Regulatory Alert 2012-02
Stakeholder Workgroup

Wednesday, January 23, 2013
10:30 a.m.–12:30 p.m.
Webinar Tools

- *6 mutes and unmutes your phones
- Raise your hand during the feedback periods to ask questions/provide input
- [http://www.cdph.ca.gov/programs/wicworks/Pages/WICRegulations.aspx](http://www.cdph.ca.gov/programs/wicworks/Pages/WICRegulations.aspx)
Agenda

- To review the July 5, 2011 WIC Authorized Food List Shopping Guide (WAFL SG)
- To receive Stakeholder input about the WAFL SG
September 29, 2012: Assembly Bill (AB) 2322 signed into law amended and added sections 123280, 123285, 123312, and 123322 to the California Health and Safety Code.

Legislation enabled WIC to adopt federal requirements and specified department policies into State regulation through a special regulatory process.
Adopts the July 5, 2011 WIC Authorized Food List Shopping Guide (WAFL SG) into State Regulation, in compliance with AB 2322’s clause to establish program requirements for WIC authorized foods.
Process and Timeline

- **Release Regulatory Alert**
  12/31/12
- **Stakeholder Workgroup Webinar**
  1/23/13
- **Comment period** 1/22–2/15/13
- **Final action on WIC website**
  ➢ no later than 120 days from the end of the comment period
Feedback
California WIC Participant Responsibilities

Before you shop

- Look at the “First Day to Use” and the “Last Day to Use” printed on your WIC checks to make sure you are taking the right checks to the store.
- Teach your alternate(s) how to shop with WIC checks.
- Have your alternate(s) sign your WIC ID Folder before he or she goes to the store to shop for you.
- Look for the WIC logo to know where to shop.

While you shop

- Separate WIC foods from the other foods you are buying.
- Use the WIC Authorized Food List Shopping Guide to choose WIC approved foods and correct package sizes.
- Buy the full amount of formula printed on the infant formula WIC checks. You cannot buy less of this item.

At the checkout stand

- Group your WIC foods by each check.
- Tell the cashier right away that you are using WIC checks.
- After the cashier writes the price on the check, sign it in front of the cashier. Do not sign your checks before you go to the store.
- Fruits and Vegetables Check – This WIC check has a printed dollar value. If your fruits and vegetables cost more than the amount on the check, you can pay the extra amount.
- You will not receive change from any WIC transaction.

If you have problems at the grocery store

Talk to the store manager if you have a problem at the store. If you still have a problem after talking to the store manager, call your WIC agency at the number listed on the front of your WIC ID Folder or call the State WIC Program if you are still not satisfied. Make sure to report the date, time, store name, the names of the store people involved, and save your store receipt.

Effective July 5, 2011
Table of Contents

Each food page is marked with a color on the top corner of the page. By using this system, you can quickly flip to a food category while shopping. Below is a key showing what color is used for each food category and page it is located on.

Helpful Information & Shopping Tips ........ 4–5
Milk ................................................. 6
Cheese and Eggs ................................. 7
Soy and Tofu ..................................... 8
Whole Grains ................................... 9
Breakfast Cereal ............................... 10–11
Peanut Butter, Dry Beans, Peas or Lentils,
and Canned Mature Beans ............... 12–13
Bottled Juice and Concentrate Juice .... 14
Fruits and Vegetables ....................... 15–17
Infant Cereal, Infant Formula, Fresh
Bananas, and Infant Fruits and Vegetables .. 18–19
Infant Meats and Canned Fish ............... 20

Authorized food items are specific to each individual food category. Each food category is printed in ALL CAPS and PURPLE, which will be used only for food category names.

While we try to keep the WIC Authorized Food List Shopping Guide up-to-date, changes occur. A current copy may be found and downloaded from the WIC Program website at www.wicworks.ca.gov. If you are a WIC participant, you can also get a current copy from your local WIC agency.

Product artwork changes for SOY and BREAKFAST CEREAL do not affect product authorization.

This institution is an equal opportunity provider.

Developed by the California WIC Program
California Department of Public Health
1-800-852-5770

Edmund G. Brown Jr., Governor, State of California
Diana Dooley, Secretary, California Health and Human Services Agency
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Effective July 5, 2011
Shopping Tips

Smart Shopping Tips
Here are some tips for stretching your WIC checks and food dollars:

- Buy lower-priced milk and twin-packed milk when available.
- Use grocery store club cards.
- Use store coupons.
- Buy store or generic brands.
- Take advantage of “buy one, get one free” specials.

Helpful Information
ounces = oz  pound = lb or #
16 ounces = 1 pound  gallon = gal
quart = qt  and = &
The word “check(s)” refers to “Food Instrument(s).”

Whole Grains – Shopping Tips
Things to look for when buying whole wheat bread or whole wheat tortillas:

1. Check the Front Label
   - Make sure that bread says “100% Whole Wheat.”
   - Make sure that wheat tortillas say “Whole Wheat” or “100% Whole Wheat.”

2. Check the Ingredients
   - Make sure that whole wheat flour is the first ingredient listed:

3. Check the Package Size
   Net WT 16 OZ (1 LB) 454g

Effective July 5, 2011
No Added Sugars – Shopping Tips

Added sugars are not allowed in some WIC foods, such as juice, canned fruits, frozen fruits and vegetables, and dried fruits. Foods lower in sugars help prevent obesity, diabetes, some cancers, and tooth decay. Below is an example for how to buy canned fruits.

**CAN BUY**
Example: Canned Pineapple

Check the ingredients for added sugars. Some other names for added sugars are:
- Barley malt
- Brown sugar
- Cane syrup
- Corn sugar
- Corn syrup
- Dextrose
- Evaporated cane juice
- Fructose
- Glucose
- High-fructose corn syrup
- Honey
- Maltodextrin
- Maltose

**CANNOT BUY**

Example: Canned Pineapple

Some names for artificial and no-calorie sweeteners, which are also not allowed, are:
- Aspartame
- Malitol
- Maltitol
- NutraSweet
- Sorbitol
- Splenda
- Stevia
- Sucralose
- Truvia

INgredients: PINEAPPLE, WATER, SUGAR, CITRIC ACID, ASCORBIC ACID

Effective July 5, 2011
Food Category Page Features

- Standard Features
  - Food Category Title
  - Can Buy
  - Cannot Buy
  - Helpful Hint(s) (if applicable)
**MILK**

**CAN BUY**

Any brand, one (1) gallon size, plain fluid cow's milk. Pasteurized or ultra-pasteurized:

**Lower fat milks**
- Nonfat (fat free, skim)
- 1% Lowfat (light)
- 2% Reduced fat

The following are allowed if printed on the check:
- Whole milk
- Lactose free milk
- Half gallons and quarts

At the store, you can choose the following instead of fluid milk. Fat level as printed on the check:

**Evaporated milk**
(Available with the lower fat or whole milk check)
- Can buy 5 (12 oz) cans if 1 gallon of milk is printed on your check
- Can buy 8 (12 oz) cans if 1½ gallons of milk is printed on your check

**Powdered dry milk**
(Available only with the lower fat milk check)
- Can buy 2 (9.6 oz) boxes or pouches if 1½ gallons of milk is printed on your check
- Can buy 1 (25.6 oz) box or pouch if 2 gallons of milk is printed on your check

**CANNOT BUY ☇**

- Any other type, flavor, or size of milk
- Acidophilus milk
- Buttermilk
- Calcium-fortified milk
- Flavored milk, such as chocolate
- Goat’s or soy milk
- Non-dairy substitutes
- Pint size or glass bottles
- Raw (unpasteurized) milk
- Sweetened condensed or filled milk

**Helpful Hint**

To get the most milk, purchase fluid cow's milk.

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**Effective July 5, 2011**

Families grow healthy with WIC
Feedback
Important Dates

- **February 15, 2013**: Comments are due. Send them to WICRegulations@cdph.ca.gov.

- **Final action on WIC website**
  - no later than **120 days** from the end of the comment period
Women, Infants and Children Program

WIC is a federally-funded health and nutrition program for women, infants, and children. WIC helps families by providing checks for buying healthy supplemental foods from WIC-authorized vendors, nutrition education, and help finding healthcare and other community services. Participants must meet income guidelines and be pregnant women, new mothers, infants or children under age five. In California, 64 WIC agencies provide services locally to over 1.45 million participants each month at over 650 sites throughout the State.

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age or disability.

News & Updates
- Savvy Shopper Campaign (New)
- eWIC Updates (Coming Soon)
- WIC Electronic Benefit Transfer (EBT) System Planning Project
- Breastfeeding Times
- World Health Organization (WHO) Growth Charts
- wichealth.org Online Participant Education Available
- California Baby Behavior Campaign
- Breastfeeding Peer Counseling Program

Program Information
- About WIC & How to Apply
- Welcome to WIC Video
- Contact WIC
- Organizational Chart (PDF, New Window)
- Directions to State WIC Office (Google, New Window)
- Find a Local WIC Agency (New Window)
- List of Authorized Vendors (Excel, New Window)
- California WIC State Plan (New Window)
- WIC Statutes and Regulations (New)
Thank you!