



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

April 24, 2012



EDMUND G. BROWN JR.  
Governor

**VENDOR ALERT 2012 - 11**

**TO:** ALL WIC VENDORS  
**SUBJECT:** VENDORS WILL BE RESPONSIBLE FOR RETURNED CHECK CHARGES

**Purpose**

The California Women, Infants, and Children (WIC) Program would like to remind vendors that they are responsible for any returned check charges, when Food Instruments (FIs) are rejected for payment.

**Background**

On April 11, 2012, the California WIC Program issued Vendor Bulletin 2012-01 advising that changes would be made to the WIC Maximum Allowable Department Reimbursement (MADR) rate. The California Department of Public Health (CDPH) and the United States Department of Agriculture (USDA) are working together to address rising food costs in the California WIC Program. To address these serious concerns, the California WIC Program will modify MADR rates for WIC-authorized vendors with one to four cash registers. This modification also will affect reimbursement rates for vendors in Peer Group 1 as their rates are readjusted to the statewide average of all redemptions. The MADR changes will be posted on the Vendor WIC Information Exchange (VWIX) website on Sunday, May 20, 2012 and will go into effect at 12:01 a.m. on Friday, May 25, 2012.

**Vendor Responsibility**

The MADR rate can change every two weeks. Your attention to these rates will help avoid returned check charges if the amount on the face of the WIC Food Instrument (FI) exceeds the MADR rate for the food item as posted on VWIX. The California WIC Program will not reimburse any vendor for returned check charges. Submitting FIs that exceed the MADR rates is the sole responsibility of the vendor.

**Vendor Resources**

The MADR changes will be posted on the VWIX website at <https://vwix.ca.gov>, as noted above.

Information on what a vendor can do when an FI is rejected for payment is available at <http://www.cdph.ca.gov/programs/wicworks/Pages/RejectedFoodInstruments.aspx>

**Questions**

If you have any questions, please contact your Vendor Consultant or call toll free (855) WIC-STOR or (855) 942-7867. You can also contact the WIC Vendor Management Branch by email: [WICVENDORINFO@cdph.ca.gov](mailto:WICVENDORINFO@cdph.ca.gov).

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California WIC Program



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