



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

**OCTOBER 22, 2014**



EDMUND G. BROWN JR.  
 Governor

**VENDOR ALERT 2014 – 15**

**TO:** ALL WIC VENDORS  
**SUBJECT:** WHOLE GRAINS CHANGES

**Purpose** The California Special Supplemental Nutrition Program for Women, Infants and Children (WIC) is notifying vendors of changes to the types of Whole Grains WIC shoppers are able to purchase with their food instrument vouchers. These changes became effective on October 20, 2014.

**Background** On March 4, 2014, the United States Department of Agriculture (USDA) finalized changes to WIC Food Packages (7 CFR Part 246). These changes include allowing only certain types of flour in the ingredients lists of WIC-authorized Whole Grains options. More information about these changes can be found at the following link: [http://www.fns.usda.gov/sites/default/files/03-04-14\\_WIC-Food-Packages-Final-Rule.pdf](http://www.fns.usda.gov/sites/default/files/03-04-14_WIC-Food-Packages-Final-Rule.pdf).

**Ingredient List Changes** See the changes to Whole Grains required ingredients below:

<b>Food Type</b>	<b>New Requirements</b>	<b>What to Stock</b>
Whole wheat bread loaves, buns, and rolls	Can only have flour types: Whole wheat flour And/or Bromated whole wheat flour	All brands on the list Or Any brand that conforms to federal requirements
Corn tortillas	Can only be made from ground masa flour (corn flour) using traditional processing methods. Examples of allowable corn ingredients are whole corn, corn (masa), whole ground corn, corn masa flour, masa harina, and/or white corn flour	All brands on the list Or Any brand that conforms to federal requirements
Whole wheat tortillas	Can only have flour type: Whole wheat flour	Only the brands on the list are WIC-authorized

Our current WIC-Authorized Food List (WAFL SG) does not reflect the new federal requirements. A new WAFL SG is scheduled to be released in late 2015 and will address these new Whole Grains requirements.




Women, Infants and Children (WIC) Program  
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 (916) 928-8500 Internet Address: [www.wicworks.ca.gov](http://www.wicworks.ca.gov)

**Voucher Change**

Beginning October 20, 2014, all food instrument vouchers with Whole Grains will have instructions on it to "See Insert." The arrow shows the new instructions on the sample below:

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
231900713IG	ISABELLE GALVAN	OCT 20 14	NOV 19 14	269534015

		<b>FOOD ITEM NUMBER: 6105</b>	<b>700-269534015</b>
<b>Pay to the order of: WIC Authorized Vendor</b>			
<b>What to buy: USE JULY 5, 2011 WAFL SHOPPING GUIDE</b>			
<b>1 (GALLON) AND 1 (HALF GALLON) MILK, LOWFAT (1%) OR NONFAT ONLY</b>			
<b>1 (16 OZ) WHOLE GRAINS (SEE INSERT) ←</b>			
<b>2 (64 OZ) BOTTLE JUICE OR 2 (16 OZ) CONC JUICE OR 3 (11.5 OR 12 OZ) CONCENTRATE JUICE</b>			
<b>State of California WIC Program</b> <small>VOID IF NOT DEPOSITED WITHIN 45 DAYS OF "FIRST DAY TO USE." NOT VALID IF ALTERED.</small>			
<small>VALID ONLY FOR FOOD ITEMS SPECIFIED IN THE CALIFORNIA WIC AUTHORIZED FOOD LIST.</small>		<small>EXACT PURCHASE PRICE:</small> <div style="border: 1px solid black; width: 100px; height: 20px; margin: 5px auto;"></div> <small>MUST NOT EXCEED MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT RATE</small> <small>FOOD ITEM NUMBER</small> <b>6105</b>	
<div style="font-size: 2em; color: red; font-weight: bold; opacity: 0.5;">VOID</div>			

**Action for Vendors**

1. Place lists of approved brands at each cash register to allow your employees to help WIC shoppers buy allowable Whole Grains. Place lists of approved brands at each cash register to allow your employees to help WIC shoppers buy allowable Whole Grains. You can access the approved whole grains flier at the following link:

<http://www.cdph.ca.gov/programs/wicworks/WIC%20Foods/WIF-WholeGrains-Flyer-8.5x11-Final.pdf>

You can also find the Universal Product Code list with the approved Whole Grains and other WIC-authorized food items at the following link:

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

2. If your store uses shelf talkers, place them under the brands with the correct ingredients to help WIC shoppers identify which whole wheat bread, corn tortillas, and whole wheat tortillas they may purchase.
3. Vendors must continue to honor unexpired vouchers issued before October 20, 2014, for the previously WIC-authorized Whole Grains. If a voucher says, "See Insert" next to the Whole Grains line, please refer to the authorized whole grains insert for authorized food items. If a voucher does not say "see insert," the whole grains listed in the WAFL SG are authorized. Please note that you may continue to see vouchers for previously WIC-eligible Whole Grains on them until late January 2015.

**Questions**

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

*Elizabeth Touhey*

Elizabeth Touhey, Chief  
Vendor Management Branch  
California WIC Program

# WHOLE GRAINS (GRANOS INTEGRALES)



## CAN CONTINUE TO BUY (AÚN PUEDE COMPRAR)

Any brand of Brown Rice, Oatmeal or Oats, Whole Grain Barley, or Bulgur that meet the requirements listed in the WIC Authorized Food List Shopping Guide, dated July 5, 2011 (Cualquier marca de Arroz integral, Avena, Cebada integral, o Trigo tipo bulgur que cumple con los requisitos indicados en la Lista de alimentos autorizados por WIC, Guía de compras, fechada el 5 de julio de 2011).

## CAN BUY (PUEDE COMPRAR)

Brands listed below, 16 oz package (Las marcas indicadas abajo, paquete de 16 oz):

### Whole Wheat Bread (Pan de trigo integral)

- **Albertsons** — 100% Whole Wheat Bread
- **Bimbo** — 100% Whole Wheat Bread
- **Early On** — 100% Whole Wheat Bread
- **Franz** — 100% Whole Wheat Bread
- **Nature's Harvest** — 100% Stoneground Whole Wheat Bread
- **Nature's Harvest** — 100% Whole Wheat Hamburger Buns
- **Nature's Harvest** — 100% Whole Wheat Hot Dog Buns
- **Nature's Own** — 100% Whole Wheat Bread
- **Oroweat** — 100% Whole Wheat Bread
- **Rainbo** — 100% Whole Wheat Sandwich Rolls
- **Rainbo** — 100% Whole Wheat Bread
- **Rainbo** — 100% Whole Wheat Dinner Rolls
- **Roman Meal** — Sungrain 100% Whole Wheat Bread
- **Safeway** — 100% Whole Wheat Bread
- **Sara Lee** — Classic 100% Whole Wheat Bread
- **Sara Lee** — Soft & Smooth 100% Whole Wheat Hamburger Buns
- **Sara Lee** — Soft & Smooth 100% Whole Wheat Hot Dog Buns
- **Springfield Golden Pride** — 100% Whole Wheat Bread
- **Springfield Golden Pride** — 100% Whole Wheat Hamburger Buns
- **Springfield Golden Pride** — 100% Whole Wheat Hot Dog Buns
- **Van de Kamp's** — 100% Whole Wheat Bread
- **Wonder** — 100% Whole Wheat Bread
- **Any brand that conforms to federal WIC requirements** (Cualquier marca que cumple con los requisitos federales de WIC)

### Corn Tortillas: *Soft corn, yellow or white* (Tortillas de maíz blandas, amarillas o blancas)

- **Carlita** — Corn Tortillas Soft Taco Style
- **Chi-Chi's** — White Corn Taco Style Tortillas
- **Don Pancho** — White Corn Tortillas
- **Early On** — White Corn Tortillas
- **Early On** — Yellow Corn Tortillas
- **Fiesta Tortillas** — Fiesta Ground Corn Tortillas
- **Guerrero** — Tortillas de Maiz Blanco
- **Herdez** — White Corn Tortillas Soft Taco Size
- **La Banderita** — Corn Tortillas
- **La Burrita** — Corn Tortillas
- **La Fe Tortilleria** — Corn Tortillas King Size
- **La Mexicana** — Corn Tortillas
- **La Perla Mexicana** — King Size White Corn Tortillas
- **La Perla Mexicana** — King Size Yellow Corn Tortillas
- **La Rosa** — Corn Tortillas La Grande
- **La Rosa** — Yellow Corn Tortillas La Grande
- **La Tapatia** — Premium Corn Tortillas
- **La Tapatia** — White Corn Tortillas/Tortillas Blancas
- **Mi Rancho** — Mama's White Corn Tortillas
- **Mi-Rancho Tortillas** — Soft White Corn Tortillas
- **Mission** — Yellow Corn Tortillas Extra Thin
- **Northgate Gonzalez Market** — White Corn Tortillas de Maiz
- **Northgate Gonzalez Market** — Yellow Corn Tortillas de Maiz
- **Ozuna** — Corn Tortillas
- **Romero's** — Stone Ground Corn Tortillas Large King Size
- **Romero's** — Whole Grain Corn Tortillas

- **Santa Fe Tortilla Company** — White Corn Tortillas
- **Santa Fe Tortilla Company** — Yellow Corn Tortillas
- **Sol De Oro** — Premium Corn Tortillas
- **Vallarta Supermarkets** — Vallarta Tortilla de Maiz Amaril
- **Vallarta Supermarkets** — Vallarta Tortilla de Maiz
- **Any brand that conforms to federal WIC requirements** (Cualquier marca que cumple con los requisitos federales de WIC)

### Whole Wheat Tortillas (Tortillas de trigo integral)

- **Carlita** — 100% Whole Wheat Flour Tortillas
- **Early On** — Whole Wheat Tortillas
- **Frestillas** — 100% Whole Wheat Tortillas
- **Guerrero** — Tortillas de Harina Integral
- **Kroger** — Soft Taco Sized 100% Whole Wheat Tortillas
- **La Banderita** — Whole Wheat Flour Tortillas Fajita
- **La Perla Mexicana** — Whole Wheat Tortillas
- **La Reina** — Whole Wheat Flour Tortillas
- **La Rosa** — 100% Whole Wheat Flour Tortillas
- **Mi-Rancho Tortillas** — Whole Wheat Flour Tortillas
- **Mission** — 100% Whole Wheat Flour Tortillas Medium-Soft Taco
- **Ortega** — Whole Wheat Tortillas
- **Ozuna** — Whole Wheat Tortillas
- **Romero's** — 100% Whole Wheat Grain Flour Tortillas
- **Santa Fe Tortilla Company** — Whole Wheat Tortillas

## CANNOT BUY (NO PUEDE COMPRAR)

- Any other type or size of whole wheat bread or corn tortillas that do not conform to federal WIC requirements (Ningún otro tipo o tamaño de pan de trigo integral o tortillas de maíz que no cumplen con los requisitos federales de WIC).
- Any other type, brand, or size of whole wheat tortillas (Ningún otro tipo, marca, o tamaño de tortillas de trigo integral).

## HELPFUL HINT (CONSEJO ÚTIL)

The brand names listed on this flyer will be updated as needed. Please visit [www.wicworks.ca.gov](http://www.wicworks.ca.gov) for the most recent version (Las marcas indicadas en este folleto se actualizarán según sea necesario. Por favor, visite [www.wicworks.ca.gov](http://www.wicworks.ca.gov) para la versión actual).

