



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



EDMUND G. BROWN JR.
Governor

March 15, 2012

VENDOR ALERT 2012 - 08

TO: ALL WIC VENDORS
SUBJECT: SHELF PRICE SURVEYS

Purpose

I am writing to notify you that Local Vendor Liaisons (LVLs) may be visiting your store to conduct shelf price surveys of WIC authorized foods in March and April, 2012.

Background

The United States Department of Agriculture (USDA) requires the WIC Program to conduct a review of shelf pricing of WIC foods at WIC authorized vendors. In order to comply with Code of Federal Regulations CFR 246.12 (g)(4)(ii)(B), LVLs will be visiting a number of WIC authorized vendors within their assigned geographic locations to conduct shelf price surveys.

What to Expect

Your LVLs will be stopping by your store or calling you to make an appointment to conduct the shelf price surveys. They may also request your assistance to locate specific WIC authorized food items within your store.

Questions

If you have any questions regarding the survey, please contact Kim Wietsma, LVL Coordinator at (916) 928-8670 or e-mail Kim.wietsma@cdph.ca.gov. For vendor related questions, contact your Vendor Consultant at 1-855-942-7867.

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