California WIC Vendor Stakeholder Webinar

Thursday, April 8, 2021
10:30 A.M.

WebEx Audio Dial-In:
Phone: (415) 655-0001
Meeting Number/Access Code: 145 105 1734
## Today’s Agenda

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**Next Vendor Stakeholder Webinar:**

**Thursday, August 19th**
California WIC Vendor Statistics

- 3,900 California WIC authorized vendors.
- Averaging 320,000 WIC Card purchase transactions per week.
- More than 19 million WIC Card purchase transactions to date.
- All WIC authorized vendor stores are 100% WIC EBT.
Virtual Routine Monitoring Visits (RMVs)

- All WIC state agencies are required to conduct Routine Monitoring Visits (RMVs) at WIC authorized stores.

- USDA has granted California WIC a waiver for the onsite portion of the Routine Monitoring Visit.

- California WIC is currently developing a virtual RMV process.

- RMVs will be conducted over the phone.
Virtual Routine Monitoring Visits (RMVs) (continued)

• WIC staff will be gathering information from vendors regarding:
  o Minimum stocking requirements
  o Store register count
  o Other questions as necessary to conduct the RMV

• Vendors will be required to email health permits and any other requested documents to the WIC analyst after the virtual RMV.
Shelf Price Submission Reminder

• *Vendor Alert 2021-01: 30-Day Notice for the Mandatory Shelf Price Submission Period* was published and emailed to vendors on February 12, 2021.

• Vendors must submit shelf prices for the 11 Market Basket Items for the period March 15, 2021 through March 28, 2021.

• Prices must be submitted into VWIX no later than 11:59 P.M. on April 14, 2021.

• For assistance with VWIX logins, contact the WIC Vendor Help Desk at (855) 942-7867, or WICVendorInfo@cdph.ca.gov.
Local Vendor Liaison (LVL) Calls and Checkout Services Survey

• LVLs contacting vendors by phone
• Calls occurring until 4/15/21
• Conducting Checkout Services Survey
• Sharing important WIC updates
Local Vendor Liaison (LVL) Calls and Checkout Services Survey (continued)

• How can customers transact with their WIC Card at your store?
• What do vendors want to learn more about when it comes to online shopping?
• Plan to conduct survey routinely.
Online Shopping Update

- USDA/FNS funded project with the Gretchen Swanson Center for Nutrition to develop a nationwide framework for WIC Online Shopping.
  - Includes funding for five (5) state-level online shopping pilots.
  - Pilot states to be selected Fall 2021.
Vendor Feedback Request – Store Inventory

• Inventory concerns or food shortages?
• Post in the chat or send an email to WICVendorInfo@cdph.ca.gov including your store name, address, and contact information.
Temporary WIC Authorized Food List and Authorized Product List (APL)

- In Spring 2020, the Temporary WIC Authorized Food List (WAFL) and Temporary Authorized Product List (APL) made additional foods available to WIC participants in response to the nationally-declared public health emergency.

- These additional foods were included in the electronic APL file that is sent to vendors.

- The Temporary WAFL and Temporary APL will no longer be available as of June 1, 2021; return to authorizing regular WIC foods.

- CDPH/WIC will temporarily increase the Cash-Value Benefit (CVB) for women and children to $35 per person per month. This increase will be for four months, for the benefit periods of June-September.

- For more details, refer to Vendor Alert 2021 – 02, published April 1, 2021.
Closing and Thank You

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

Next Vendor Stakeholder Webinar
Thursday, August 19, 2021