

CDPH
Women, Infants and Children (WIC) Division

Local Vendor Liaison (LVL)
2016 Annual Training

Connecting with the Vendor
Incentives Review



Ice Breaker

- **Count off**
- **Join with others who have the same number**
- **Goal: Reorder yourselves as quickly as possible**
 - **Practice: shortest to tallest – height**
- **Share result with group**

Ice Breaker

- **Farthest away to closest – birthplace**
- **Shortest to longest – how long you have worked for WIC**
- **From least to most – how many brothers and sisters you have**
- **Shortest to longest – how long you have done LVL work**

Purpose

- **Receive guidance from the State on how to improve the impact of a technical assistance (TA) visit**
- **Get ideas to enhance TA visit**
- **Learn how to address challenges**
- **Discuss LVL-related and WIC shopping issues, and ideas to increase effectiveness of TA visits**

Preparing for a TA Visit

- **Vendor Assignment List (VAL)**
- **LVL Packet Materials**
- **Vendor Packet Materials**
- **Planning Vendor Visits**

Vendor Assignment List + Peer Group

Vendor TA ID	Store Name	Peer Group	County	County	Street Address	City	State
56626309	ALBERTSONS #6738	B	37	SAN DIEGO	9560 WINTER GARDENS BLVD	LAKESIDE	CA
68622773	ALBERTSONS #6740	B	37	SAN DIEGO	4150 OCEANSIDE BLVD	OCEANSIDE	CA
24077133	ALBERTSONS #6758	B	37	SAN DIEGO	543 SWEETWATER RD	SPRING VALLEY	CA
14063766	BANU HASHIM MRKTPLCE & DELI	B	37	SAN DIEGO	6172 UNIVERSITY AVE	SAN DIEGO	CA
30287312	BEST NUTRITION STORE	A	37	SAN DIEGO	155 JAMACHA RD	EL CAJON	CA
30226350	CAMP PENDLETON COMMISSARY	B	37	SAN DIEGO	BUILDING 20850	CAMP PENDLETON	CA
30253625	CAMPO STORE	C	37	SAN DIEGO	31080 HIGHWAY 94	CAMPO	CA
30255971	CARNIVAL SUPER MARKET	B	37	SAN DIEGO	3560 ASHFORD ST	SAN DIEGO	CA
30265915	COUNTRY STORE	C	37	SAN DIEGO	BUILDING 15110	CAMP PENDLETON	CA
30236629	DON'S MARKET	B	37	SAN DIEGO	30250 HIGHWAY 78	SANTA YSABEL	CA
87204365	EL SUPER #45	B	37	SAN DIEGO	1527 MISSION AVE	OCEANSIDE	CA
30244364	FOOD 4 LESS #318	B	37	SAN DIEGO	7420 BROADWAY ST	LEMON GROVE	CA
30218427	FOOD 4 LESS #374	B	37	SAN DIEGO	5975 UNIVERSITY AVE	SAN DIEGO	CA
30268125	FOOD 4 LESS #394	B	37	SAN DIEGO	444 BROADWAY	EL CAJON	CA
30282861	FOODLAND #4	B	37	SAN DIEGO	1099 E MAIN ST	EL CAJON	CA
30257766	FOODLAND SUPERMARKET #1	B	37	SAN DIEGO	920 CARDIFF ST	SAN DIEGO	CA
30252127	GARDEN FARMS MARKET #2	B	37	SAN DIEGO	12580 LAKESHORE DR	LAKESIDE	CA
30293202	IMPERIAL BEACH COMMISSARY	B	37	SAN DIEGO	BUILDING 1264	IMPERIAL BEACH	CA
30273738	IMPERIAL FOOD SUPERMARKET	B	37	SAN DIEGO	6503 IMPERIAL AVE	SAN DIEGO	CA
30295289	KAELIN'S MARKET	B	37	SAN DIEGO	1435 E MAIN ST	EL CAJON	CA
30230097	KEIL'S FOOD STORES	B	37	SAN DIEGO	7403 JACKSON DR	SAN DIEGO	CA
30245854	LA PRESA MARKET	B	37	SAN DIEGO	9307 JAMACHA BLVD	SPRING VALLEY	CA
30243132	LA TIENDITA DE LINDA VISTA	C	37	SAN DIEGO	2187 ULRIC ST	SAN DIEGO	CA
97272925	LIVA DISTRIBUTORS DOS	B	37	SAN DIEGO	8450 JAMACHA RD	SAN DIEGO	CA
30231074	MAMA'S NUTRITION	A	37	SAN DIEGO	6939 FEDERAL BLVD	LEMON GROVE	CA
85578933	MI FAMILIA SUPERMARKET	B	37	SAN DIEGO	420 S MEADOWBROOKE DR	SAN DIEGO	CA
30271293	MIRAMAR COMMISSARY	B	37	SAN DIEGO	BUILDING 2661	SAN DIEGO	CA
40491006	MONZE FARMERS MARKET	B	37	SAN DIEGO	7400 EL CAJON BLVD STE 101	LA MESA	CA
30269788	MOTHER & BABY NUTRITION	A	37	SAN DIEGO	560 N 2ND ST	EL CAJON	CA
31883791	MOTHERS NUTRITIONAL CENTER#20	A	37	SAN DIEGO	220 EUCLID AVE STE 140	SAN DIEGO	CA
30200740	NORTH ISLAND COMMISSARY	B	37	SAN DIEGO	BUILDING 2017	SAN DIEGO	CA

LVL Introduction

- **Introduce yourself**
- **Ask to speak to the owner or manager**
- **If the vendor representative says the owner or manager is not available, tell them that is okay; it is not necessary for an owner or manager to be present**

LVL Introduction

- **Present your work identification and provide them your business card**
- **Inform the vendor or vendor representative that you are there to provide technical assistance**

LVL Introduction

- **Offer Vendor Alert 2012-13: LVL Role**
- **Let them know you are available to help by answering questions and providing referrals**

LVL Introduction: Challenges

OVERCOMING CHALLENGES –

When vendor asks, “What’s in it for me?”

Suggestion: Include a value statement that shows the possible outcome of what you have to offer on a TA visit:

- 1. Save them time**
- 2. Save them money**
- 3. Solve some type of problem**



What are you offering?

Develop your offering. Understand how what you bring is able to address a challenge.



Accentuate your experience

Translate your experience into potential value that the vendor will welcome.

What does your experience bring to the vendor? Think about this as a “features/advantages/benefits” presentation.

My service has certain features, which help you do certain things, which produce certain benefits for you.



Be confident in your value



LVL Introduction: Challenges

OVERCOMING CHALLENGES –

The vendor is weary of LVL visits

Suggestion: Own the conversation (structure) – manage the conversation process.



Talk about the business

Business people, especially owners, love to talk about their businesses.

Talk to vendors about their challenges, concerns, and opportunities.

Be interested and build your knowledge base.



Don't waste their time

Business people don't like wasting time.

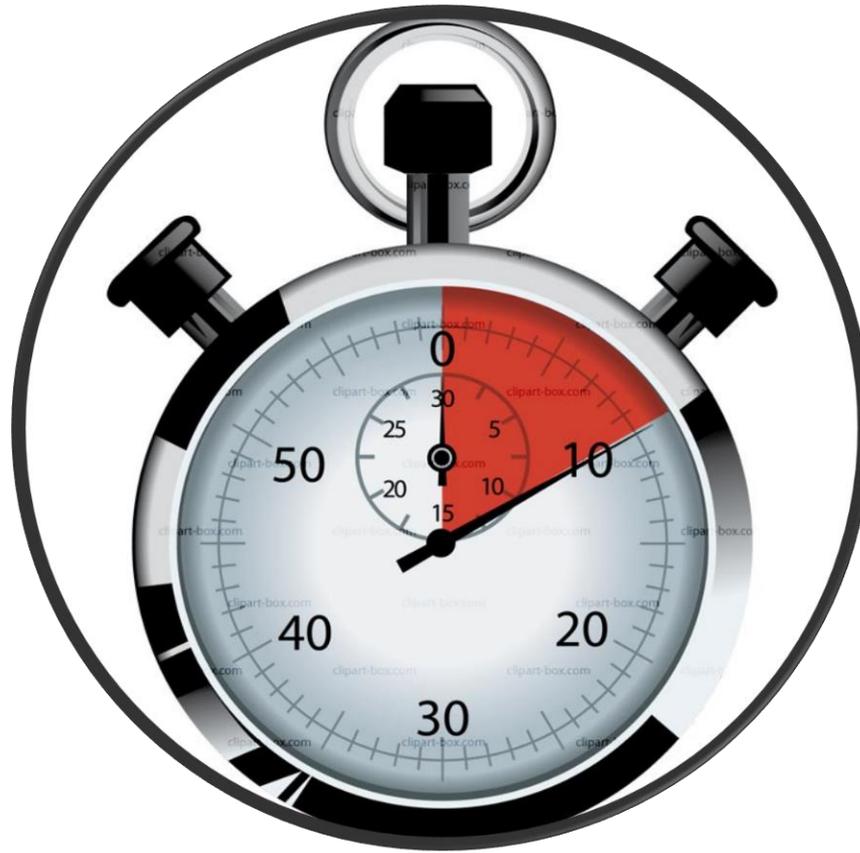
Be prepared when you enter the store.

Describe what you will be discussing on your visit, and how much time you are asking them to spend with you.

Study your WIC material and know your WIC resources.



Be efficient and effective!



Incentives Overview

Above 50% (Peer Group A)

- Incentive items
- Combined wholesale value \$2 or less
- WIC authorized foods
- State approval required
- Keep invoices for 3 years

Non-above 50% Vendors (Peer Groups B & C)

- Store promotions, discounts & coupons
- No maximum dollar value
- Any product
- Must be available to all customers

****Above-50-Percent Vendor:** Derives more than 50% of its annual food sales revenue from WIC food instruments with the exception of the fruits and vegetables FIs.



Authorized WIC Incentive Items for Peer Group A

This document is created to provide clarification about what incentive items are acceptable for above-50-percent vendors (Peer Group Category A) to offer to WIC shoppers, according to the WIC Bulletin Regulations, Section 70800(a) and (c), and 7 CFR §246.12(g)(3)(iv)(B).

ALLOWED

One or any combination of the following, as long as the combined total value is less than two dollars:

- Prepackaged WIC authorized fresh fruits and vegetables.
- 14-oz to 16-oz cans of any brand or variety of mature beans, mature peas, or lentils.
- Any variety of prepackaged uncooked, plain, dried, mature beans, peas, or lentils.
- Commercially made, prepackaged, 100 percent corn tortillas.
- Commercially made, prepackaged, 100 percent whole wheat bread. Package must state "100% Whole Wheat" on the front label.
- 5-oz or 6-oz cans of chunk light, water-packed tuna.
- WIC authorized supplemental foods offered as part of a taste testing sample to a participant family.

It is okay to offer minor customer courtesies, such as bagging supplemental foods for the WIC shopper and assisting the WIC shopper with loading the supplemental foods into a vehicle.

NOT ALLOWED

- Services that result in a conflict of interest or the appearance of such conflict for the above-50-percent vendor, such as assistance with applying for WIC benefits.
- Lottery tickets provided to customers at no charge or below face value.
- Cash gifts in any amount for any reason.
- Anything made available in a public area as a complimentary gift which may be consumed or taken without charge.
- An allowable incentive item provided more than once per customer per shopping visit, regardless of the number of customers or food instruments involved, unless the incentive items had been obtained by the vendor at no cost or the total value of multiple incentive items provided during one shopping visit have a value of less than \$2.00.
- Food, merchandise or services of greater than nominal value provided to the WIC shopper.
- Food, merchandise sold to customers below cost, or services purchased by customers below fair market value.
- Any kind of incentive item which incurs a liability for the WIC Program.
- Any kind of incentive item which violates any Federal, State, or local law or regulation.

If you have questions about WIC approved incentive items, please call your Vendor Consultant or contact the Vendor Management Branch by phone at (855) WIC-STOR or (855) 942-7867, or by email at WICVENDORINFO@cdph.ca.gov.

Revised 08/05/16





Authorized WIC Incentive Items for Peer Group A

Written Approval Required Before Offering Any Incentive Items to WIC Shoppers

Per the WIC Vendor Agreement, Article I: Vendor Responsibilities, section 1(s), an above-50-percent vendor who wishes to provide allowable incentive items must obtain written approval from the CDPH/WIC Division prior to offering any incentive items to customers.

Instructions for obtaining written approval to offer incentive items:

1. Vendor requests for approval of allowable incentive items must be submitted to the CDPH/WIC Division at WICVENDORINFO@cdph.ca.gov.
2. Requests must have an email subject line stating, "Incentives Approval."
3. Requests must include the following information:
 - a. Vendor ownership name
 - b. The contract ID number
 - c. A description of the incentive offer
 - d. A description of the allowed incentive item to be offered
 - e. The purchase invoice showing the cost of the allowable incentive item

If you have questions about WIC approved incentive items, please call your Vendor Consultant or contact the Vendor Management Branch by phone at (855) WIC-STOR or (855) 942-7867, or by email at WICVENDORINFO@cdph.ca.gov.

Revised 08/05/16



Making Referrals



Vendor Contact and Resource List

Refer to the following chart for the appropriate contact number or web address for questions, information, or assistance.

Call or go to:	For questions/resources related to:
WIC Vendor Consultant 1-855-942-7867 OR E-mail WICVENDORINFO@cdph.ca.gov	Vendor Agreement New store applications Adding a new store to existing vendor contract Warning/Disqualification letters Vendor rules and guidelines Other questions relating to the Vendor Agreement
WIC Vendor Consultant 1-855-942-7867	Vendor WIC Information eXchange (VWIX) Logon ID requests
WIC Technical Support 1-800-224-7472 Monday – Friday 7:30 a.m. to 5:30 p.m. (Closed State holidays and weekends)	For: VWIX Password Reset VWIX Application Troubleshooting Food Instrument (FI) submission, confirmation, acceptance, and reasons for rejected FI's
WIC Training Coordinator at (916) 928-8756 OR E-mail wicvended@cdph.ca.gov	Vendor Training
LVL Coordinator at (916) 928-8829	Local Vendor Liaison (LVL)
WIC Abuse 1-800-852-5770 OR E-mail WICABUSE@cdph.ca.gov	Reporting Suspected Fraud and Abuse
"Vendor Report Concerning WIC Participants" prepaid postcard	Complaint Against Participant
www.wicworks.ca.gov ➤ Under Grocers/Vendors	For: Vendor Resources Vendor Alerts/Vendor Bulletins Vendor Newsletter

Revised September 30, 2016



Allowed Incentive Items: Peer Group A

ALLOWED

One or any combination of the following, as long as the combined total value is less than two dollars:

- Prepackaged WIC authorized fresh fruits and vegetables.
- 14-oz to 16-oz cans of any brand or variety of mature beans, mature peas, or lentils.
- Any variety of prepackaged uncooked, plain, dried, mature beans, peas, or lentils.
- Commercially made, prepackaged, 100 percent corn tortillas.
- Commercially made, prepackaged, 100 percent whole wheat bread.
Package must state "100% Whole Wheat" on the front label.
- 5-oz or 6-oz cans of chunk light, water-packed tuna.
- WIC authorized supplemental foods offered as part of a taste testing sample to a participant family.

It is okay to offer minor customer courtesies, such as bagging supplemental foods for the WIC shopper and assisting the WIC shopper with loading the supplemental foods into a vehicle.

Allowed Incentive Items: Peer Group A

- **Prepackaged WIC authorized fresh fruit and vegetables.**

Allowed Incentive Items: Peer Group A

- **14–16 oz cans of any brand or variety of canned beans.**



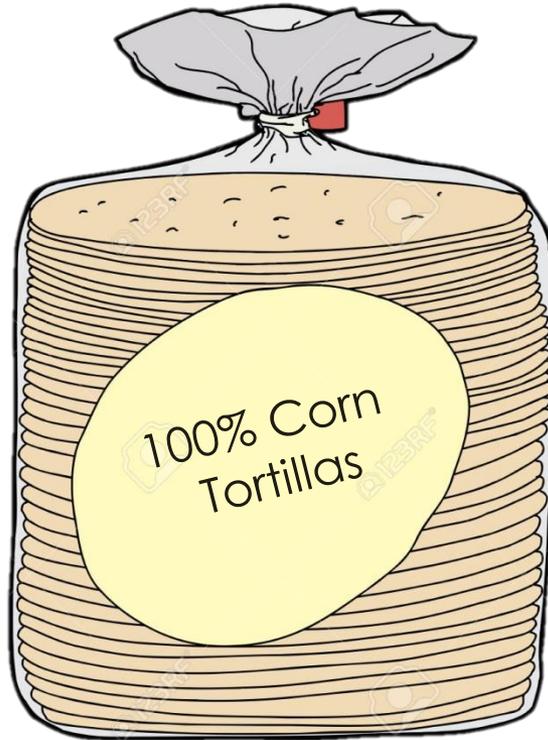
Allowed Incentive Items: Peer Group A

- Any variety of prepackaged uncooked, plain, dry beans peas or lentils.



Allowed Incentive Items: Peer Group A

- **Commercially prepackaged, 100% corn tortillas.**



Allowed Incentive Items: Peer Group A

- **Commercially prepackaged, 100% whole wheat bread; package must state “100% Whole Wheat” on the front label.**



Allowed Incentive Items: Peer Group A

- 5 oz. or 6 oz. cans of chunk light, water-packed tuna.



Allowed Incentive Items: Peer Group A

- **WIC authorized foods offered as part of a taste testing sample to a participant family.**

Allowed Incentive Items: Peer Group A

- Minor customer courtesies, such as bagging supplemental foods for the WIC shopper and assisting the WIC shopper with loading the supplemental foods into a vehicle.



Not Allowed Incentive Items: Peer Group A

NOT ALLOWED

- Services that result in a conflict of interest or the appearance of such conflict for the above-50-percent vendor, such as assistance with applying for WIC benefits.
- Lottery tickets provided to customers at no charge or below face value.
- Cash gifts in any amount for any reason.
- Anything made available in a public area as a complimentary gift which may be consumed or taken without charge.
- An allowable incentive item provided more than once per customer per shopping visit, regardless of the number of customers or food instruments involved, unless the incentive items had been obtained by the vendor at no cost or the total value of multiple incentive items provided during one shopping visit have a value of less than \$2.00.
- Food, merchandise or services of greater than nominal value provided to the WIC shopper.
- Food, merchandise sold to customers below cost, or services purchased by customers below fair market value.
- Any kind of incentive item which incurs a liability for the WIC Program.
- Any kind of incentive item which violates any Federal, State, or local law or regulation.



Not Allowed Incentive Items: Peer Group A

- **Services that result in a conflict of interest or the appearance of such conflict for the above-50-percent vendor, such as assistance with applying for WIC benefits.**



Not Allowed Incentive Items: Peer Group A

- **Lottery tickets provided to customers at no charge or below face value.**



Not Allowed Incentive Items: Peer Group A

- **Cash gifts in any amount for any reason.**



Not Allowed Incentive Items: Peer Group A

- **Anything made available in a public area as a complimentary gift which may be consumed or taken without charge.**

Not Allowed Incentive Items: Peer Group A

- **An allowable incentive item provided more than once per customer per shopping visit, regardless of the number of customers or food instruments involved, unless the incentive items had been obtained by the vendor at no cost or the total value of multiple incentive items provided during one shopping visit have a value of less than \$2.00.**

Not Allowed Incentive Items: Peer Group A

- **Food, merchandise or services of greater than nominal value provided to the WIC shopper.**



Not Allowed Incentive Items: Peer Group A

- **Food, merchandise sold to customers below cost, or services purchased by customers below fair market value.**



Not Allowed Incentive Items: Peer Group A

- **Any kind of incentive item which incurs a liability for the WIC Program.**

Not Allowed Incentive Items: Peer Group A

- **Any kind of incentive item which violates any Federal, State, or local law or regulation.**





Authorized WIC Incentive Items for Peer Group A

Written Approval Required Before Offering Any Incentive Items to WIC Shoppers

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Instructions for obtaining written approval to offer incentive items:

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2. Requests must have an email subject line stating, "Incentives Approval."
3. Requests must include the following information:
 - a. Vendor ownership name
 - b. The contract ID number
 - c. A description of the incentive offer
 - d. A description of the allowed incentive item to be offered
 - e. The purchase invoice showing the cost of the allowable incentive item

If you have questions about WIC approved incentive items, please call your Vendor Consultant or contact the Vendor Management Branch by phone at (855) WIC-STOR or (855) 942-7867, or by email at WICVENDORINFO@cdph.ca.gov.

Revised 08/05/16





Authorized WIC Incentive Items for Peer Groups B & C

This document is created to provide clarification about what incentive items are acceptable for a not above-50-percent vendor (Peer Group Category B or Peer Group Category C) to offer to WIC shoppers, according to the WIC Bulletin Regulations, Section 70800(b) and (c).

ALLOWED

- Free or reduced price food or other items.
- Cash or cash gift cards.
- Lottery tickets.
- Buy one, get one free.
- Buy one, get one at a reduced price.
- Free amounts added to an item by manufacturer coupons, store loyalty cards, and sales specials for supplemental foods.
- Free or reduced price services.

It is okay to offer minor customer courtesies, such as bagging supplemental foods for the WIC shopper and assisting the WIC shopper with loading the supplemental foods into a vehicle.

NOT ALLOWED

- Incentive items provided solely to WIC shoppers.
- Incentive items provided by non above-50-percent vendors must be offered to all customers.

If you have questions about WIC approved incentive items, please call your Vendor Consultant or contact the Vendor Management Branch by phone at (855) WIC-STOR or (855) 942-7867, or by email at WICVENDORINFO@cdph.ca.gov.

Revised 08/05/16



Allowed Incentive Items: Peer Groups B & C

ALLOWED

- Free or reduced price food or other items.
- Cash or cash gift cards.
- Lottery tickets.
- Buy one, get one free.
- Buy one, get one at a reduced price.
- Free amounts added to an item by manufacturer coupons, store loyalty cards, and sales specials for supplemental foods.
- Free or reduced price services.

It is okay to offer minor customer courtesies, such as bagging supplemental foods for the WIC shopper and assisting the WIC shopper with loading the supplemental foods into a vehicle.

Allowed Incentive Items: Peer Groups B & C

- **Free or reduced price food or other items.**



Allowed Incentive Items: Peer Groups B & C

- **Cash or cash gift cards.**



Allowed Incentive Items: Peer Groups B & C

- Lottery tickets.



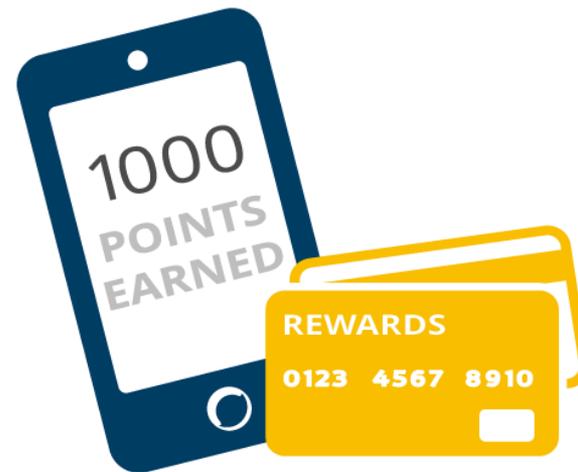
Allowed Incentive Items: Peer Groups B & C

- **Buy one, get one free.**



Allowed Incentive Items: Peer Groups B & C

- Free amounts added to an item by manufacturer coupons, store loyalty cards, and sales specials for supplemental foods.



Allowed Incentive Items: Peer Groups B & C

- **Free or reduced price services.**

Welcome to Joe's Market...
Free child care while you shop!



Allowed Incentive Items: Peer Groups B & C

- **Minor customer courtesies, such as bagging supplemental foods for the WIC shopper and assisting the WIC shopper with loading the supplemental foods into a vehicle.**



Not Allowed Incentive Items: Peer Groups B & C

NOT ALLOWED

- Incentive items provided solely to WIC shoppers.
- Incentive items provided by non above-50-percent vendors must be offered to all customers.



Not Allowed Incentive Items: Peer Groups B & C

- **Incentive items provided solely to WIC shoppers.**

giveaway



with each WIC purchase

Not Allowed Incentive Items: Peer Groups B & C

- **Incentive items provided by non above-50-percent vendors must be offered to all customers.**



... for WIC shoppers.

WBR Section 70800

WIC Regulatory Bulletin 2013-01 Located at: <http://www.cdph.ca.gov/programs/wicworks/Pages/WICRegulations.aspx>
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authorization for failure to meet the vendor authorization criteria for competitive price. The applicant will be permitted to submit another application in no less than six (6) months.

(f) A vendor who fails to submit their semi-annual price information will be issued a written notice of their failure to comply with vendor selection criteria. If after thirty (30) days from the date of the written notice, the vendor has failed to submit their semi-annual price information, the Department will terminate the vendor from participation in the program.

70700 Compliance with Title VI of the Civil Rights Act. The Department shall not authorize a vendor applicant or continue authorization of a vendor that is subject to a ruling by a federal or state enforcement agency that the vendor applicant or vendor, on the grounds of race, color, national origin, age, sex or handicap, excluded from participation in, denied benefits to, or otherwise subjected to discrimination any Program participant in the process of obtaining Program benefits from that vendor.

70800 Incentive Item Requirements. (a) The Department shall not authorize or continue authorization of an above-50-percent vendor, or make payments to an above-50-percent vendor, which provides or indicates an intention to provide prohibited incentive items to customers.

(1) Above-50-percent vendors are those vendors that derive more than 50 percent of their annual food sales revenue from WIC food instruments, or vendor applicants likely to meet this criterion.

(2) Evidence of intent to provide prohibited incentive items to customers includes the following:

- (A) Advertisement of the availability of the prohibited incentive items;
- (B) Promotion through signage and labeling of prohibited incentive items on store shelves and/or on the store premises;
- (C) Verbal and written accounts of prohibited incentives items being offered; or
- (D) Offering prohibited incentive items during compliance monitoring, as witnessed by Department staff.

(3) Pursuant to 7 C.F.R. § 246.12(g)(3)(iv)(B), prohibited incentive items for these vendors include:

- (A) Services which result in a conflict of interest or the appearance of such conflict for the above-50-percent vendor, such as assistance with applying for WIC benefits;

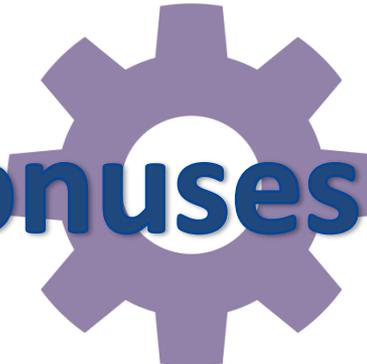
Practice Activity: Incentive Questions



incentives



enticements



bonuses



rewards

Tracking Log: Incentives Review

What has changed?

- **Effective date**
- **Required vendor information**
- **Materials Reviewed with Vendor**
- **Request for Vendor Staff Training from the CDPH/WIC Division Vendor Training Unit**

Materials Reviewed with Vendor

Materials Reviewed with Vendor	Copy left with vendor?	
<input type="checkbox"/> Authorized WIC Incentive Items for Peer Group A	Yes <input type="checkbox"/>	No <input type="checkbox"/>
<input type="checkbox"/> Authorized WIC Incentive Items for Peer Groups B & C	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Comments: <input type="text"/>		

Request for Vendor Staff Training from the CDPH/WIC Division Vendor Training Unit

Request for On-site Vendor Staff Training from the CDPH/WIC Division Vendor Training Unit

Vendor Contact Name

Vendor Contact Phone Number (10-digit number)

()-

Ext.

Vendor Contact Title

Requested topics for training (Limit 100 Characters)

Tracking Log: Incentives Review

Continue to follow the instructions on the lower portion of the form and submit your completed tracking logs to:

LVLTAReports@cdph.ca.gov

What are your questions?

LVL Regional Forum Roundtable

- **Engage in in-depth discussion on specific topics**
- **Get targeted feedback**
- **Collect notes from everyone**

LVL Regional Forum Roundtable

- **What support do you need to perform the LVL function successfully?**
- **Are there needs you think are specific to your region?**
- **Are there needs you think are specific to a certain city?**



LVL Regional Forum Roundtable

- **What support do you think the vendors need to be successful with WIC?**
- **What support do you think a WIC shopper needs to have a good WIC shopping experience?**

Primary California WIC Program Contacts

Ruth Caldwell
State WIC LVL Coordinator

WICLVL@cdph.ca.gov
(916) 928-8829

TA Tracking Log Submission
and Vendor Assignment List

LVLTAReports@cdph.ca.gov
(916) 928-8829

Vendor Management Branch

WICVENDORINFO@cdph.ca.gov
(855) 942-7867





Evaluation Reminder

Your feedback is important to us!

Thank you for participating!

