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Check out our website at: www.wicworks.ca.gov
The California Department of Public Health/Women, Infants and Children Division (CDPH/WIC) wants to thank WIC vendors for your continued dedication, flexibility, and response to ongoing pandemic challenges and the nationwide infant formula shortage. WIC vendors continue to deliver a positive shopping experience and provide nutritious foods to help WIC families stay healthy. Every cashier, manager, and store owner play a powerful role in making the California WIC Program a success. The California WIC Card is frequently swiped—with an average of 58,000 daily purchases and 407,000 weekly purchase transactions. Vendors are an essential part of the WIC family because you make it possible for WIC participants to use their benefits to buy nutritious foods. CDPH/WIC values and appreciates your partnership. It truly makes a difference!
About California WIC

Our Mission

California WIC Program public health professionals including: nutritionists, dietitians, analysts, researchers, and other staff members share a mission to protect and improve the health of pregnant women, new mothers, infants, and children up to the age of five during critical times of growth and development. WIC helps families grow healthy by providing benefits for nutritious foods, such as fruits and vegetables, whole grains, milk, eggs, cereal, peanut butter, and much more.

WIC also provides personalized nutrition education and breastfeeding support tailored to meet the needs and lifestyles of participants and offers referrals to healthcare and other community services. For nearly fifty years, WIC has been one of the nation’s most successful public health programs, with proven results for improving maternal and childhood outcomes, and influencing lifetime nutrition and health behaviors.
Vendor Training Requirements

Annual Vendor Training

Per [WIC Bulletin Regulations section 71800](#), each California WIC authorized vendor is required to complete annual vendor training on a yearly basis. Annual vendor training is completed by reading the California WIC Vendor Annual Training Newsletter. For 2022, a printed copy will be mailed to each WIC authorized vendor, and an online version will be available at [wicworks.ca.gov](http://wicworks.ca.gov). All WIC authorized vendors must read this training newsletter and understand its content. Failure to complete annual vendor training will result in termination of the Vendor Agreement.

Interactive Vendor Training

Per [W.B.R. section 71800](#), prior to WIC authorization and at least once every three (3) years, California WIC vendor applicants and WIC authorized vendors must attend an interactive training and successfully pass an examination upon completion of the interactive training. Failure to complete interactive training will result in termination of the Vendor Agreement and WIC authorization.

Two Types of Training: What’s the Difference?

<table>
<thead>
<tr>
<th>Annual Vendor Training</th>
<th>Interactive Vendor Training</th>
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<tbody>
<tr>
<td>When is it required?</td>
<td>Once a year</td>
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<tr>
<td></td>
<td>At authorization and every three (3) years</td>
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<tr>
<td>What does it include?</td>
<td>Reading the California WIC Vendor Annual Training Newsletter</td>
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<td></td>
<td>Attending an Interactive Vendor Training Class</td>
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<tr>
<td>How do I complete it?</td>
<td>Read the California WIC Vendor Annual Training Newsletter. (For 2022, a printed copy will be mailed to each WIC authorized vendor and an online version will be available at <a href="http://wicworks.ca.gov">wicworks.ca.gov</a>.)</td>
</tr>
<tr>
<td></td>
<td>Pass the exam upon completion of Interactive Vendor Training</td>
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The California WIC Card

How to Conduct a WIC Card Transaction

The California WIC Card (WIC Card) is used for the California WIC Program only and is not authorized as payment for other benefit programs, such as CalFresh or CalWORKs. In California and participating border-state stores, participants use the WIC Card to shop at any California WIC authorized vendor. There is one card per household, meaning an entire family’s benefits are combined onto a single card. **The WIC Card must be physically present during all WIC Card transactions.** Cashiers may key-enter the WIC Card number only after a magnetic swipe read has failed.

Shopping with the WIC Card requires a 4-digit Personal Identification Number (PIN) that the participant chooses. **Vendors may never ask for the PIN or enter the PIN on behalf of the participant.** WIC benefits are redeemable for one month at a time. Participants can start using their benefits on the “First Day to Use.” Benefits automatically expire at midnight on the “Last Day to Use.” The same card is used each month since WIC food benefits are reloaded onto the same card.

Important Reminder

Vendors may process WIC Card transactions only when a shopper presents the WIC Card at the time of purchase. **The WIC Card must be present for the purchase of WIC food items.** If no WIC Card is present, the transaction **cannot be completed**, even when the shopper knows their WIC Card number, for example, by using the California WIC App, a photo of their WIC Card, or from memory.

The WIC Card must be swiped to process a California WIC Card transaction.

Vendors must not manually key-enter WIC Card numbers into the cash register. The only exception is if the magnetic card swipe read fails, vendors can then key-enter the WIC card number. If a cashier manually enters the card number, the shopper still must enter their PIN into the WIC POS keypad. Cashiers must not enter PIN numbers on behalf of a shopper. CDPH/WIC monitors the number of manually keyed entries each vendor completes.
Cashier Training Videos

There are two cashier training videos for accepting WIC Card purchases available to WIC authorized vendors—one for Integrated point of sale (POS) systems and another for Stand-Beside POS systems. Integrated POS systems accept multiple types of payment, such as credit cards, debit cards, and EBT, while WIC Stand-Beside POS systems only transact the WIC Card and/or SNAP benefits. These videos serve as valuable resources for helping to train staff on conducting WIC Card transactions. Both videos include an overview of the WIC Authorized Food List Shopping Guide, step-by-step WIC Card transaction instructions, information on the Authorized Product List (APL), WIC Card transaction troubleshooting tips, details on how to read a WIC Card receipt, and vendor resources.

To access the Cashier Training Videos, go to our website at www.wicworks.ca.gov

1. **Left side, find** Grocers
2. **Click** Vendor Education
3. **Select the applicable Cashier Training Video link listed under Vendor Training Tools.**
1. Cashier **scans the food.**

2. Shopper **swipes the WIC Card** before any other form of payment and **enters their PIN.**
   - The WIC Card must be physically present during all WIC Card transactions.
   - Vendors must never ask for the PIN or enter the PIN for the shopper.
   - The POS system determines if a food is WIC authorized and if WIC benefits for that food are available to the WIC shopper.

3. **POS prints the beginning balance** and benefits utilized receipt(s) (or displays on the screen).
   - **Cashier must hand the receipt(s)** to the WIC shopper for review and the shopper confirms that WIC foods were purchased as expected.
   - If the POS system does not print out a benefits utilized receipt, **purchase information must be viewed** by the shopper on a cash register or POS screen.
   - If an item did not deduct from the WIC food balance as expected, the **shopper may request** the cashier void that item from the purchase.

4. **Shopper approves** WIC purchase using the card terminal or keypad.
   - WIC authorized food items available to the shopper are automatically removed from the balance on their WIC Card.
   - Cashiers cannot perform overrides with a WIC Card purchase.

5. Shopper **uses other forms of payment** next if non-WIC items are also being purchased during the same transaction.

6. Cashier gives shopper the **final transaction receipt,** which will include the shopper’s remaining WIC benefit balance.
   - After purchase is complete, the cashier cannot void the transaction or put items back onto the WIC Card.

**Reasons a food may not scan as a WIC benefit for the shopper:**
- The food item is not included in the WIC shopper’s benefits.
- There are not enough benefits left on the WIC Card to buy the item.
- The food item is not WIC authorized.
- The Universal Product Code (UPC) for the selected food item is not in the California APL. To add new products, visit [www.wicworks.ca.gov](http://www.wicworks.ca.gov), click **WIC Foods**, click **UPC Submissions**, and follow the instructions.

**Stores must ensure the WIC APL is current and perform daily updates to the store’s POS system.**

**If your POS is not able to complete California WIC Card transactions correctly:**
- Contact your corporate office or POS Equipment Provider to confirm that your store’s POS system has the most current version of the APL. If the APL is not current, food items may be rejected during the WIC Card transaction.
- There may not be enough benefits left on the WIC Card to buy the item. Print out a Beginning Balance Inquiry and give it to the shopper to review which benefits are currently on their WIC Card.
- The UPC is not in the APL. To add new products, visit [www.wicworks.ca.gov](http://www.wicworks.ca.gov), click **WIC Foods**, click **UPC Submissions**, and follow the instructions.

**Note:** For technical assistance with your POS system, contact your corporate office or POS equipment provider. **CDPH/WIC cannot fix your POS system.**
Stand-Beside POS System | Basic WIC Card Transaction Steps

1. Shopper **separates WIC foods** from other items.

2. Cashier **presses F2** to activate the WIC purchase option in the main menu.

3. Shopper **swipes the WIC Card** through the card reader.
   - **The WIC Card must be physically present during all WIC Card transactions.**

4. Shopper **enters PIN**.
   - **Vendors must never ask for the PIN or enter the PIN for the shopper.**

5. Cashier **scans barcodes and enters prices** into the Stand-Beside POS, starting with all non-fruit and vegetable items. Cash-Value Benefits (CVB) are fresh, frozen, or canned fruits or vegetables and dried fruits. CVB will be rung up later in the transaction.
   - **After scanning each item, enter the price and press Enter.**
   - If the terminal displays an error message after scanning an item, set the item aside. Read page 9 for Understanding Stand-Beside Error Messages.
   - **Press F1** after all non-fruit and vegetable foods have been scanned.
   - The terminal will ask if there are any CVB items. If the shopper is purchasing fruits and vegetables with their WIC Card, the cashier **enters the price of each item** and presses **Enter** after each entry or enters the total purchase price of all CVB items. **Do not scan CVB items even if the CVB item has a UPC.**

6. If coupons are being used, **enter coupon amounts** one at a time and press **Enter** after each amount. **Do not enter the total price in the Coupon Mode.**
   - **Option: press F2** (List) to print out WIC foods being purchased. Hand the print-out to the shopper to review and approve.

7. Cashier **presses F1** to complete the transaction. A receipt will print. Cashier **hands receipt to shopper** and can press **F1** to print out a merchant copy.
Understanding Stand-Beside Error Messages

- **Invalid UPC**: The APL is not up to date or the UPC is not in the APL. The UPC may not be allowed, it may be a new item that has not yet been added, or a CVB UPC was scanned, which is not allowed for Stand-Beside systems. **Prices must be entered for CVB items.**
  - To add new products to the APL, visit [www.wicworks.ca.gov](http://www.wicworks.ca.gov), click **WIC Foods**, click **UPC Submissions**, and follow the instructions.

- **Insufficient Funds**: A shopper does not have enough benefits left to buy this item, the item may not be available in the shopper’s balance, or the item is not on the APL.
  - Print out a Beginning Balance Inquiry and give it to the shopper so they may review what benefits are currently on their WIC Card.

Stores must ensure that the APL is current. Stand-Beside POS devices receive automatic electronic updates to the APL overnight. Stand-Beside POS devices must remain powered-on and connected to the internet overnight to ensure that updates are completed.

The Stand-Beside POS system may not be moved from the authorized store to another location.

Contact the FIS Merchant Help Desk at 1-833–257-2165, or the FIS ebtEDGE website at [www.ebtedge.com](http://www.ebtedge.com) for support for Stand-Beside POS systems. When calling, you will need the FIS Location ID number for your store. The number may be located on a sticker on your POS terminal, and is listed on your FIS Merchant Agreement. If you cannot locate this number, contact the WIC Vendor Help Desk at WICVendorInfo@cdph.ca.gov, or (855) 942-7867.
Whether your store uses an Integrated or Stand-Beside POS system, here are some helpful tips to help you conduct successful WIC Card transactions.

**Tip #1:** Stores must ensure that the APL is current and perform updates.

**Tip #2:** WIC only provides WIC authorized foods that are available in the shopper's benefits and in the APL.
- No overrides.
- No substitutions or rain checks.
- Cashiers must scan the UPC on the food’s package. Do not scan a sheet of UPCs or a different food item.
- Fresh fruit and vegetables with a Price Look-up Code (PLU) may need to be entered manually.

**Tip #3:** The California WIC App and the California WIC Authorized Food List Shopping Guide are resources for helping shoppers select foods or understand why a food is not available to them.

**Tip #4:** The physical WIC Card must be swiped for all WIC transactions. Do not ask for a second form of identification for a WIC purchase.
- Just the WIC Card and PIN are needed.

**Tip #5:** Some receipts may show the difference between the vendor’s price for a WIC food item and the maximum amount the state will reimburse a vendor for that food item. The WIC shopper is not responsible for paying the difference and the vendor may never ask the shopper to pay this amount.

**Tip #6:** If a shopper is experiencing problems with their WIC Card, they may contact their WIC office or call the Participant Support Line at 1-800-852-5770.

**Tip #7:** Even though shoppers are not required to buy all of their WIC foods in one shopping trip, vendors must meet the Minimum Stocking Requirements (MSR) at all times.
WICVendor Frequently Asked Questions

Must a WIC Card be physically present during all WIC transactions?

Yes. The WIC Vendor Agreement and regulations specify that a physical card must be present and swiped for all WIC transactions.

- Vendors may process California WIC Card transactions only when a shopper presents the WIC Card at the time of purchase.
- WIC Card numbers may only be key-entered by the cashier after a magnetic swipe read has failed.
- Vendors may not accept any other forms of the WIC Card, such as photos of the WIC Card or information from the WIC App.

Can a WIC shopper purchase WIC food items if they do not know their PIN?

No. If a WIC shopper forgets their PIN, direct them to the phone number or website on the back of their WIC Card for help. If a WIC shopper enters the PIN incorrectly four (4) times, the WIC Card will be locked, and they will need to call the phone number on the back of their WIC Card to unlock it. Vendors may never enter the PIN on behalf of the shopper, nor collect the PIN.

What if a WIC shopper forgets their WIC Card at my store?

If a California WIC Card is found, vendors must return the card within seven (7) days to the address printed on the back of the card.

Must WIC shoppers buy all of their WIC foods in one trip with the WIC Card?

No. Shoppers may purchase as many (or as few) of their WIC foods as they want as long as the selected item is in the APL and benefits are available on their WIC Card.

- WIC food benefits for a household are combined on one card.
- WIC shoppers use the same card month after month.
- Food benefits are good for 30 days, then expire. Benefits do not carryover.

What to do if a WIC shopper cannot buy their food at the store?

If a shopper has questions or problems buying their WIC foods at the store, share these directions with them:

Call the Participant Support Line at 1-800-852-5770 and/or email WIC@cdph.ca.gov and have this information ready:

- WIC Card number
- Store location (name, city, street)
- Approximate day and time of visit
- Product description (brand, size, and UPC)
- Details of what happened

Additional Tip: Shoppers can use their phone to take a picture of the front and back label, nutrition facts panel, ingredients, and UPC/Barcode of the food item they were unable to purchase.
Reading the WIC Card Receipts

WIC participants are responsible for knowing which food benefits are on their WIC Card. Participants are also responsible for reading their WIC Card Food Balance and determining the correct sizes, brands, and amounts of WIC authorized foods they may purchase. If a participant has questions about their Food Balance, WIC Card, or food purchase, they may contact their WIC office, call the Participant Support Line at (1-800-852-5770), or contact the phone number listed on the back of their WIC Card (1-844-4MY-FAMILY).

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<thead>
<tr>
<th>SAMPLE STORE</th>
<th>TERMINAL ID: 123</th>
<th>MERCHANT TERM ID: NEW123456</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY STREET ADDRESS</td>
<td>CLERK ID: 999</td>
<td>DATE &amp; TIME: 4/27/2023 11:05AM</td>
</tr>
<tr>
<td>ANYTOWN, CA, 99999</td>
<td>SEQ NUMBER: 005</td>
<td>CARD: **************1234</td>
</tr>
<tr>
<td>TERMINAL ID: 123</td>
<td>CLERK ID: 999</td>
<td>DATE &amp; TIME: 4/27/2023 11:05AM</td>
</tr>
<tr>
<td>MERCHANT TERM ID: NEW123456</td>
<td>SEQ NUMBER: 005</td>
<td>CARD: **************1234</td>
</tr>
</tbody>
</table>

**WIC PURCHASE**

<table>
<thead>
<tr>
<th>QTY</th>
<th>UNITS</th>
<th>DESCRIPTION</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.00 OZ</td>
<td>CHEESE, REGULAR</td>
<td>1 @ $4.99</td>
<td>4.99</td>
</tr>
<tr>
<td>16.00 OZ</td>
<td>WHOLE WHEAT TORTILLA</td>
<td>1 @ $2.99</td>
<td>2.99</td>
</tr>
<tr>
<td>1.00 DOZ</td>
<td>EGGS</td>
<td>1 @ $2.79</td>
<td>2.79</td>
</tr>
<tr>
<td>2.97 $$$</td>
<td>FRUITS &amp; VEGGIES CVB</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PURCHASE SUBTOTAL** 13.74

**DISCOUNTS APPLIED** 0.50

**APPROVED PURCHASE TOTAL** 13.24

**BALANCE DUE**—$0.00

**BENEFITS EXPIRE ON 04-27-2021**

***REMAINING WIC BENEFITS***

<table>
<thead>
<tr>
<th>QTY</th>
<th>UNITS</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.00 OZ</td>
<td>WW BREAD OR GRAINS</td>
<td></td>
</tr>
<tr>
<td>36.00 OZ</td>
<td>BREAKFAST CEREAL</td>
<td></td>
</tr>
<tr>
<td>3.00 GAL</td>
<td>LOWFAT MILK (1% FAT)</td>
<td></td>
</tr>
<tr>
<td>32.00 OZ</td>
<td>YOGURT</td>
<td></td>
</tr>
<tr>
<td>1.00 CTR</td>
<td>PB OR DRY BEANS</td>
<td></td>
</tr>
<tr>
<td>128.00 OZ</td>
<td>JUICE—ALL CATEGORIES</td>
<td></td>
</tr>
<tr>
<td>6.03 $$$</td>
<td>FRUITS &amp; VEGGIES CVB</td>
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</tbody>
</table>

***CARDHOLDER COPY***

***PLEASE SAVE THIS RECEIPT***
Reading WIC Card Receipts

Juice

The WIC Card and WIC Food Balance include the total amount of juice in ounces available to a WIC family. This total amount reflects the reconstituted (mixed with water) amounts for 11.5, 12, and 16 oz concentrated juices and not the container sizes. A 16-oz concentrate makes 64 oz of juice; a 12-oz concentrate makes 48 oz of juice; and an 11.5-oz concentrate makes 46 oz of juice. If leftover ounces are available in the WIC Food Balance, a participant needs at least 46 oz available to get the smallest authorized juice container size (the 11.5-oz concentrate).

• The oz of juice listed in the WIC Food Balance for concentrated juice is the amount made after mixing with water.
• The type and sizes of juice chosen at the store will affect the amount deducted from the WIC Food Balance.
• Participants may short themselves the full benefit of juice if they choose juice types/sizes that do not add up to their maximum benefit.

• Note: When participants have less than 46 oz of juice available in their WIC Food Balance, they cannot buy any more juice.

<table>
<thead>
<tr>
<th>Juice Package Size</th>
<th>Makes This Much Juice</th>
</tr>
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<tbody>
<tr>
<td>64-oz Ready-To-Drink</td>
<td>64 oz</td>
</tr>
<tr>
<td>16-oz Concentrate</td>
<td>64 oz</td>
</tr>
<tr>
<td>12-oz Concentrate</td>
<td>48 oz</td>
</tr>
<tr>
<td>11.5-oz Concentrate</td>
<td>46 oz</td>
</tr>
</tbody>
</table>

Canned Beans

WIC shoppers whose benefits include dry beans, canned beans, and/or peanut butter may purchase 1 bag (16 oz) of dry beans, 4 cans of cooked beans, or 1 container (CTR) of peanut butter. Please see the Legumes Helpful Hints for more information.

Helpful Hint: How much is 1 CTR?

1 CTR Dry Beans, Peas, or Lentils (One 16 oz package)

1 CTR Canned Beans (Four 15–16 oz cans)

1 CTR Peanut Butter (One 16–18 oz jar)

Helpful Hints

• Four cans equals 1 CTR. One can equals .25 CTR:

  \[ \begin{align*}
  & 16 \text{ oz} + 16 \text{ oz} + 16 \text{ oz} + 16 \text{ oz} = 1 \text{ CTR} \\
  & .25 + .25 + .25 + .25 = 1 \text{ CTR}
  \end{align*} \]

• For each can you buy, .25 CTR will be subtracted from your benefit balance. For example, if you have 1 CTR to use and you buy 3 cans of beans, you will have .25 CTR (1 can) left to buy another day.

• To get the most canned beans, buy 16 oz cans.
WIC Authorized Food List Shopping Guide

The WIC Authorized Food List Shopping Guide is the educational document that summarizes the requirements for supplemental foods authorized by W.B.R. sections 82000–83000. The most recent publication is dated April 2, 2019 and is available in both English and Spanish. We recommend you keep a copy at each register for use as a WIC transaction tool. To access the WIC Authorized Food List Shopping Guide:

1. Visit our website at www.wicworks.ca.gov
2. Click WIC Foods
3. Click WIC Authorized Food List Shopping Guide-April 2, 2019 (Revised)

New! Primary Contract Infant Formula

Effective August 1, 2022, the California WIC primary contract brand milk-based infant formula changed to Similac Advance 12.4 oz powder; Enfamil ProSobee 12.9 oz powder continues to be the primary contract brand soy-based infant formula.

Vendors must stock and maintain required product supply to meet the Minimum Stocking Requirements for primary contract brand milk-based infant formula. Visit the WIC Infant Formula webpage for more information.
The California WIC Authorized Product List

What is the California WIC Authorized Product List (APL)?

The APL is an electronic file of UPCs and PLU codes for all foods authorized by CDPH/WIC. In addition to UPCs and PLUs, the APL includes detailed product information, including brand, product name, size, food category, and subcategory classifications.

Why Do I Need the APL?

When a food item is scanned at the cash register, its UPC or PLU must match one in the APL to be purchased using WIC benefits. If the UPC or PLU is not in the APL, WIC shoppers will be unable to purchase that food item. There are no overrides or substitutions. Cashiers must scan the UPC on the food package. Do not scan a sheet of UPCs or a different item. During the transaction, when an item is rejected, as long there is a remaining balance on the WIC Card, the WIC shopper can swap the food item for one that is in the APL.

How Does the APL work?

Keep in mind the APL is continuously updated. CDPH/WIC regularly collects new UPCs to review, authorize, and add to the APL. Food items that no longer meet CDPH/WIC or federal criteria will be removed from the APL. If your store sells a product you think meets CDPH/WIC requirements, you can ask for it to be reviewed to be added to the APL by visiting www.wicworks.ca.gov, clicking WIC Foods, clicking UPC Submissions, and following the submission instructions.

If you have questions or concerns about a WIC food item or the APL, email WICfoods@cdph.ca.gov.

Produce Mapping: Integrated Stores

Produce mapping is matching the store’s fresh produce UPC or PLU to a PLU code in the APL. CDPH/WIC’s PLU list is taken from the International Federation for Produce Standards (IFPS) list. All WIC authorized fresh produce, including packaged produce with UPCs, must be mapped to a corresponding PLU for stores using Integrated POS systems. Integrated stores requiring assistance with produce mapping should contact their POS system Provider or corporate office. For more information on produce mapping, please review Vendor Alert 2020-01.

Note: As new fresh produce PLUs are added to the market on a regular basis, it is important that stores continue to update their POS systems to ensure items are correctly mapped. Integrated stores not properly mapping PLU codes to fresh produce may result in fresh produce being rejected.
Cash Value Benefits: 
Stand-Beside POS System

Cash-Value Benefits (CVB) allow WIC shoppers to purchase fresh, frozen, or canned fruits or vegetables and dried fruits.

Stores using Stand-Beside POS systems will be prompted on the screen to enter the dollar amount for fruit and vegetable purchases. A dollar amount may be entered for each CVB separately or a total amount for all CVB items. For assistance with fruit and vegetable transactions using a Stand-Beside POS system, contact the FIS Help Desk at (833) 257-2165.

Note: Never scan fruits or vegetables with a Stand-Beside POS system, even if the item has a UPC.

When is the APL Available and How Do I Get It?

Remember, WIC authorized vendors are required to maintain the most updated version of the APL to support successful WIC transactions with the WIC Card. Per the Vendor Agreement, the store’s POS must retrieve the APL on each day that it processes WIC EBT transactions, excluding official holidays, Saturdays, and Sundays. The store must apply the APL to the store’s POS system when retrieved and no later than within forty-eight (48) hours of the APL’s file creation date and time. For Integrated POS systems, the updated APL should automatically download daily. For Stand-Beside POS systems, it is critical that the system is left powered on and connected to the internet overnight for the updated APL to download. Stores with Integrated POS systems should check with their corporate office or POS Equipment Provider to make sure their systems are set up to perform automatic nightly downloads of the APL. An Excel file of the APL is posted online for reference. This file is not a downloadable version for store register use. To view the reference file, visit www.wicworks.ca.gov, click WIC Foods, and click CA Authorized Product List.

If you have questions or concerns about a WIC food item or the APL, email WICfoods@cdph.ca.gov.
Infant Formula

New! Contract Infant Formula

In compliance with federal regulations, infant formula cost containment in California is operated through competitively bid infant formula rebate contracts for milk-based and soy-based infant formula. Per regulation, CDPH/WIC awards contracts to the responsive and responsible bidder(s) offering the lowest total net cost per month for each type of infant formula. **Effective August 1, 2022, Abbott Laboratories Inc.,** the maker of Similac, became the current CDPH/WIC contractor for milk-based formula. **Mead Johnson, LLC.,** maker of Enfamil, remains the soy-based formula contractor.

### Abbott Milk-based Formula

**Formula:** Similac Advance*

The new primary contract brand milk-based infant formula in powdered form is part of your Minimum Stocking Requirements. Visit the WIC Infant Formula webpage for more information.

### Mead Johnson Soy-based Formula

**Formula:** Enfamil ProSobee

CDPH/WIC will continue to provide some therapeutic formulas for purchase with the WIC Card for WIC participants with a qualifying medical condition.

### Purchasing Infant Formula From an Authorized Supplier

Authorized vendors are required to purchase all authorized infant formula only from the suppliers that meet the criteria listed in **W.B.R. section 70900**. A wholesaler, distributor, or retailer seller’s permit can be verified at the California Department of Tax and Fee Administration website ([https://onlineservices.cdtfa.ca.gov/?Link=PermitSearch](https://onlineservices.cdtfa.ca.gov/?Link=PermitSearch)). Visit the **WIC Authorized Infant Formula Suppliers webpage** for more information.

* The new primary contract brand milk-based infant formula in powdered form is part of your Minimum Stocking Requirements. Visit the **WIC Infant Formula webpage** for more information.
Store Shelves

Minimum Stocking Requirements

As a WIC authorized vendor, you are required to stock the CDPH/WIC authorized foods and quantities listed in W.B.R. section 71100. These minimum stocking requirements ensure WIC participants have access to the foods they need while shopping at your store. WIC foods included in the minimum stocking requirements must be stocked in full quantities at all times in a public area. WIC foods on order that are not yet delivered do not count toward meeting the minimum stocking requirements.

To review the Minimum Stocking Requirements:

1. Visit our website at www.wicworks.ca.gov
2. Left side, find Grocers
3. Click Authorized Vendors
4. Click Minimum Stocking Requirements

Posting Shelf Prices

Vendors must post prices for all WIC authorized foods so that the prices are visible to shoppers, as specified in W.B.R. section 71900.

Competitive Price Criteria

The California WIC Vendor Authorization Criteria requires vendors to submit their shelf prices to the Department, as mandated by W.B.R. section 70600, Competitive Price Criteria.

Federal regulations (7 Code of Federal Regulations (C.F.R.) part 246.12(g)(4)(ii)(B)) and W.B.R. section 70600 require CDPH/WIC to collect vendor shelf prices every six (6) months to evaluate vendor compliance with cost containment measures. Additional federal regulations (7 C.F.R. part 246.12(h)(3)(xxv)) require vendors to comply with the vendor selection criteria in place throughout the agreement period, including any changes to the criteria during that timeframe.

When notified by CDPH/WIC, vendors must collect and submit their lowest and highest shelf prices of eleven (11) market basket items during the fourteen (14)-Day Vendor Price Collection Period.
Using Shelf Talkers

Vendors are encouraged to display shelf talkers to help WIC shoppers identify WIC authorized foods. Shelf talkers are a great way to help prevent confusion at the register. Shelf talkers may only be affixed to store shelves to identify where WIC food items are located or shelved.

To order your free California WIC Shelf Talkers:

1. Visit our website at www.wicworks.ca.gov
2. Left side, find Grocers
3. Click Authorized Vendors
4. Click Vendor Materials Ordering Process
5. Download a current OSP 508 order form and submit your order!

How to Order FREE Authorized WIC Materials!

As a WIC authorized vendor, you may order WIC materials free of charge! These materials include WIC Authorized Food List Shopping Guides, WIC Card decals, posters, and shelf talkers.

For more information on how to order your free WIC materials, download a current OSP 508 order form found at this link:

1. Visit our website at www.wicworks.ca.gov
2. Left side, find Grocers
3. Click Authorized Vendors
4. Click Vendor Materials Ordering Process

Routine Monitoring Visits

Requirements for Success

As a WIC authorized vendor, you are subject to random Routine Monitoring Visits conducted by CDPH/WIC to ensure program compliance. This is to survey the types and levels of abuse or errors and to take corrective action as appropriate. To ensure your store successfully passes a Routine Monitoring Visit, review the Vendor Agreement and the following list to verify you meet the necessary requirements:

- Valid Health Permit
- Visible Prices Posted on all WIC authorized foods
- Minimum Stocking Requirements (check expiration dates on food)
- Infant Formula Invoices (see Purchasing Infant Formula from an Authorized Supplier on page 17)
- Cash Registers (identify and report the total number of cash registers in your store)
- Store Hours (Ensure store hours are posted. Stores must operate at least six (6) days per week, for at least eight (8) hours each day, and at least four (4) of those hours must be during core business hours: 9:00 am–5:00 pm)
- Correct usage of the WIC Logo
- Clean and sanitary store
Promotions and Incentives

Peer Group 20 (A-50 Stores)

Vendors that receive 50% or greater of annual food sales revenue from WIC redemptions are placed in peer group 20. These vendors are allowed to offer incentive items to WIC shoppers after receiving written approval from CDPH/WIC. Examples of allowable incentive items include fresh fruit and vegetables, beans, tortillas, whole wheat bread, or canned fish. Vendors should reference W.B.R. section 70800 Incentive Item Requirements.

Peer Groups 21–25 (Full-Line Grocery Stores and Other Vendors)

Vendors in peer groups 21–25 are allowed to offer promotions/discounts to WIC shoppers if the promotions/discounts are equally offered to non-WIC shoppers. Examples of allowable promotions/discounts are buy one, get one free offers or manufacturer/store coupons.
Latest Changes

New! Vendor Portal

CDPH/WIC has implemented a new Vendor Portal to replace the Vendor WIC Information eXchange system (VWIX) functionality including the publication of Maximum Allowable Department Reimbursement (MADR) rates. All CDPH/WIC authorized vendors were sent an email that included important information necessary to access the Vendor Portal and create a Vendor Portal User Account. All authorized vendors that have not created a Vendor Portal User Account are instructed to do so immediately. If you have not received an email or have recently changed your email address, contact your WIC Vendor Consultant or the WIC Vendor Help Desk at (855) 942-7867. For more information, please refer to Vendor Alert 2022-12.

Summaries of Vendor Alerts issued in 2022 are included below. Please review to make sure you are up to date about recent directives and information shared with California WIC authorized vendors.

Ways to Stay Informed

Look for important information (click on the links below) from CDPH/WIC about the WIC Card and WIC Program.

1. Vendor Alerts
2. Regulatory Alerts and Bulletins
3. Emails from CDPH/WIC
4. CDPH/WIC website (www.wicworks.ca.gov)

If you have questions, please send an email to: WICVendorInfo@cdph.ca.gov
Vendor Alerts

Vendor Alert 2022-01

On January 10, 2022, CDPH/WIC notified vendors that cage-free egg UPCs have been updated in the APL. To ensure participants can purchase cage-free eggs and all currently authorized food products, please continue to download the most current version of the APL daily. Effective January 1, 2022, all eggs sold in California must come from cage-free hens. CDPH/WIC requests that vendors submit for review any egg carton label they believe should be authorized but is not on the latest version of the APL.

Vendor Alert 2022-02

On February 22, 2022, CDPH/WIC provided guidance to vendors for infant formula exchanges due to the infant formula recall. On February 13, 2022, Abbott announced that it was voluntarily recalling infant formula. This recall affected some formulas issued and redeemed by participants in California.

CDPH/WIC notified vendors that effective immediately, WIC participants should be treated the same as all other customers under store policies with respect to this infant formula recall. This may result in WIC participants receiving the same product, a substitute product, store credit, or a cash refund. CDPH/WIC will not be requiring vendors to track what product is issued/ provided to WIC shoppers or whether returned formula was related to a WIC transaction.

This flexibility is available through the earlier of either September 30, 2022, the end of the major disaster declaration, or at the discretion of CDPH/WIC.

Vendor Alert 2022-03

On April 25, 2022, CDPH/WIC notified vendors that CDPH/WIC has awarded the statewide milk-based formula contract to Abbott Laboratories Inc. (Similac product line) and the statewide soy-based infant formula contract to Mead Johnson, LLC. (Enfamil product line).

Effective August 1, 2022, the milk-based formula contract for issuance to infants will change to Abbott products, and the soy-based formula contract will remain as Mead Johnson.

Any participant prescribed milk-based contract formula on and after August 1, 2022, will be prescribed Similac products.

Vendors will be required to stock the new primary milk-based contract formula Similac Advance 12.4 oz powder (UPC: 070074559582). Vendors can find the current Minimum Stocking Requirements on the CDPH/WIC website.

Vendor Alert 2022-05

On May 22, 2022, CDPH/WIC notified vendors that CDPH/WIC was aware of vendor concerns about the infant formula shortages occurring at state and national levels. WIC vendors may follow infant formula manufacturer(s) recommendation to set purchase limits on infant formulas, so long as the purchase limit is applied consistently to both WIC and non-WIC shoppers. Vendors may not apply purchase limits solely to WIC shoppers.

CDPH/WIC understands that during this unusual nationwide supply chain disruption, vendors may experience challenges with meeting the minimum stocking requirements for infant formula. Until further notice, CDPH/WIC will not be monitoring minimum stocking requirements for infant formula. Vendors are encouraged to keep store shelves stocked with infant formula to the best of their ability.
As a reminder, price gouging is illegal during a declared State of Emergency. According to the California Attorney General, price gouging refers to sellers greatly increasing prices for essential consumer goods and services to take advantage of consumers during an emergency.

**Vendor Alert 2022-07**

**On July 27, 2021,** CDPH/WIC notified vendors they may apply for a customer account with Abbott for infant formula. Authorized vendors that want to order Similac contract formulas directly from Abbott and do not have an existing customer account will need to establish a new account with Abbott before ordering.

Effective August 1, 2022, the milk-based formula contract will change to Abbott, and the soy-based formula contract will remain as Mead Johnson. Any participant issued milk-based contract formula on and after August 1, 2022, will be issued Similac products. Vendors will be required to stock the new primary milk-based contract formula Similac Advance starting August 1, 2022. Please see Vendor Alert 2022-03 for a list of contract formulas and the associated UPCs.

Please note that while WIC authorized vendors will be required to stock the new primary milk-based contract formula Similac Advance, a customer account with Abbott is not a requirement for WIC authorization. Vendors may obtain formula from authorized suppliers as described in WIC Bulletin Regulations §70900.

Vendors that want to request an account with Abbott will need to send a request via email to custclass@abbott.com. Please include “California WIC Vendor” in the subject line of the email.

Once the Abbott customer team receives the new account set up request, they will guide requestors through the account set up process. At this time, new accounts are being limited to California WIC authorized vendors and distributors servicing WIC authorized vendors.

**Vendor Alert 2022-08**

**On July 27, 2022,** CDPH/WIC reminded vendors about important changes to the types of infant formulas that may be purchased by WIC shoppers as of August 1, 2022.

The primary contract milk-based formula will change from Enfamil Infant 12.4 oz powder to Similac Advance 12.4 oz powder. Vendors must stock specific quantities of the primary contract formula to meet Minimum Stocking Requirements.

**Effective August 1, 2022, the milk-based primary contract formula will be:** Similac Advance 12.4 oz powder (UPC: 070074559582)

Vendors must ensure that they have adequate product on-hand to meet California’s Minimum Stocking Requirements for primary contract milk-based formula. A list of the Minimum Stocking Requirements products and quantities is available on the CDPH/WIC website.

**The CDPH/WIC Vendor Agreement requires vendors to retrieve the WIC APL file each day and download the most current version of the APL to their store’s POS system.**

**Vendor Alert 2022-12**

**On December 5, 2022,** CDPH/WIC notified all WIC authorized vendors that the Vendor WIC Information eXchange system (VWIX) has been replaced with a new Vendor Portal. VWIX will be unavailable effective December 31, 2022.
All vendors will have received an email from CDPH/WIC that included important information necessary to access the Vendor Portal and create your Vendor Portal User Account. The email contained a 5-digit Access Code unique to your Vendor Contract Ownership. You will need to provide this Access Code when registering to use the Vendor Portal. Refer to the Vendor Portal User Guide for detailed instructions.

CDPH/WIC sent emails to the email address(es) the Department currently has on record for your contract. If you have not received an email, or if you have recently changed your email address, contact your WIC Vendor Consultant or the WIC Vendor Help Desk at (855) 942-7867.

**WIC Regulations**

**Did You Know?**

You can sign up to receive WIC Vendor Alerts and other important news and updates regarding the California WIC Program:

2. Left side, find Laws and Regulations.

Click on Sign up to receive important regulatory notices regarding the California WIC Program.

**State**

**California Health and Safety Code**

- California WIC statutory authority can be found in sections 123275–123355.

**California Code of Regulations**

- Title 22 of the California Code of Regulations, Chapter 6, California Special Supplemental Food Program for Women, Infants and Children provides regulatory requirements for WIC local agencies, authorized vendors, and participants.

**WIC Bulletin Regulations**

- California Health and Safety Code section 123322 authorizes CDPH/WIC to adopt regulatory requirements via an expedited process for vendor peer groups and reimbursement, vendor authorization criteria, and WIC authorized foods. These expedited regulations can be adopted with a bulletin notice or similar instruction. Every WIC Regulatory Bulletin and Regulatory Alert can be found on the WIC Laws & Regulations webpage. Additionally, a searchable compilation of all final adopted WIC Bulletin Regulations is provided for convenience and can be found on the WIC Bulletin Regulations webpage.

**Federal**

**United States Code**

- Title 42 of the United States code section 1786, is the federal authority for the WIC Program.
Code of Federal Regulations

- Parts 246 and 248 of Title 7 of the Code of Federal Regulations are the federal requirements for states to implement and administer the WIC Program.

Authority for the WIC Program

The WIC Program is authorized by the Child Nutrition Act of 1966 and the Healthy, Hunger-Free Kids Act of 2010 (Title 42, United States Code, section 1786). The CDPH/WIC Division is authorized to administer California’s WIC Program through California Health and Safety Code sections 123275–123355.

Vendor Sanction and Claim Process

CDPH/WIC may seek restitution from vendors by establishing a claim for payment of any benefits or monies received from WIC program violations, such as overcharging for WIC foods. CDPH/WIC may also disqualify and/or terminate vendors from the program or prohibit vendors from adding more WIC store locations for an outstanding vendor claim and make referrals to other public programs for investigation and/or possible criminal prosecution under state and federal laws. A civil money penalty may be imposed in lieu of a disqualification if CDPH/WIC determines there is a participant access issue in the geographic area. Failure to pay claims timely may result in non-reauthorization of a Vendor Agreement.

Resources for Vendors

Vendor Consultants

At CDPH/WIC, Vendor Consultants are here to assist all WIC authorized vendors! They provide technical assistance to prevent program errors, manage each store’s WIC contract, and maintain quality program service to participants. Vendor Consultants work with vendors, verbally and in writing, to provide direction and ensure compliance with federal and state regulations and program policies and procedures. To contact your WIC Vendor Consultant, call the Vendor Call Center at 1-855-942-7867 or email WICVendorInfo@cdph.ca.gov.

Local Vendor Liaisons (LVL)

Did you know you have access to a local resource to answer common questions about your WIC vendor requirements? Local Vendor Liaisons (LVLs) can provide ongoing technical assistance and promote a positive shopping experience for WIC participants. LVLs work at local WIC offices within your community and will call or visit in person throughout the year. They serve vendors by answering general questions about recent Vendor Alerts, use of the WIC logo, instructions on how to order WIC vendor materials, and provide information about new and existing resources. LVLs are available to help and support your continued compliance with the rules and regulations of the California WIC Program.
Vendor Training Tools

In addition to Cashier Videos, WIC authorized vendor materials are also posted online for educational purposes and can be found at www.wicworks.ca.gov. Click Grocers, Vendor Education, then select from the links listed under Vendor Training Tools. CDPH/WIC encourages all vendors to share these materials to help train store staff to enhance WIC Program knowledge and customer service.

Questions or Concerns

CDPH/WIC wants to ensure you have the tools you need to succeed. If you have questions or concerns, contact your Vendor Consultant or the Vendor Call Center:

Phone: (855) 942-7867
Email: WICVendorInfo@cdph.ca.gov

Report Fraud or Abuse

Have you witnessed something you want to report? Reporting fraud or abuse of the WIC Program is easy. Just document the “who, what, when, where, and how” and file your concern using one of the following methods:

Phone: (800) 852-5770
Email: WICABUSE@cdph.ca.gov
Online: Submission Form
Mail: CDPH/WIC Division — Program Integrity Unit
3901 Lennane Drive
Sacramento, CA 95834

Vendor Training Tools

- Cashier Training Video Integrated System
- Cashier Training Video Stand-Beside System
- How to Count Infant Fruits and Vegetables (PDF)
- Welcome to WIC Video

Check us out on Youtube!
www.youtube.com/user/californiawic
Families Grow Healthy with WIC.

California Department of Public Health, California WIC program

This institution is an equal opportunity provider.

1-800-852-5770 | MyFamily.WIC.ca.gov

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