California WIC
Quarterly Vendor Stakeholder Webinar

Wednesday, March 16, 2022| 10:30 A.M.

Please type your name and company information in the chat.
## Today’s Agenda

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**Next Vendor Stakeholder Webinar:**

**Wednesday, July 13, 2022**
Infant Formula Recall

Michelle Wilkins, Chief
Vendor Operations Section
On February 13, 2022, Abbott announced that it is voluntarily recalling infant formula produced at its Michigan facility:

- This recall affected some formulas issued and redeemed by participants in California.
- CDPH/WIC is explicitly allowing vendors to exchange a recalled product for the same brand product in a different physical form or unit size or a different brand product.
- For more information, please see Vendor Alert 2022-02.
Redemption Data Trends

Susan Sabatier, Chief
Data Analysis, Research, & Evaluation Section
CA WIC Redemptions 2021:
Top 5 Categories with Top 5 Products
(Excluding Infant Formula*)

Data Source: CDPH/WIC Division, WIC Reporting, Analytics, and Data (WRAD)
Prepared By: CDPH/WIC Division/Data Analysis, Research and Evaluation Section; 2/10/2022

*Infant formula is the highest redeemed category
CA WIC Redemptions 2021: Quarterly F&V CVB by Top 5 Food Products*

- **June – Sept 2021:** CVBs increased to $35 for all non-infant participants
- **Oct – Dec 2021:** CVBs adjusted to NASEM recommendations

* Redemptions only from Integrated Point of Sale systems; excludes the generic PLU code 4469

Data Source: CDPH/WIC Division, WIC Reporting, Analytics, and Data (WRAD)
Prepared By: CDPH/WIC Division/Data Analysis, Research and Evaluation Section; 2/10/2022
CA WIC Redemptions: CVB Subcategories, January – December 2021

CVB Redemption by Subcategory: Jan 2021 - Dec 2021

- Canned Fruits & Vegetables CVB: 94.4%
- Dried Fruits CVB: 94.1%
- Fresh Fruits & Vegetables CVB: 94.0%
- Frozen Fruits & Vegetables CVB: 93.4%

Average Annual % of Total Dollar Redemptions
- Canned Fruits & Vegetables CVB: 3.5%
- Dried Fruits CVB: 0.2%
- Fresh Fruits & Vegetables CVB: 94.0%
- Frozen Fruits & Vegetables CVB: 2.3%

Data Source: CDPH/WIC Division, WIC Reporting, Analytics, and Data (WRAD) Prepared By: CDPH/WIC Division/Data Analysis, Research and Evaluation Section; 2/10/2022
Local Vendor Liaisons (LVLs)

Jennifer Ly, Analyst
Vendor Training Unit
Local Vendor Liaisons (LVLs)

The Role of the Local Vendor Liaison (LVL)
• Designated WIC local agency staff providing technical support to WIC authorized vendors in their communities.
• Share important updates and information with their assigned stores.
• Each store has an assigned LVL.

LVLs will be contacting vendors in March
• Will be calling stores asking to speak with owner or store manager.
• Providing program updates and gathering information.
• Please take time to speak with your assigned LVL.
Food Shortages

Lantrel Stockton, Chief
Vendor Management Branch
Food Supply Shortages

• The WIC Division outreach efforts:
  • State Staff
  • Local Vendor Liaisons
  • Meet regularly with grocer associations

• If you have immediate concerns, please reach out to your vendor consultant.
Vendor Annual Training Newsletter

Michael Ash, Chief
Vendor Training Unit
• A copy has been mailed to each store location.

• Available on the WICWorks Website at: www.wicworks.ca.gov

• Available for certification on the VWIX Website at: www.vwix.ca.gov
Today’s webinar slides will be posted on the CDPH/WIC website.

CA WIC Vendor Help Desk
Email: WICVendorInfo@cdph.ca.gov
Phone: (855) 942-7867
www.wicworks.ca.gov

Next Vendor Stakeholder Webinar
Wednesday, July 13, 2022