

**CALIFORNIA WOMEN, INFANTS & CHILDREN (WIC) PROGRAM
NEW VENDORS
Instructions To Apply For Authorization
November 6, 2014**

Informational Material:

Review the following attachments before completing the application package (starting at Page 8):

- *Instructions on Counting the Number of Registers in Your Store*
- *How to Verify a California Seller's Permit Number*
- *WIC Authorized Food List Shopping Guide*
- *Minimum Stocking Requirements*
- *What is an Acceptable Record of Inventory*
- *Preparing for an On-site Inspection*
- *WIC Program Policy Regarding Solicitation of WIC Participants*

I. Application Process:

Only stores currently CalFresh authorized and with a valid health permit may be considered for authorization. Submission of an application package **does not guarantee** that an application will be approved. To be complete, an application package must contain **all** required documents, **all** required information, and the **signed application**. If an application is incomplete, you will be notified by email and United States Postal Services mail. If a vendor applicant does not meet authorization criteria, the application will be denied and you will be notified.

1. Click on the link to the application on the WIC website. Be sure you always use the link listed on the WIC website to access the most recent version of the application. Earlier versions of the application are not able to be processed **and will be rejected**.
2. Use "save as" to save a copy of the application to your computer desktop and rename the document with the street location of the store as the file name (e.g. 123 Main Street).
3. Complete the application; include all information and all documents required.
4. Print page 7 of the application and have it signed and dated by a person with authority to contract for business ownership.
5. E-mail the completed application file (saved on your computer, not a scanned version) and all scanned documents to WICVENDORINFO@cdph.ca.gov.

Vendor Training: You (or a representative) will be required to attend an interactive vendor training class even if you (or a representative) recently attended a vendor training class, in order to authorize a new store. The State will designate the

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date, time, and location of the vendor training class. You will receive an e-mail confirming the date, time, and location of the vendor training class. *All vendor training classes are conducted in the English language.* Failure to attend and pass a written examination at the training may result in denial of the application.

On-Site Inspections: All store locations may be required to undergo an on-site inspection to verify the store complies with all WIC regulations. You will be notified by State staff of the date of the on-site inspection. If your store is not ready for the on-site inspection, you may request (in writing) to withdraw your application, otherwise the inspection will take place as scheduled. Requests to withdraw an application package may be mailed to the address at the bottom of **page 7** of this document. You may later reapply when the store is ready to meet all authorization criteria.

II. Application Package:

All required forms are listed below. A **separate application** is required **for each store location**.

You must submit:

1. A completed **application for each store**. (Be sure to complete all seven pages of the application.)
2. Scanned copy of **Application Certification** (Page 7 of application), with signature, title and date.
3. Scanned copy of **Current Health Permit**.
4. Scanned copy of **Parent Company Information**, if applicable.
5. Scanned copy of **additional Vendor Ownership Disclosure** information, if there are more than four individuals in the vendor ownership.
6. Scanned copies of appropriate **CA Sales and Use Tax Forms**.
7. A scanned copy of the **Vendor Agreement**, signed and dated.

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III. Instructions to Complete the Application:

Page 1

Section 1: Vendor Store Information

Select the vendor type:

- Check the box at the top of the form marked “New WIC Contract.” Note: you also need to submit an application for a “New WIC Contract” if you are applying to authorize a store that is under a different vendor ownership than the one currently authorized with the WIC Program.
- Enter the **name** of the store; the **store telephone number**; **fax number**, an **e-mail address** and the **physical address** of store, including the **suite number** if applicable.
- Enter a **mailing address** (in addition to the physical store address), **ONLY** if you wish to receive postal delivery other than at your store. This is the address the WIC Program will send **all** correspondence.
- Enter the **date this vendor ownership** acquired this vendor store location.
- Enter the date this vendor store location opened or is scheduled to open under this vendor ownership.
- Enter your **Federal Tax/Employee Identification Number (EIN)**.
- Enter the **Number of Registers** in your store. Refer to “Instructions on Counting the Number of Registers in Your Store” listed under Informational Materials. See the hyperlink to document at the top of page 1 under Information Materials.
- Enter your **valid California Seller’s Permit Number**. Refer to “How to Verify a California Seller’s Permit Number.” See the hyperlink to document at the top of page 1 under Information Materials.
- If the store location **will sell ONLY** WIC-authorized foods, check **Yes** in the box provided; otherwise check **No**.
- Enter the **most recent date** the store passed a City or County **health inspection**. You **must also submit** a scanned copy of the current, **valid** health permit (**or** a scanned copy of the health inspection report indicating that the new store is approved to open and operate).

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Section 2: CalFresh Program Authorization Information

- Enter the **SNAP/CalFresh Program Number** and all other applicable information. Only stores currently CalFresh authorized and with a valid health permit may be considered for authorization.

Page 2

Section 3: Vendor Ownership Type

- Check the appropriate box for the **vendor ownership type** for this store.

Section 4: Vendor Ownership Information

- Enter all **vendor ownership** information. Enter the Contract ID Number (if known.)

Section 5: If a Limited Liability Company or Corporation, etc.

- Enter **parent company** information for a Limited Liability Company or Corporation, if applicable. Otherwise, leave blank.

Page 3

Section 6: Vendor Ownership Disclosure

- Enter **all** information for **each individual** associated with this vendor ownership **including** store managers, partners, corporate officers, LLC members, LLC managers and corporate directors. Attach additional separate sheets if necessary.

Page 4

At top of page 4:

- You **must disclose** if any individuals in this **vendor ownership or management including store managers, partners, corporate officers, LLC members, LLC managers or directors**, have been convicted of a crime, or had a civil judgment entered against them for the reasons indicated on the application. If applicable, you must enter the name(s) of the individuals and dates of legal actions, and provide a description of the conviction or judgment.

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Section 7: Business Days and Hours of Operation

- Enter the **store hours of operation** for each business day and identify the holidays for which the store will be closed (if applicable). If the store is closed on a day, for example on Sundays, do not select anything for that day

Section 8: Sales Information

- You **must** provide the sales information for **this store location**.
- If this vendor ownership has **owned the store for one year or more**, you **must** provide scanned copies of the requested ***California Sales and Use Tax Forms***.
- If this vendor ownership has **owned the store for less the one year**, you must provide an estimate of your annual food sales and scanned copies of the ***California Sales and Use Tax Forms***, if available.

Page 5

Section 9: Infant Formula Supplier Form (Note: This is now required of all applicants)

- Include all suppliers from whom you purchase infant formula and attach additional pages if necessary.
- For each supplier, indicate on the form if they are a manufacturer, distributor, wholesaler or retailer.
- Enter the name of the supplier.
- Enter the suppliers **valid** CA Seller's Permit Number and the seller's telephone number.
- **Note:** For **out-of-state** infant formula suppliers: if the supplier is an FDA approved manufacturer, no additional documentation is required. If not an approved FDA manufacturer, you must obtain documentation from the other State's WIC Program, verifying the supplier is an authorized infant formula supplier.
- Submit a scanned copy of the documentation, if applicable, with the application package.

Page 6

Section 10: Competitive Price Criteria

- Complete the Competitive Price Criteria. Provide current shelf prices for the WIC-authorized food produces.

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- For each food product, indicate the lowest and highest shelf prices.
- If you only stock one type of a food product (such as one size and type of cheese) list the same price for the low and high prices.
- If you charge the same price for multiple types of the same food item list the same price for both the low and high prices.
- For more information, see the attached “Shelf Price Submission - Frequently Asked Questions”.

Page 7

Section 11: Certification

- Read all information contained in Section 11.
- Fill in your name, your title, the date, and verify the store address. If the address needs to be corrected for this section, **return to page 1, section 1** of the application and correct the store address. (If you are submitting a paper application, correct this part manually.)
- Print the page, sign the paper version, scan it, and attach it to the e-mail you send with the application.

IV. Vendor Agreement:

- Download and print a **copy of the Vendor Agreement.**
 - Leave the Contract ID Number and Vendor Number on page one blank.
 - Complete the information on Page 1 of the **Vendor Agreement.**
 - Review all requirements contained in the **Vendor Agreement.**
 - Enter the date and sign the last page of the **Vendor Agreement** according to the type of ownership:
 - Sole Proprietorship – signature of sole owner
 - Partnership/Limited Partnership – ALL partners’ signatures
 - Limited Liability Company – two members’ or managers’ signatures
 - Corporation – two corporate officers’ signatures.
- Note: if LLC has only one member and/or manager, only the signature of that individual is required. If Corporation has only one officer, only the signature of that individual is required.***
- Return a scanned and signed copy of the **Vendor Agreement.** A copy will be returned to you if the store is approved for authorization.

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V. Application Package Submission:

All vendor applicants: please e-mail the application and supporting materials as attachments to: WICVENDORINFO@cdph.ca.gov and include the **store address** as the subject line of the e-mail. (For example: 123 Main Street)

To submit the package electronically, complete the following steps:

1. Complete the application in the Portable Document Format (PDF) using Adobe Reader.
2. Save this PDF application electronically with the street address as the name of the document. (For example: 123 Main Street)
3. Print the signature certification page (Page 7).
4. Sign the signature certification page
5. Scan the signature certification page
6. Attach the saved PDF application form (saved on your computer, not scanned) and the signed, scanned version of the signature page 7 to an e-mail.
7. **New Vendors**, complete, sign, scan and attach the signed Vendor Agreement to the same e-mail.
8. **Currently Authorized Vendors**, complete, sign and scan the Addendum and Exhibit A to the same e-mail.
9. Scan and attach all other attachments to the same e-mail.
10. Submit the entire application package electronically to WICVendorInfo@cdph.ca.gov.
11. Make a copy of the entire application package for your records.

To submit a hard-copy application package, please mail the materials to the following address:

California WIC Program
3901 Lennane Drive
Sacramento, CA 95834
ATTN: Vendor Applications

Note: The WIC Program does not provide technical assistance or advice on how to establish or run a business.

WIC Vendor information is also available at www.wicworks.ca.gov

For more information, call **1-855-WIC-STOR (1-855-942-7867)**



WOMEN, INFANTS & CHILDREN

Families grow healthy with WIC

**WIC Authorized
FOOD LIST
Shopping Guide**

July 5, 2011

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.

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
1/11  #000000

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:

WHOLE WHEAT FLOUR,
INGREDIENTS: WATER, SUGAR, YEAST, WHEAT GLUTEN,
SOYBEAN OIL, SALT, CULTURED DEXTROSE,
AND MALTODEXTRIN, ENRICHMENT (CALCIUM SULFATE,
VITAMIN A PALMITATE, VITAMIN E ACETATE,
DATEM, NIACIN, AND DIGLYCERIDES, GRAIN
VINEGAR, CITRIC ACID, CALCIUM SULFATE,
ASCORBIC ACID (DOUGH CONDITIONER),
AMMONIUM CARBONAMIDE, SOY LECITHIN.

3 Check the Package Size

Net WT 16 OZ
(1 LB) 454g

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

Nutrition Facts	
Serving Size 1 Cup (113g)	
Servings Per Container 4	
Amount Per Serving	
Calories 60	
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Potassium 90mg	3%
Total Carbohydrate 16g	5%
Dietary Fiber 1g	4%
Sugars 14g	
Protein 0g	
Vitamin C	40%
INGREDIENTS: PINEAPPLE, PINEAPPLE JUICE, CITRIC ACID, ASCORBIC ACID	

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
- Maple sugar
- Molasses
- Powdered sugar
- Raw sugar
- Sucrose

CANNOT BUY ❌

Example: Canned Pineapple

Nutrition Facts	
Serving Size 1 Cup (113g)	
Servings Per Container 4	
Amount Per Serving	
Calories 70	
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 10mg	0%
Total Carbohydrate 0g	0%
Dietary Fiber 1g	0%
Sugars 17g	
Protein 1g	
Vitamin A	2%
Vitamin C	100%
Iron	2%
INGREDIENTS: PINEAPPLE, WATER, SUGAR, CITRIC ACID, ASCORBIC ACID	

Some names for artificial and no-calorie sweeteners, which are also **not** allowed, are:

- Aspartame
- Malitol
- Maltitol
- NutraSweet
- Sorbitol
- Splenda
- Stevia
- Sucralose
- Truvia

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
- Ultra Heat Treated (UHT) shelf-stable milk
- Organic milk
- Evaporated milk with checks that have 1¼ gallons or 2 gallons of milk printed on them
- Powdered dry milk with checks that have 1 gallon or 1¼ gallons of milk printed on them

Helpful Hint

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

CHEESE



CAN BUY

Any brand, 16 oz, made in the USA. Regular, low sodium, low fat, reduced fat, or nonfat.

Block or round:

Cheddar cheese

- Orange or white
- Mild, medium, sharp, or longhorn

Colby cheese

Jack cheese

Mozzarella cheese

Marbled or blends of authorized cheeses, such as Colby-Jack or Cheddarella

Individually wrapped sticks:

Mozzarella string cheese



CANNOT BUY ☹

- Any other variety, size, or texture of cheese
- Diced, grated, sliced, crumbled, or shredded cheese
- Cheese purchased from or sliced at the deli
- Cheese with added ingredients, such as hot peppers or spices
- Organic cheese

EGGS



CAN BUY

Any brand, dozen size carton:

Chicken Eggs

- White
- Large

CANNOT BUY ☹

- Any other size, type, or color of egg
- Powdered or liquid eggs
- Specialty eggs, such as cage-free, stress-free, organic, vitamin-enriched, pastured, low cholesterol eggs, or Eggland's Best

SOY



CAN BUY

Brand, type, and size listed below:

Pacific Ultra Soy Plain

- Shelf-Stable
- Quart size

8th Continent Soymilk Original

- Refrigerated
- Half-gallon size

CANNOT BUY ☹

- Any other brand, type, size, or flavor of soy
- 8th Continent Light or Fat Free soymilk

TOFU



CAN BUY

Brand and texture listed below,
14 oz – 16 oz package, plain:

Azumaya

- Firm, Extra Firm, Lite
Extra Firm, or Silken

Frieda's

- Soft
- Firm

House

- Premium Soft Silken
- Premium Medium Firm
(Regular)
- Premium Firm
- Premium Extra Firm
- Organic (Soft, Medium
Firm, or Firm)

Nasoya

- Lite (Firm or Silken)
- Organic (Soft, Firm,
or Silken)

O Organics

- Organic Firm

Soy Boy

- Organic (Firm or
Extra Firm)

Tofu Shop

- Organic Calcium
(Regular or Soft)

Vitasoy SanSui

- Regular or Firm

Wild Wood

- Organic SprouTofu
(Silken, Lite Medium,
Firm, Extra Firm, and
Extra Firm 2 Pack)

Wo Chong

- Organic (Firm or Soft)
- Silken, Soft, Firm, or
Extra Firm

CANNOT BUY ☹

- Any other brand, size, or
texture of tofu
- Tofu with added fats,
sugars, oils, sodium,
flavoring, or seasoning
- Cubed, dried, baked,
or fried tofu
- Tofu in bulk, not
pre-packaged

WHOLE GRAINS

CAN BUY

Any brand, 16 oz package:

Whole Wheat Bread

- Loaves, buns, and rolls that have “100% Whole Wheat” on the **front label**
- Store bakery bread is allowed, if labeled appropriately

Any brand, 16 oz package or bulk, plain:

Brown Rice

- Short, medium, long grain
- Regular, quick, instant
- Basmati Brown
- Jasmine Brown

Whole Grain Barley

- Organic is allowed



Tortillas

- Soft corn tortillas, white or yellow
- Whole Wheat tortillas that have “Whole Wheat” or “100% Whole Wheat” on the **front label**
- Store bakery tortillas are allowed, if labeled appropriately

Oatmeal or Oats

- Old fashioned
- Rolled, cut, or steel cut
- Instant
- Quick
- Crystal Wedding

Bulgur

- Organic is allowed

CANNOT BUY ☹

- Any other type, size, or variety of whole grains
- Breads or tortillas not labeled as listed above
- Whole grains with added ingredients, such as fruits, nuts, or spices
- Light or lite bread
- Refrigerated or frozen bread, dough, mixes, tortillas, or rice
- Ready-to-serve rice
- Brown rice mixed with any other type of rice
- Individual or flavored oatmeal packets
- Pearled barley
- Organic bread, tortillas, oatmeal, or brown rice
- Frozen oats
- Cannot mix and match bulk brown rice, oatmeal, oats, whole grain barley, and bulgur

BREAKFAST CEREAL

CAN BUY **WHOLE GRAIN CEREALS— 51% or more whole grain.** Brand in 12 oz – 36 oz box or bag of cereal listed below:

 = 50% or more folic acid per serving

 = 5 or more grams of fiber per serving

General Mills



Kellogg's



Post



Quaker



Mill Select



B&G Foods



Instant Oatmeal or Instant Oats

Brand in 11.8 oz or 12 oz individual serving packet, old fashioned, classic, regular, or original flavor, listed below:

- Albertsons
- Best Yet
- BetterOats-Good 'n hearty
- First Street
- Food Club
- HY-TOP
- IGA
- Kroger
- Parade
- Raley's Fine Foods
- Ralph's
- Ralston
- Red & White
- Safeway
- Springfield
- Stater Bros.
- Sunny Select
- Western Family

CANNOT BUY

- Any other brand, type, size, or flavor of breakfast cereal
- Grits
- Hot breakfast cereal with added fruits, nuts, or sugars

BREAKFAST CEREAL

CAN BUY OTHER CEREALS— **Less than 51% whole grain.** Brand in 12 oz – 36 oz box or bag of cereal listed below:

 = 50% or more folic acid per serving  = 5 or more grams of fiber per serving

General Mills



Kellogg's



Post



Quaker



Malt-o-Meal



Crisp(y) Rice 

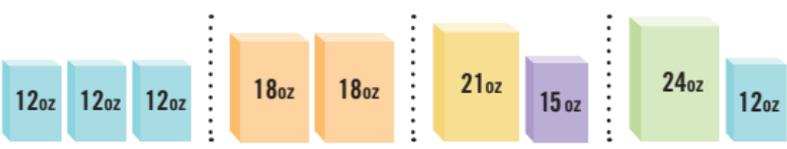
- Albertsons
- Kroger
- Red & White
- Best Yet
- Malt-o-Meal
- Safeway
- First Street
- Mill Select*
- Shurfine
- Food Club
- Mornin' Gems
- Springfield
- Great Value
- Parade
- Stater Bros.
- Hospitality
- Raley's Fine Foods
- Sunny Select
- HY-TOP
- Ralph's
- Value Time
- IGA
- Ralston
- Western Family

* Cereal is 51% or more whole grain

CANNOT BUY 

- Any other brand, type, size, or flavor of breakfast cereal
- Hot breakfast cereal with added fruits, nuts, or sugars
- Grits

Helpful Hints: To buy the full 36 oz of cereal:



PEANUT BUTTER



CAN BUY

Any brand in 16 oz – 18 oz container.

Plain, regular, low sodium, or low sugar:

- Any texture, such as creamy, crunchy, or super chunky
- Old fashioned or natural is allowed

CANNOT BUY ❌

- Any other size, type, or flavor of peanut butter
- Honey nut roasted peanut butter
- “Grind your own” peanut butter
- Peanut butter spread
- Lowfat or reduced fat peanut butter
- Peanut butter with added jams, jellies, chocolate, or honey
- Peanut butter with added supplements, such as omega-3-fatty acids
- Organic peanut butter



DRY BEANS, PEAS or LENTILS

CAN BUY

Any brand or variety, 16 oz package or bulk. Varieties such as:

- Black
- Black-eyed peas
- Garbanzo (Chickpeas)
- Great Northern
- Kidney
- Lentils
- Lima
- Navy
- Pink
- Pinto
- Red
- Split peas
- Organic is allowed



CANNOT BUY ☹

- Canned or frozen beans, peas, or lentils
- Bean soup mixes with flavoring packets or spices

CANNED MATURE BEANS

CAN BUY

Any brand, type, or variety, 15 oz – 16 oz can, if printed on the check. Plain, regular, or low sodium. Varieties such as:

- Black
- Black-eyed peas
- Garbanzo (Chickpeas)
- Great Northern
- Kidney
- Lima
- Navy
- Pink
- Pinto
- Red



CANNOT BUY ☹

- Dry or frozen beans, peas, or lentils
- Canned green peas, green beans, or wax beans
- Canned baked, refried, Cajun, bar-b-que, or ranch style beans
- Canned organic beans

BOTTLED JUICE and CONCENTRATE JUICE



CAN BUY

Any brand, authorized flavors. Pasteurized juice that has “100% Juice” **and** “120% Vitamin C” (or more) on the **front label**. Added Calcium and Vitamin D is allowed:

- 64 oz bottled (ready to drink) containers or
- 11.5 oz, 12 oz, or 16 oz concentrate (frozen or non-frozen) containers

Apple

Cranberry

Grape

- Red, Purple, or White

Grapefruit

- Ruby Red, Pink or White*

Orange*

Pineapple

Prune

Tomato

- Regular, low sodium, or spicy

Vegetable

- Regular, low sodium, or spicy

Juice Blends

- Juice that is named as two or more authorized flavors on the front label, such as Cranberry-Grape, Apple-Grape, or Cran-Apple

* Orange juice and White Grapefruit juice are not required to have “120 % Vitamin C” on the front label

CANNOT BUY ☹

- Any other flavor, type, or size of juice
- Juice not labeled as listed above
- Refrigerated juice
- Diet, light, or lite juice
- Organic juice
- Juice with added ingredients or supplements, such as caffeine, carnitine, chromium, DHA, Echinacea, ginkgo biloba, ginseng, guarana, St. John’s Wort, taurine, or wheatgrass

Helpful Hints

To get the most juice:

- For children, choose 64 oz bottles or 16 oz frozen containers.
- For women, choose 11.5 oz or 12 oz frozen or non-frozen containers.

FRUITS and VEGETABLES

CAN BUY

Fresh Fruits and Vegetables

Any brand, type, or combination of:

- Any variety of whole or cut fruits and vegetables
- Sweet potatoes and yams are the only potatoes allowed
- Bagged fruits and vegetables
- Bagged or packaged salad mixtures
- Garlic, onion, ginger, jalapeños, peppers, and chilies are allowed
- Organic is allowed



CANNOT BUY ☹

- Any potatoes other than sweet potatoes or yams
- Any food or product from the salad bar or deli, party trays, fruit baskets, decorative vegetables and fruits, such as chilies or garlic on a string or painted pumpkins
- Nuts or fruit-nut mixtures
- Edible blossoms, such as squash blossoms
- Bagged salad, vegetable, or fruit kits with added ingredients, such as dressing, croutons, cheese, dips, or sauces
- Dried vegetables
- Herbs and spices, such as parsley, basil, cilantro, and mint

CAN BUY

Dried Fruits

Any brand, size, and type of container or bulk, if printed on the check:

- Any variety of dried fruits without added fats, sugars, or oils, such as raisins, prunes and/or dried plums, figs, dates, and apricots
- Freeze-dried is allowed
- Pitted or with pits are allowed
- Organic is allowed



CANNOT BUY ☹

- Dried fruits with added fats, sugars, or oils
- Dried or freeze-dried vegetables
- Trail mix
- Dried fruits with added artificial or natural flavors, including essences

FRUITS and VEGETABLES



CAN BUY

Canned Fruits

Any brand, size, and type of container:

- Any variety of canned fruits, packed in water or juice without added sugars
- Natural or unsweetened applesauce is allowed
- Organic is allowed

CANNOT BUY ❌

- Fruits packed in syrup, such as heavy, light, or extra light
 - Fruit cocktail, cranberry sauce, or pie filling
 - Fruits with added sugars, salt, fats, oils, or artificial sweeteners, such as Splenda or NutraSweet
-

CAN BUY

Canned Vegetables

Any brand, size, and type of container.

Regular or low sodium:

- Any variety of canned vegetables
- Sweet potatoes or yams without added sugars or syrup are allowed
- Tomatoes or tomato products are allowed, such as whole, crushed, diced, paste, or purees
- Organic is allowed



CANNOT BUY ❌

- Any potatoes other than sweet potatoes or yams
 - Vegetables with added fats or oils
 - Vegetable mixtures with potatoes
 - Pickled, creamed, or sauced vegetables
 - Tomato products with added sugars, fats, or oils
 - Soups, ketchup, relishes, olives, salsa, stewed tomatoes, or tomato sauces (tomato, pizza, spaghetti)
 - Canned mature beans, such as black-eyed peas, kidney beans, or pinto beans
-

FRUITS and VEGETABLES

CAN BUY

Frozen Fruits

Any brand, size, and type of container:

- Any variety of frozen fruits without added sugars
- Organic is allowed



CANNOT BUY ☹

- Fruits with added sugars, added ingredients, or artificial sweeteners, such as Splenda or NutraSweet
-

CAN BUY

Frozen Vegetables

Any brand, size, and type of container. Regular or low sodium:

- Any variety of frozen vegetables
- Sweet potatoes or yams without added sugars or syrup are allowed
- Frozen beans of any kind are allowed, such as green beans, wax beans, black-eyed peas, black beans, or pinto beans
- Organic is allowed



CANNOT BUY ☹

- Any potatoes other than sweet potatoes or yams
- Breaded or flavored vegetables
- French fries, tater tots, hash browns, or mashed potatoes
- Vegetables with sauce, such as cheese, butter, or teriyaki sauce
- Vegetables with added sugars, oils, fats, pasta, rice, or any other ingredient

INFANT CEREAL

CAN BUY

Brand and type in 8 oz or 16 oz container, as listed below:

Beech-Nut

- Homestyle Rice
- Homestyle Oatmeal
- Homestyle Multigrain

Gerber

- Rice and Organic Brown Rice
- Oatmeal and Organic Oatmeal
- Barley
- Whole Wheat
- Mixed



Earth's Best Organic

- Whole Grain Rice
- Whole Grain Oatmeal
- Whole Grain Multi-Grain

O For Baby Organics

- Organic Rice

CANNOT BUY ❌

- Infant cereal with added ingredients, such as formula, milk, fruits, sugars, sweeteners, or DHA

INFANT FORMULA

CAN BUY

Must buy the brand, type, size, and number of cans printed on the check.

CANNOT BUY ❌

- Any other brand, type, or size of infant formula not printed on check
- Low iron or no iron formula

FRESH BANANAS

CAN BUY

Fresh Yellow Bananas

- 2 or 4 bananas as printed on the check
- Organic is allowed



CANNOT BUY ❌

- Any other type of banana, such as plantains, red, mini, or fingerling

INFANT FRUITS and VEGETABLES

CAN BUY

Any brand, 3.5 oz or 4 oz container:

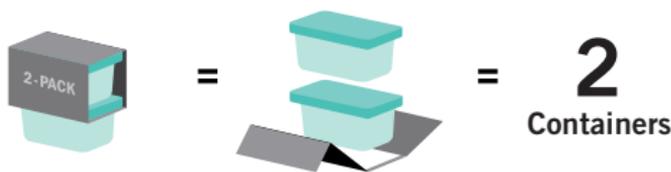
- Plain fruits, plain vegetables, or combinations of two or more plain fruits and vegetables
- Multi-packs are allowed
- Organic is allowed



CANNOT BUY ❌

- Any other size of infant fruits and vegetables
- Infant desserts, puddings, or smoothies
- Infant juice
- Infant dinners
- Graduates or toddler infant food
- Infant fruits and vegetables mixed with cereal, meat, pasta, or rice
- Infant fruits and vegetables with added sugars, salt, spices, starch, fiber, or DHA
- Cannot mix and match 3.5 oz with 4 oz containers

Helpful Hints: Single containers and multi-packs can be mixed and matched. A multi-pack has 2 or more containers.



INFANT MEATS



CAN BUY

Any brand, 2.5 oz container, if printed on the check:

- Added broth or gravy is allowed
- Multi-packs are allowed
- Organic is allowed

CANNOT BUY

- Any other size infant meats
- Infant dinners or infant meats mixed with veggies, fruits, cereal, pasta, or rice
- Graduates or toddler infant food
- Infant meats with added sugars, salt, spices, fiber, or DHA

CANNED FISH



CAN BUY

Any brand, regular or low sodium:

Chunk Light Tuna

- 5 oz or 6 oz can
- Packed in water
- Plain

Pink Salmon

- 5 oz, 6 oz, or 14.75 oz can
- Packed in water
- Plain

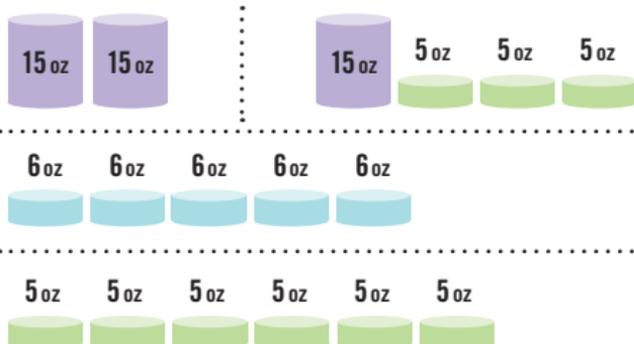
Sardines

- 15 oz can
- Packed in water, mustard, or tomato sauce

CANNOT BUY

- Any other flavor, variety, size, or type of fish
- Solid white, albacore tuna, or prime fillet fish
- Specialty salmon, such as smoked, wild sockeye, blue back salmon, or red salmon
- Fish packed in oil
- Sardines packed in any other sauce, such as chili or hot sauce
- Tuna or salmon kits
- Fish packed in pouches or plastic containers

Helpful Hints: To buy the full 30 oz of fish



EFFECTIVE OCTOBER 17, 2013

MINIMUM STOCKING REQUIREMENTS

Refer to the WIC Authorized Food List Shopping Guide July 5, 2011 for product specifications and WIC Bulletin Regulation 71100 for regulation detail

<p>FOOD CATEGORY: BOTTLED JUICE AND CONCENTRATE JUICE (8) 64-ounce shelf-stable AND (10) 11.5 or 12-ounce frozen concentrate</p>	<p>FOOD CATEGORY: INFANT CEREAL (2) 16-ounce AND (2) 8-ounce containers</p>
<p>FOOD CATEGORY: BREAKFAST CEREAL At least (144) total ounces, of any (4) different types or brands of authorized cereal. Of the total ounces (1) type must be of (12) ounce size box and (1) type must be of (18) ounce box. Two of the types or brands must be listed as whole grain cereals on the WIC Authorized Food List and Shopping Guide.</p>	<p>FOOD CATEGORY: INFANT FORMULA Authorized milk-based powdered formula.....(20) cans (10) on the shelf, and (10) on the premises</p>
<p>FOOD CATEGORY: CANNED FISH Tuna.....(12) 5-ounce cans OR (10) 6-ounce cans OR Sardines.....(4) 15-ounce cans OR Salmon.....(12) 5-ounce cans OR (10) 6-ounce cans OR (4) 14.75-ounce cans</p>	<p>FOOD CATEGORY: INFANT FRUITS AND VEGETABLES (56) 4-ounce containers OR (64) 3.5-ounce containers</p> <p>FOOD CATEGORY: INFANT MEATS (62) 2.5-ounce containers: (31) on the shelf, and (31) on the premises</p>
<p>FOOD CATEGORY: CHEESE (4) 1-pound packages</p>	<p>FOOD CATEGORY: PEANUT BUTTER (4) 16 to 18-ounce containers</p>
<p>FOOD CATEGORY: DRY BEANS, PEAS OR LENTILS (6) Pounds of any 1-pound packages or (6) pounds bulk</p>	<p>FOOD CATEGORY: FRESH BANANAS Fresh only (8) yellow bananas</p>
<p>FOOD CATEGORY: EGGS (4) dozens</p>	<p>FOOD CATEGORY: WHOLE GRAIN 100% whole wheat bread....(2) 1-pound loaves AND Soft corn tortillas.....(2) 1 pound packages AND Oatmeal.....(2) 1 pound packages or 2 pounds in bulk OR Brown rice.....(2) 1 pound packages of or 2 pounds in bulk</p>
<p>FOOD CATEGORY: MILK Whole.....(6) one gallon AND 2% reduced fat or 1% low fat or nonfat.....(14) one gallon (10) on the shelf (4) on the premises AND (2) half-gallon</p>	
<p>FOOD CATEGORY: FRUITS AND VEGETABLES Fresh:.....\$32 worth of a combination of 5 varieties of fruits and 5 varieties of vegetables AND Frozen:.....\$32 worth of a combination of 3 varieties of fruits and 3 varieties of vegetables AND Canned:.....\$32 worth of a combination of 3 varieties of fruits and 3 varieties of vegetables</p>	

10/02/2014

What Is An Acceptable Record Of Inventory?

Each vendor must maintain adequate inventory purchase records, including adequate transfer records if inventory is moved between stores. Each vendor, including vendors that own multiple stores under a Master Vendor Agreement, must maintain separate inventory purchase records including transfer records, must be maintained for each store location. All vendors must maintain inventory purchase records and transfer records for a period of three years and provide the California Women, Infants and Children (WIC) Program, agents of the State, and the Comptroller General of the United States access to these records. Records can be retained in paper or electronic formats. These records must be maintained for each purchase and meet each of the following criteria. See WIC Bulletin Regulations Section 71000 for more information.

Inventory purchase records include all of the following:

1. Wholesale and retail invoices showing all WIC authorized food purchases.
2. Sales and use tax return, if required by federal and state law.
3. Books of account.
4. Other records that can be used to verify WIC authorized supplemental food item purchases or proper peer group assignment including, but not limited to, check registers and bank statements.

All purchase invoice records showing WIC authorized food purchases, wholesale and retail, must:

1. Be prepared entirely by the wholesaler, distributor, or retailer from whom the WIC vendor made the purchase;
2. Indicate the date of purchase, the name of the seller, and the name of the WIC vendor who made the purchase;
3. Be specific when identifying WIC food items- for example; "milk" is not an adequate identification. It must be specified as to the type of milk, such as "fluid", "dry", or "evaporated" and whether it is "whole", "lowfat", or "nonfat", etc. Similarly, "fruit juice" is not an adequate identifier. The type of juice, e.g., "orange" or "apple" must be indicated, and the brand must also be identified;
4. Identify the quantity and container size of each WIC food item purchased from the wholesaler, (number of containers, cans, boxes, etc., and number of ounces, pounds, etc., per container); and
5. Indicate the unit price for each WIC food item purchased.

What Is An Acceptable Transfer Record?

The vendor ownership will need to create a transfer record if food items are delivered to one location and then shipped to another vendor store location. Inventory purchase records, including transfer records for each individual store under one ownership will be reviewed separately and will not be combined for purposes of audit. Inventory and transfer records are used to determine if a vendor is claiming reimbursement for the sale of a volume of supplemental food which exceeds the inventory purchase records for a specific period of time as identified in the audit.

Each transfer record must:

1. Be created at the time the food products are shipped from the location of original delivery to the following vendor store location;
2. Indicate the date of the transfer;
3. Indicate the address and store name where the food item is being shipped from;
4. Indicate the address and store name where the food item is being shipped to;
5. Be specific when identifying WIC food items – for example; “milk” is not an adequate identification. It must be specified as to the type of milk, such as “fluid”, “dry”, or “evaporated” and whether it is “whole”, “lowfat”, or “nonfat”, etc. Similarly, “fruit juice” is not an adequate identifier. The type of juice, e.g., “orange” or “apple” must be indicated, and the brand must also be identified; and
6. Identify the quantity and container size of each WIC food item transferred from the source location (number of containers, cans, boxes, etc., and number of ounces, pounds, etc., per container).

Failure to maintain the required inventory and transfer records, including separate inventory and transfer records for each vendor location owned, the vendor’s participation in the WIC Program will be terminated. Please review the following samples examples of adequate records of inventory. See WIC Bulletin Regulations Section 71000 for more information. If you have additional questions, please contact your Vendor Consultant or call toll free (855) WIC-STOR or (855) 942-7867. You may also contact the WIC Vendor Management Branch by email at WICVENDORINFO@cdph.ca.gov.

Attachments: Sample 1, Example of an acceptable invoice from a wholesaler or retailer
Sample 2, Example of transfer record from location of original delivery to a subsequent vendor store location

INVOICE SAMPLE

INVOICE #: 2014-411
INVOICE DATE: 1/26/14
ACCT NO: 00911

WHOLESALE GROCERS OF CALIFORNIA, INC
222 EAST MASON STREET
ALAMEDA, CA 94501

BILL TO:
La Bebe of California, Inc.
2601 South Los Angeles Way
Los Angeles, CA 90120

DELIVER TO:
La Bebe of California, Inc.
2601 South Los Angeles Way
Los Angeles, CA 90120



UNIT	PACK	SIZE	DESCRIPTION	ITEM CODE	UNIT PRICE	EXTENDED PRICE
15	12	13.0 oz.	PROSOBEE	25526	34.67	520.05
15	12	13.0 oz.	ENFAMIL INFANT	47511	32.67	490.05
3	12	16.0 oz.	GOGO COLA	65666	4.17	12.51
2	12	46.0 oz.	TREE TOP APPLE (PLASTIC)	70345	9.12	18.24
3	48	46.0 oz.	TREESWEET ORANGE JUICE	77020	8.24	18.72
4	12	6.0 oz.	CHUNK LIGHT TUNA in water	29433	32.36	129.44
5	12	13.0 oz.	SIMILAC WITH IRON	34396	34.55	172.75
5	12	13.0 oz.	ISOMIL LIQUID	34912	32.55	162.75
5	12	18.0 oz.	GM KIX CEREAL (plain)	46266	60.50	301.00
1	12	16.0 oz.	PINTO BEANS (dry)	52812	.89	10.68
6	12	8.0 oz.	GERBER RICE CEREAL	21233	10.68	64.08
6	12	46.0 oz.	SPRINGFIELD PINEAPPLE	72441	22.68	136.08
2	12	15.0 oz.	GM CHERRIOS (plain)	82661	36.60	73.20
2	12	28.0 oz.	CREAM OF WHEAT	34221	37.44	74.88
1	12	16.0 oz.	QUAKER CRUNCH CORN BRAN	22666	27.00	27.00
1	12	7.0 oz.	MINUTE RICE	43292	22.45	22.45
1	12	16.0 oz.	EASY OFF OVEN SPRAY	22228	27.68	27.68
1	12	16.0 oz.	J FARMS CHEDDAR CHEESE	12121	40.68	40.68
1	5	5 lbs.	PILSBURY FLOUR	89882	23.16	115.80

TRANSFER RECORD SAMPLE

SHIP FROM:
La Bebe of California, Inc.
2601 South Los Angeles Way
Los Angeles, CA

La BEBE OF CALIFORNIA, INC
TRANSFER RECORD #112305
Transfer Date 1/27/14

DELIVER TO:
La Bebe of California #3
1776 PATRIOT WAY
LOS ANGELES, CA 90120
Vendor No. 723456



UNIT	PACK	SIZE	DESCRIPTION	ITEM CODE	UNIT PRICE	EXTENDED PRICE
7	12	13.0 oz.	PROSOBEE	25526	34.67	242.69
7	12	13.0 oz.	ENFAMIL INFANT	47511	32.67	228.69
3	12	16.0 oz.	SF MOZZARELLA BALL	65666	21.69	65.07
2	12	46.0 oz.	TREE TOP APPLE (PLASTIC)	70345	9.12	18.24
3	48	46.0 oz.	TREESWEET ORANGE JUICE	77020	8.24	18.72
4	12	6.0 oz.	CHUNK LIGHT TUNA in water	29433	32.36	129.44
5	12	13.0 oz.	ENFAMIL A.R.	34912	32.55	162.75
5	12	18.0 oz.	GM KIX CEREAL (plain)	46266	60.50	301.00
1	12	16.0 oz.	PINTO BEANS (dry)	52812	.89	10.68
3	12	8.0 oz.	GERBER RICE CEREAL	21233	10.68	32.04
3	12	46.0 oz.	SPRINGFIELD PINEAPPLE	72441	22.68	68.04

Shipper Signature _____ Date _____

Receiver Signature _____ Date _____

Are you prepared for the On-Site Inspection?

After you have successfully completed an interactive California WIC Program vendor training class, you will be contacted by a representative of the WIC Program to schedule an on-site inspection of your store.

PLEASE NOTE: Failure to meet all the requirements below during the on-site inspection will result in the denial of your application.

HEALTH PERMIT REQUIREMENT	
<input type="checkbox"/>	You must provide proof of a VALID HEALTH PERMIT
VISIBLE PRICES POSTED REQUIREMENT	
<input type="checkbox"/>	PRICES MUST BE POSTED above, below, or on ALL WIC Authorized foods. Note: If fresh fruits and vegetables are priced by the pound, you must have a weight scale which has been approved by the State of California Department of Food Agriculture's Division of Measurement Standards.
MINIMUM STOCKING REQUIREMENT	
(Note: expired or stale items will not be counted toward the stocking requirements)	
<input type="checkbox"/>	<u>BOTTLED JUICE AND CONCENTRATE JUICE</u> - You must have: (8) 64-ounce shelf-stable AND (10) 11.5-ounce or 12-ounce frozen concentrate
<input type="checkbox"/>	<u>BREAKFAST CEREAL</u> – You must have: at least (144) total ounces, of any (4) different types or brands of <u>authorized</u> cereal. Of the total ounces (1) type must be of (12) ounce size box and (1) type must be of (18) ounce box. Two of the types or brands must be listed as whole grain cereals on the WIC Authorized Food List and Shopping Guide.
<input type="checkbox"/>	<u>CANNED FISH</u> – You must have: Tuna.....(12) 5-ounce cans OR (10) 6-ounce cans OR Sardines.....(4) 15-ounce cans OR Salmon.....(12) 5-ounce cans OR (10) 6-ounce cans OR (4) 14.75-ounce cans
<input type="checkbox"/>	<u>CHEESE</u> – You must have: (4) 1-pound packages
<input type="checkbox"/>	<u>DRY BEANS, PEAS OR LENTILS</u> – You must have: (6) Pounds of any 1-pound packages OR (6) pounds bulk
<input type="checkbox"/>	<u>EGGS</u> - You must have: (4) dozens
<input type="checkbox"/>	<u>MILK</u> – You must have: Whole.....(6) one gallon AND 2% reduced fat or 1% low fat or nonfat.....(14) one gallon (10) on the shelf (4) on the premises AND (2) half-gallon
<input type="checkbox"/>	<u>FRUITS AND VEGETABLES</u> – You must have: Fresh:.....\$32 worth of a combination of 5 varieties of fruits and 5 varieties of vegetables (AND) Frozen:.....\$32 worth of a combination of 3 varieties of fruits and 3 varieties of vegetables AND Canned:.....\$32 worth of a combination of 3 varieties of fruits and 3 varieties of vegetables

Are you prepared for the On-Site Inspection?

<input type="checkbox"/>	INFANT CEREAL - You must have: (2) 16-ounce AND (2) 8-ounce containers
<input type="checkbox"/>	INFANT FORMULA – You must have: Authorized milk-based powdered formula.....(20) cans (10) on the shelf, and (10) on the premises
<input type="checkbox"/>	INFANT FRUITS AND VEGETABLES - You must have: (56) 4-ounce containers OR (64) 3.5-ounce containers
<input type="checkbox"/>	INFANT MEATS – You must have: (62) 2.5-ounce containers. (31) on the shelf, and (31) on the premises
<input type="checkbox"/>	PEANUT BUTTER – You must have: (4) 16 to 18-ounce containers
<input type="checkbox"/>	FRESH BANANAS – You must have: Fresh only (8) yellow bananas (Note: this requirement is in addition to the fresh fruits & vegetables category)
<input type="checkbox"/>	WHOLE GRAIN – You must have: 100% whole wheat bread....(2) 1-pound loaves AND Soft corn tortillas.....(2) 1 pound packages AND Oatmeal.....(2) 1 pound packages or 2 pounds in bulk OR Brown rice.....(2) 1 pound packages of or 2 pounds in bulk
INFANT FORMULA INVOICE REQUIREMENT	
<input type="checkbox"/>	You must purchase infant formula from: <ul style="list-style-type: none"> • A manufacturer of infant formula registered with the Food and Drug Administration • A wholesaler, distributor, or retailer within California that has a current, valid sellers permit number that the vendor has verified through the California Board of Equalization • A wholesaler, distributor or retailer outside of California that is a licensed supplier of infant formula in that state and is included on that state WIC agency's infant formula supplier list. <p>You will be required to provide invoice(s) supporting the amounts and types of infant formula in your inventory. The invoices must include the supplier's name; address; sellers permit number; date of purchase; the type and quantity of infant formula purchased.</p>
CASH REGISTER REQUIREMENT	
<input type="checkbox"/>	You must identify and report the TOTAL number of cash registers in your store. <ul style="list-style-type: none"> • The cash register system must calculate, record, and print a summary of all sales transactions conducted during each business day showing the transfer of good for money or monetary equivalents. • The cash register system must automatically print an itemized receipt of each transaction. The receipt must be given to the customer at each time. • You must count all registers, whether they are used full time or occasionally.
STORE HOURS REQUIREMENT	
<input type="checkbox"/>	You are required to operate at least six days per week, for at least eight hours each day, and at least four of those hours must be during core business hours (9:00 am – 5:00 pm).
USE OF WIC LOGO	
<input type="checkbox"/>	Use of the WIC logo prior to authorization is prohibited and will result in denial of your application. Use of the WIC logo after authorization must comply with WIC Bulletin Regulation Section 71400.



California
Department of
Health Services
DIANA M. BONTÁ, R.N., Dr. P.H.
Director

State of California—Health and Human Services Agency
Department of Health Services

September 9, 2003



GRAY DAVIS
Governor

GROCER ALERT 2003-07

TO: ALL WIC GROCERS

SUBJECT: WIC PROGRAM POLICY REGARDING SOLICITATION OF WIC PARTICIPANTS

Purpose

I am writing to provide authorized grocers with guidance regarding solicitation of Women, Infants and Children Supplemental Nutrition Program (WIC) participants in the vicinity of distribution clinics.

Background

This Grocer Alert restates information contained in our November 14, 1996 letter to all authorized WIC grocers and includes reference to the updated California Code of Regulations, Title 22, Chapter 6, Section 40741, subdivision (a)(13). In the past, participants and local agency personnel have expressed concerns regarding aggressive solicitation by WIC grocers in the vicinity of WIC local agency clinic sites. Participants have reported levels of intimidation that restricted their ability to enter WIC clinic buildings, resulting in delays to clinic operations and cancellation and rescheduling of missed appointments.

The WIC program, in order to provide effective and efficient administration, has set standards to ensure the general welfare and safety of its participants while they are engaging in WIC program business. The WIC program has adopted regulatory authority to disqualify authorized grocers for:

"Influencing or attempting to influence participants' store selection through solicitation on or in the vicinity of a local clinic distribution site" [California Code of Regulations, Title 22, Chapter 6, Section 40741, subdivision (a)(13).



Do your part to help California save energy. To learn more about saving energy, visit the following web site:
www.consumerenergycenter.org/flex/index.html

WOMEN, INFANTS, AND CHILDREN (WIC) SUPPLEMENTAL NUTRITION BRANCH
3901 Lennane Drive, P.O. Box 942732, Sacramento, CA 94234-7320
(916) 928-8500 Internet Address: www.dhs.ca.gov

Summary

To explain and clarify this policy, the California WIC program is adhering to the following definitions of the terms “vicinity” and “solicitation” as used in the above-cited regulation:

- Vicinity means any area near, in the neighborhood of, or in the surrounding areas of the clinic site.
- Solicitation is approaching with information or otherwise enticing any WIC participant or their representative to attempt to influence his/her decision to choose a particular authorized grocer for purchasing WIC-authorized foods.

Any violation of this policy may result in the WIC program's decision to deny renewal of the Vendor Agreement or disqualify an authorized grocer. To ensure your continued authorization as a WIC grocer, please make certain that you and your employees understand and properly apply all of the requirements of the WIC program.

Questions

Thank you for your attention to this matter. If you have any questions regarding compliance with any of the WIC guidelines, which could affect your WIC grocer authorization status, please contact your WIC Grocer Consultant at (916) 928-8705.

David Markell, Chief
Food Management and
Integrity Section
WIC Supplemental Nutrition Branch

INSTRUCTIONS ON COUNTING THE NUMBER OF REGISTERS IN YOUR STORE

As part of the authorization/renewal process, vendors must identify the TOTAL number of registers in their store(s) and specify this number where indicated on the application. When counting the registers, refer to WIC Bulletin Regulations Section 70300 of the Vendor Authorization Criteria.

- The cash register system must calculate, record, and print a summary of all sales transactions conducted during each business day showing the transfer of good for money or monetary equivalents.
- The cash register system must automatically print an itemized receipt of each transaction. The receipt must be given to the customer at each time.
- You must count all registers, whether they are used full time or occasionally.
- You must count the total number of registers in each kiosk (business within the store such as cell phone, jewelry, clothing, etc.).
 - You do not count a specialty location (e.g. deli) if it does not have a register (e.g. if the customer must take the items to a different register to purchase).
 - You do not count an ATM or a bank, whether or not it has a separate register.
 - All registers in specialty locations or sections shall be counted if those registers transact any foods sales as defined in 7 C.F.R. §246.2.

Below are some examples of register locations and how you must count them. This does not include all possible register locations.

Number of registers

Locations where registers might be located:

5	Front of store
3	Self check out (each register counts as one)
0	Hot foods to go - Deli
1	Pharmacy
0	Floral
0	Photo
2	Customer service
1	Bakery
0	Meats/butcher
3	Kiosks (you must include the <u>total</u> number of registers in <u>each</u> kiosk).
0	Other
15	TOTAL number of registers in your store.

HOW TO VERIFY A CALIFORNIA SELLER'S PERMIT NUMBER

You may use one of the following four ways to verify the validity of the seller's permit number through the Board of Equalization (BOE):

- 1) Internet Verification Service – By going to www.boe.ca.gov. Click on Permit Verification and proceed to enter the number for the seller's permit you are verifying. Do not enter letters or dashes.
- 2) Automated Seller's Permit Verification Service - By calling this automated toll free number at, (888) 225-5263, at any time you can verify a seller's permit number. However, you will not have access to a customer service representative at this number.
- 3) Information Center – A customer service representative can be reached at, (800) 400-7115, to verify a seller's permit number. Representatives are available from 8:00 a.m. through 5:00 p.m., Monday through Friday, excluding State holidays.
- 4) Request by mail – A written request verifying a seller's permit number can be mailed to the BOE. The request must include: the business owner's name, business name, address, and seller's permit number as well as your name, phone number, and return address. Send the request to the following address:

Account Information Group, MIC:29
State Board of Equalization
P.O. Box 942879
Sacramento, CA 94279-0029



SHELF PRICE SUBMISSION – FREQUENTLY ASKED QUESTIONS

QUESTION: WHAT IS THE SHELF PRICE SUBMISSION?

The California Women, Infants, and Children (WIC) Program is required by federal regulations to collect vendor shelf prices at least every six months to determine if a vendor is cost competitive. Vendors submit shelf prices electronically using the Vendor WIC Information eXchange (VWIX) System during the submission period.

QUESTION: WHEN DID THE SHELF PRICE SUBMISSION REQUIREMENTS BECOME EFFECTIVE?

On October 17, 2013, the California WIC Vendor Authorization Criteria became effective, requiring vendors to comply with WIC Bulletin Regulations (W.B.R.) Section 70600, Competitive Price Criteria. Competitive Price Criteria requires vendors to submit their shelf prices to the WIC Program. You can access the regulations on our website: [WIC Regulations Webpage](#)

QUESTION: WHAT SHELF PRICES MUST BE SUBMITTED?

Vendors are required to submit their current highest and lowest shelf prices for 12 **WIC-authorized** food items, known as the Market Basket. Current Market Basket contents are listed below:

1) 12 oz. Breakfast Cereal	7) 64 oz. Shelf-Stable Bottled Juice
2) 18 oz. Breakfast Cereal	8) 1 Gallon Whole Milk
3) 16 oz. Cheese	9) 1 Gallon Lower Fat Milk
4) 16 oz. Corn Tortillas	10) Milk-based infant formula currently under contract with the Department
5) 1 lb. Bag of Dry Beans, Peas, or Lentils	11) 16 – 18 oz. Peanut Butter
6) 1 Dozen Large Eggs (Chicken only)	12) 16 oz. Whole Wheat Bread Loaf

QUESTION: OUR STORE CARRIES MULTIPLE BRANDS OF DIFFERENT WIC-AUTHORIZED FOODS, SUCH AS CHEESE. WHAT BRAND(S) DO WE CHOOSE WHEN SUBMITTING OUR SHELF PRICES?

Vendors are required to submit the price of the highest priced item and the price of the lowest priced item of the Market Basket. Vendors do not have to submit the prices of all the WIC-authorized foods available in the store. The Market Basket is not brand specific. For example, if your store carries three brands of WIC-authorized cheese, you will only submit the price for the most expensive cheese as the high and the price for the least expensive cheese as the low.

QUESTION: WHAT IF OUR STORE ONLY CARRIES ONE BRAND OF A MARKET BASKET ITEM, SUCH AS EGGS?

If your store only carries one brand of an item, submit the price of that item as both the highest and lowest shelf price for that food type. For example, if your store only carries one brand of eggs that are priced at \$1.99 a dozen, you would enter \$1.99 as both the highest shelf price and lowest shelf price when completing the submission.

QUESTION: HOW WILL VENDORS BE NOTIFIED WHEN THEY ARE REQUIRED TO SUBMIT SHELF PRICES?

Vendors will receive a Request for Vendor Shelf Prices Vendor Alert by US mail 30 days before the start of a submission period. After logging on to VWIX, vendors will see a message notifying them of outstanding shelf prices to be completed.

QUESTION: OUR STORE RECEIVED A NOTICE IN THE MAIL THAT WE NEED TO SUBMIT OUR SHELF PRICES. WHAT DATE(S) SHOULD WE BE COLLECTING OUR PRICES?

Refer to the notice carefully for information regarding important dates for the submission period. The notice will specify:

- 1) The publication date of the submission period (Example: January 27th)
- 2) The 14-day period in which vendors should collect shelf prices (Example: January 27th through February 9th)
- AND -
- 3) The 30-day period that the submission period will remain open in VWIX to allow you to submit your prices. (Example: January 27th through February 25th).

QUESTION: WHAT ARE THE PUBLICATION DATE, 30-DAY VENDOR PRICE SUBMISSION PERIOD AND THE 14-DAY SHELF PRICE COLLECTION PERIOD?

The *Publication Date* is the day the submission period is open in VWIX and made available to vendors. This is the first day that vendors can submit their shelf prices.

The *14-Day Shelf Price Collection Period* is the first 14 days after a submission period has started. Vendors should submit shelf prices from these 14 days.

The *30-Day Vendor Price Submission Period* is when vendors are able to submit their shelf prices in VWIX.

QUESTION: CAN I SUBMIT MY SHELF PRICES ON ANY DAY DURING THE 30-DAY VENDOR PRICE SUBMISSION PERIOD?

Yes. Prices may be submitted beginning on the first day of the Vendor Price Submission Period.

QUESTION: WHO SHOULD WE CONTACT IF WE HAVE ADDITIONAL QUESTIONS REGARDING THE SHELF PRICE SUBMISSION?

For additional questions, contact your WIC Vendor Consultant or call toll free (855) WIC-STOR or (855) 942-7867. You may also contact the WIC Vendor Management Branch by email at WICVENDORINFO@cdph.ca.gov.