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May 1, 2025

Vendor Alert 2025 – 01

TO: All WIC Vendors

SUBJECT: Updated California WIC Card: Farmers Modernization Project

Purpose:

The California Department of Public Health, Women, Infants and Children Division (CDPH/WIC) is notifying all WIC authorized vendors of a change to the California WIC Card. The updated card will include a quick response (QR) code added to the front which enables WIC authorized farmers to accept electronic benefits.

Background:

Previously, WIC Shoppers received paper checks to redeem Farmers' Market Nutrition Program (FMNP) benefits with WIC authorized farmers at WIC authorized farmers' markets. With the addition of the "Farmers' Market" QR code on the California WIC Card, WIC Shoppers can shop for fresh produce with WIC authorized farmers who will scan the QR code using a smart device to redeem monthly WIC Cash Value Benefits (CVB) and FMNP benefits.

Refer to the next page for images of the updated California WIC Card that WIC local agencies will begin issuing to participants in May 2025.

Action for Vendors:

No action is required at this time; the QR code will only apply to WIC Card transactions at farmers' markets. **There is no change to processing a WIC Card transaction at WIC authorized vendors.** Cashiers should continue to rely on the WIC EBT system to approve or decline WIC Card purchases. Please continue to use the magnetic stripe on the back of the card to complete all transactions.

Front of WIC Card:



Back of WIC Card:



Questions:

For additional questions you may also contact your WIC Vendor Consultant or call toll free (855) WIC-STOR or (855) 942-7867 or contact the WIC Vendor Management Branch by email at WICVENDORINFO@cdph.ca.gov.

A handwritten signature in black ink, appearing to read 'Lantrel Stockton'.

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