March 01, 2019

VENDOR ALERT 2019 – 01

TO: ALL WIC VENDORS


Purpose
The California Department of Public Health, Women, Infants and Children (CDPH/WIC) Division is notifying WIC authorized vendors of an upcoming revision to the WIC Authorized Food List Shopping Guide for certain food categories.

Background

General Changes
The April 2, 2019 Shopping Guide includes new features, such as a new front and back cover, a slightly larger size (from 3.75 x 8.375 inches to 4.25 x 8.5 inches), side tabs for quicker navigation, and a notes page at the end.

The New Shopping Guide and the California WIC Card (WIC Card)
The new Shopping Guide will become effective prior to implementation of the new WIC Card. It will be in effect while both paper food instruments (FIs) and WIC Cards are in use and includes information on how to use both paper FIs and the WIC Card.

Food Category Shopping Guide Changes
The lists of authorized foods were updated for most Brand Specific Food Categories/Subcategories, including the lists of authorized brands/products for Yogurt, Soy, Tofu, Corn Tortillas, Whole Wheat Pasta, Whole Wheat Tortillas, Infant Fruits and Vegetables, Infant Cereal, and Infant Meats. Additionally, other miscellaneous changes were made, such as revised clarifications and revised prohibitions.

Please refer to updated Shopping Guide for the list of eligible food items.
Action for Vendors

English and Spanish versions of the April 2, 2019 Shopping Guide will be mailed to WIC authorized vendors prior to April 2, 2019. The updated Shopping Guide is also available on the WIC Foods page at:

https://www.cdph.ca.gov/Programs/CFH/DWICSN/Pages/WICFoods.aspx

After March 16, 2019 WIC authorized vendors can order additional updated Shopping Guides and other WIC materials from:

https://www.cdph.ca.gov/Programs/CFH/DWICSN/Pages/Grocers/AuthorizedVendors.aspx

FIs issued to WIC participants before April 2, 2019 will reference the March 28, 2016 Shopping Guide in the “What to buy” section of the FI. FIs issued to WIC participants on or after April 2, 2019 will reference the April 2, 2019 Shopping Guide in the “What to buy” section of the FI. During the three-month transition period, please identify which Shopping Guide is referenced in the “What to buy” section of the FI and use that Shopping Guide to determine which foods participants may purchase.

Questions

If you have any 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.

Lantrel Stockton, Chief
Vendor Management Branch
Women, Infants, and Children (WIC) Division
Major Food Changes

New! April 2, 2019
WIC Authorized Food List Shopping Guide

Added

Milk
• Cultured Milks “cannot buy”
• Specialty Milks “cannot buy”

Cheese
• Must be pasteurized
• Yellow cheddar

Yogurt
• Various brands and products

Soy
• Great Value Soymilk Original, refrigerated half gallons
• Unsweetened soy “cannot buy”

Tofu
• Bulk (not pre-packaged) “cannot buy”

Whole Grains
• Bulk (not pre-packaged) “cannot buy”
• Corn Tortillas, Whole Wheat Tortillas, and Whole Wheat Pasta:
  » Various brands and products

Peanut Butter
• Flax seed “cannot buy”

Dry Beans, Peas, or Lentils
• Bulk (not pre-packaged) “cannot buy”

Fruits and Vegetables
• Dried Fruits in bulk (not pre-packaged) “cannot buy”

Infant Fruits and Vegetables
• Various brands

Infant Cereal
• Various brands and products

Infant Meats
• Various brands

Removed

Yogurt
• Various brands and products

Soy
• WESTSOY shelf-stable half gallons

Tofu
• All Wo Chong products

Whole Grains
• Brown Rice, Bulgur, Oatmeal, and Whole Grain Barley:
  » Bulk
• Corn Tortillas, Whole Wheat Tortillas, and Whole Wheat Pasta:
  » Various brands and products

Dry Beans, Peas, or Lentils
• Bulk

Breakfast Cereal
• Mill Select Early On Puffed Wheat

Fruits and Vegetables
• Dried Fruits in bulk

Infant Fruits and Vegetables
• 3.5 oz containers
• Various brands

Infant Cereal
• Various brands and products

Infant Meats
• Various brands