement, vendor authorization criteria and management, online shopping, and WIC authorized foods. These expedited regulations can be adopted with a bulletin notice or similar instruction. Every WIC Regulatory Bulletin and Regulatory Alert can be found on the [WIC Laws & Regulations webpage](#). Additionally, a searchable compilation of all final adopted WIC Bulletin Regulations is provided for convenience and can be found on the [WIC Bulletin Regulations webpage](#).

Federal

United States Code

- Title 42 of the United States code section 1786 is the federal authority for the WIC Program.

Code of Federal Regulations

- Title 7 of the Code of Federal Regulations parts 246 and 248 are the federal requirements for states to implement and administer the WIC Program.

Authority for the WIC Program

The WIC Program is authorized by the Child Nutrition Act of 1966 and the Healthy, Hunger-Free Kids Act of 2010 (Title 42, United States Code, section 1786). CDPH/WIC is authorized to administer California's WIC Program through California Health and Safety Code sections 123275–123355.

Vendor Sanction and Claim Process

CDPH/WIC may seek restitution from vendors by establishing a claim for payment of any benefits or monies received from WIC program violations, such as overcharging for WIC foods. CDPH/WIC may also disqualify and/or terminate vendors from the program, or prohibit vendors from adding more WIC store locations, for an outstanding vendor claim. CDPH/WIC may also make referrals to other public programs for investigation and/or possible criminal prosecution under state and federal laws. A civil money penalty may be imposed in lieu of a disqualification if CDPH/WIC determines there is a participant access issue in the geographic area. Failure to submit a timely claims payment may result in non-reauthorization of a Vendor Agreement.



Resources for Vendors

Vendor Consultants

At CDPH/WIC, Vendor Consultants are here to assist all WIC authorized vendors! They provide technical assistance to prevent program errors, manage each store's WIC contract, and maintain quality program service to participants. If you plan to change store

ownership, change store location, or close your store, please contact your Vendor Consultant. Vendor Consultants work with vendors, verbally and in writing, to provide direction, ensure compliance with federal and state regulations, program policies, and procedures, help with transaction issues, and assist with participant concerns. Please respond to your Vendor Consultant's inquiry within 24 to 48 hours of being contacted.

To contact your WIC Vendor Consultant, call the WIC Vendor Help Desk at 1-855-942-7867 or e-mail WICVendorInfo@cdph.ca.gov.



Vendor Contract Reauthorization Questions

Reauthorizing or renewing your store contract with CDPH/WIC every 24 months is part of your responsibility to remain a WIC authorized vendor. Review the frequently asked questions below to assist you when it is time to submit your Reauthorization Application.

Why does the WIC program ask for Sales Tax Information at reauthorization?

- In accordance with 7 Code of Federal Regulations part 246.12(g)(4)(i)(E) and (g)(4)(i)(F), the California WIC program is required to evaluate annual food sales and the amount of revenue that is expected to come from WIC and other sources. Food sales information may also be used for other program assessments such as assessing the store location's minimum lane coverage requirements in accordance with [W.B.R. section 71050](#).

How do I obtain my Sales Tax Information?

- If the store files State, Local, and District Sales and Use Tax Return form(s) (Form 401-A2 and/or eFile return) with the California Department of Tax and Fee Administration (CDTFA), attach true, correct, and complete copies of the store's most recently filed CDTFA return(s) covering a 12-month period. Link to CDTFA website: <https://onlineservices.cdtfa.ca.gov/>
- If the store does not file State, Local, and District Sales and Use Tax Return form(s) with the CDTFA, attach true, correct, and complete copies of the store's monthly sales statements and inventory records documenting the store's total food sales for the most recent 12-month period.

Note: Make sure to collect and save your yearly sales tax information in preparation of submitting your reauthorization application with supporting documents.

What is acceptable to send to the WIC program as a Valid Health Permit?

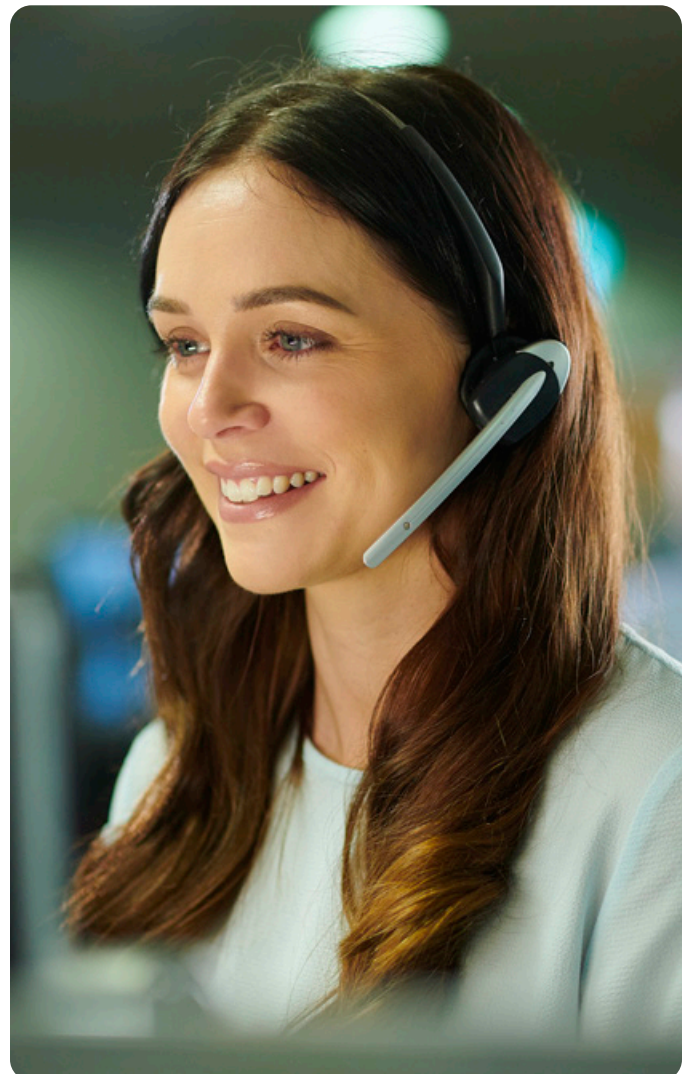
- Most recent Health Inspection Report
- Current Health Permit

Note: The Health Permit must be valid for the date of reauthorization. Also, a "Grade" sign is not a valid Health Permit.

- If a current Health Inspection Report or Health Permit is not available yet, a receipt that shows you paid the new Health Permit will be acceptable

When is my reauthorization application with supporting documents due?

- It is due 15 days after the documents have been e-mailed to the vendor.



Local Vendor Liaisons (LVL)

Did you know you have access to a local resource to answer common questions about your WIC vendor requirements? LVLs can provide ongoing technical assistance and promote a positive shopping experience for WIC participants. LVLs work at local WIC offices within your community and will visit in person or call their assigned stores throughout the year. They serve vendors by answering general questions about recent Vendor Alerts, use of the WIC logo, instructions on how to order WIC vendor materials, and provide information about new and existing resources. LVLs are available to help and support your continued compliance with the rules and regulations of the California WIC program.



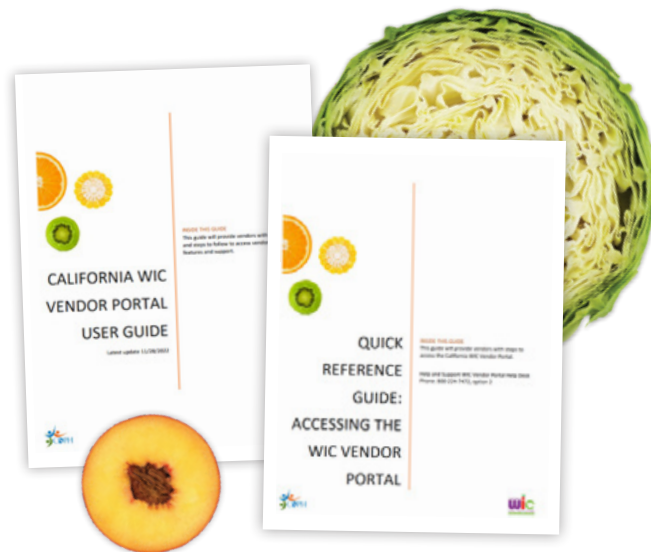
Vendor Portal

The Vendor Portal is a resource for vendors to receive important information and updates from CDPH/WIC, including access to the most current Maximum Allowable Daily Reimbursement (MADR) rates. The Vendor Portal can be accessed at <https://wicvendor.wic.ca.gov/VendorPortal/>.

All WIC authorized stores are provided with a User Account for the California WIC [Vendor Portal](#). The User Account and



instructions for registration are provided to the primary contract ownership for each vendor store location. Vendors may view the [California WIC Vendor Portal User Guide](#) for complete steps to access vendor portal features and support. You may also or alternatively view the [Quick Reference Guide: Accessing the WIC Vendor Portal](#), which includes summarized steps for accessing the vendor portal.

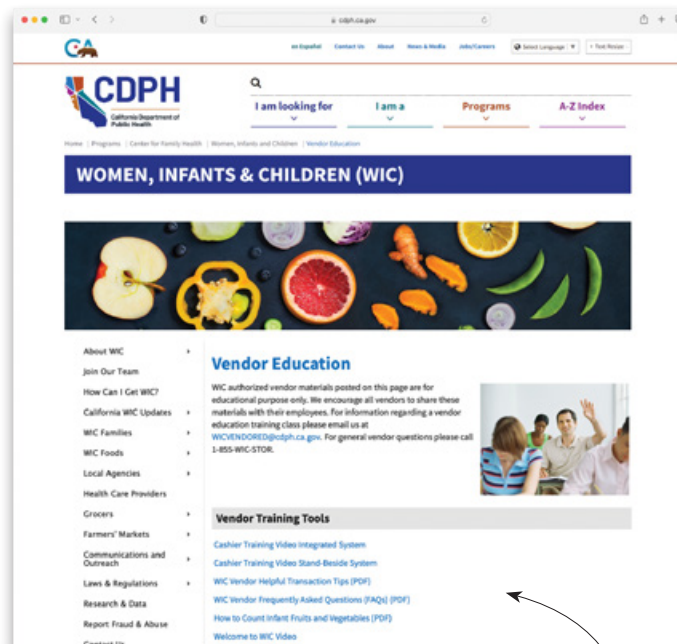


In the future, vendors will use the Vendor Portal to certify completion of required training, submit applications for new vendor stores, and submit required documents to reauthorize vendor ownership contracts. If you have not registered to use the Vendor Portal, or need assistance with using the Vendor Portal functions, contact

your WIC Vendor Consultant or the WIC Vendor Help Desk at (855) 942-7867.

Vendor Training Tools

In addition to Cashier Videos, WIC authorized vendor materials are posted online for educational purposes. They can be found at www.wicworks.ca.gov. Click [Grocers](#), [Vendor Education](#), then select from the links listed under Vendor Training Tools. CDPH/WIC encourages all vendors to share these materials to help train store staff to enhance WIC program knowledge and customer service.



[Cashier Training Video Integrated System](#)

[Cashier Training Video Stand-Beside System](#)

[WIC Vendor Helpful Transaction Tips \(PDF\)](#)

[WIC Vendor Frequently Asked Questions \(FAQs\) \(PDF\)](#)

[How to Count Infant Fruits and Vegetables \(PDF\)](#)

[Welcome to WIC Video](#)

Questions or Concerns

CDPH/WIC wants to ensure you have the tools you need to succeed. If you have questions or concerns, contact your Vendor Consultant or the WIC Vendor Help Desk:

Phone: (855) 942-7867

E-mail: WICVendorInfo@cdph.ca.gov

Report Fraud or Abuse

Have you witnessed something you want to report? Reporting fraud or abuse of the WIC program is easy. Just document the “who, what, when, where, and how” and file your concern using one of the following methods:

Phone: 1 (800) 852-5770

E-mail: WICABUSE@cdph.ca.gov

Online: [Report WIC Fraud & Abuse](#)
select *Submission Form*

Mail: CDPH/WIC Division—
Program Integrity Unit
3901 Lennane Drive
Sacramento, CA 95834





Growing healthy families for 50 years!



California Department of Public Health, California WIC program

This institution is an equal opportunity provider.

1-800-852-5770 | MyFamily.WIC.ca.gov



Rev 12/24