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March 21, 2016

VENDOR ALERT 2016 – 02

TO: ALL WIC VENDORS
SUBJECT: NEW FOOD ITEM NUMBERS AND MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT (MADR) RATES FOR WIC AUTHORIZED FOODS

Purpose The California Department of Public Health/Women, Infants and Children Division (CDPH/WIC) is notifying vendors of new food item numbers and MADR rates for food package changes effective March 28, 2016.

Background On December 31, 2015, CDPH/WIC adopted an amendment to regulations for the WIC Authorized Food List (WAFL), which detailed the requirements for WIC authorized foods. The Final Action will be effective March 28, 2016, and will include new food item numbers and MADR rates. For more information about the March 28, 2016 food package changes, refer to Vendor Alert 2016-01 at: <http://www.cdph.ca.gov/programs/wicworks/Documents/VendorAlerts/WIC-Vendor-Alert-2016-01.pdf>

Summary of Changes New food item numbers for the March 28, 2016 food package changes and MADR rates are now available to view and download on the Vendor WIC Information eXchange (VWIX) website. The “Maximum Allowable Rates for Food Items” and “Maximum Allowable Rates Summary by Food Category” reports in VWIX have been updated with the March 28, 2016 food item numbers and MADR rates. The new food item numbers will not be available in the “Food Item Description List” report until implementation of the food package changes on March 28, 2016. The food item category descriptions for the “Maximum Allowable Rates Summary by Food Category” report have changed. If you are downloading the MADR rates from this report into a template, please note that the food item numbers will be in a new order.

Action for Vendors To view the March 28, 2016 food item numbers and MADR rates, vendors should log-in to the VWIX portal at <https://vwix.ca.gov/VWIX/Home.aspx> then:

- Click on the “Maximum Allowable Rate” tab at the top of the page.
- Select one of the three available options:
 - Maximum Allowable Rates for Food Items.
 - Maximum Allowable Rates Summary by Food Category hyperlink.
 - Food Item Description List (not available until March 28, 2016).



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To download the March 28, 2016 MADR rates, select the “Download Maximum Allowable Rates” hyperlink at the top of the page and save the file as a .csv to your computer.

Additional information

Participants will be issued food instruments with new food item numbers beginning March 28, 2016. Vendors may accept these food item numbers as early as this date. Prior to depositing the food instruments at your bank, please ensure the amount entered in the “exact purchase price” box on the food instrument does not exceed the MADR rate for your peer group for that food item number as posted on the VWIX website. Failure to do so will result in the check being returned to you unpaid. CDPH/WIC is not liable for returned check fees incurred by vendors for failure to ensure the “exact purchase price” does not exceed the MADR rate.

Questions

If you have any questions regarding the March 28, 2016 food item numbers or MADR rates, please call toll-free (855) WIC-STOR or (855) 942-7867 or email: WICVENDORINFO@cdph.ca.gov.



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