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GAVIN NEWSOM  
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March 01, 2019

**VENDOR ALERT 2019 – 01**

TO: ALL WIC VENDORS

SUBJECT: REVISED WIC AUTHORIZED FOOD LIST SHOPPING GUIDE, EFFECTIVE APRIL 2, 2019.

**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**

CDPH/WIC will release a new WIC Authorized Food List Shopping Guide (Shopping Guide), effective April 2, 2019. See the included document entitled, "Major Food Changes for April 2, 2019," for highlights of food changes to the Shopping Guide.

**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.



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**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.

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**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](mailto:WICVENDORINFO@cdph.ca.gov).

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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



**For all changes,**  
see the 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

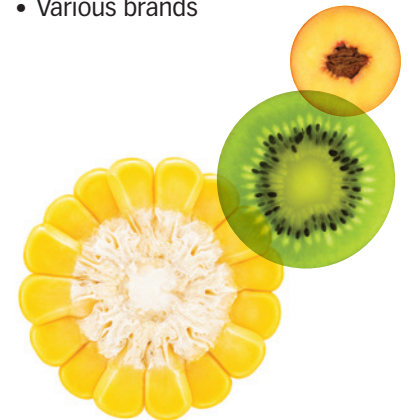
- 3.5 oz containers
- Various brands

### Infant Cereal

- Various brands and products

### Infant Meats

- Various brands



California Department of Public Health,  
California WIC Program  
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