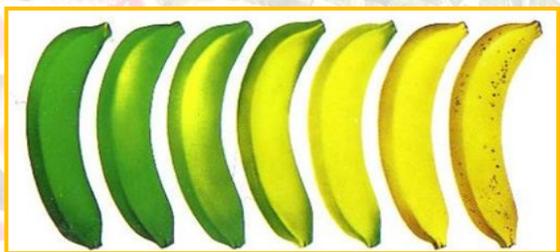


# CALIFORNIA WIC VENDOR NEWS

## J U L Y 2 0 1 3

### Thank you, Gracias, Merci, For Your Confidentiality Towards WIC Shoppers

The WIC Program would like to express gratitude to all WIC authorized vendors for keeping the identity of WIC shoppers confidential. It is important to not discuss a shopper's personal information in the store, especially at the check stand. **Title 7, Code of Federal Regulation (CFR), Section 246, and Article II, Rule 4, (c) of your Vendor Agreement** state that as an authorized vendor in the WIC Program, you agree to comply with keeping the identity of all WIC shoppers confidential. By observing this rule, you are ensuring WIC shoppers are treated with respect and feel comfortable in your store. Thank you for following this very important program rule.



### WHEN IS A BANANA RIPE?

You must stock sixteen (16) fresh bananas as part of the Minimum Stocking Requirement. Please make sure the bananas are fresh and kept at room temperature. According to an article written by USDA titled "How to Buy FRESH FRUITS" bananas are sensitive to cool temperatures and will be injured in temperatures below 55° F. The ideal temperature for ripening bananas is between 60 and 70° F. Higher temperatures cause them to ripen too rapidly. The best eating quality is reached when the solid yellow color is speckled with brown.

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A mushy banana with a bad scent, containing mold on the skin usually means the banana is spoiled. Occasionally, the skin may be entirely brown and yet the flesh will still be in prime condition. For more information refer to "How to Buy FRESH FRUITS" USDA, Issue date: January 1994, Page 6. Select link: <http://www.ams.usda.gov/AMsv1.0/getfile?dDocName=STELDEV3103620>

## Canned Mature Beans: Considered A Legume

A bean is an edible nutritious seed of various plants of the legume family. Mature Beans include but are not limited to:



- Adzuki Beans
- Black Beans
- Black-eyed peas
- Broad Beans (Fava Beans)
- Butter Beans
- Calico Beans
- Cannellini Beans
- Chickpeas (Garbanzo Beans)
- Lentils
- Lima Beans
- Mung Beans
- Navy Beans
- Great Northern Beans
- Italian Beans
- Kidney Beans
- Soy Beans

Canned mature beans are printed on a separate WIC Food Instrument and are not considered part of the Fruits and Vegetables Food Instrument. Therefore, it is important to pay close attention to canned mixed vegetables that contain mature beans such as lima beans, as these can be easily mistaken for canned vegetables and are not allowed to be purchased with the Fruits and Vegetables WIC Food Instrument.

**There is no Minimum Stocking Requirement for Canned Mature Beans.**

## The Missing Sandwich Mystery

Dear Mr. WIC Vendor,

My name is Joey. I am four years old and last week I started preschool. I helped my teacher, Ms. Bumblebees, solve the mystery of her missing peanut butter sandwich. First, I looked under my desk and it wasn't there. Then I looked under my seat and it still was not there. When it was lunchtime, I looked inside my best friend's green lunch box and it wasn't there. Then, I looked inside my red Elmo lunch box, and guess what? It was there! When I found it, I ate it because I didn't want to be in trouble.

My teacher smiled at me and said "I think I know where the sandwich went" as she wiped my face. Mr. Vendor, I write you this letter to ask you for a BIG, BIG favor. Please don't forget to stock the Creamy Peanut Butter, 16oz.—18 oz., and 100% Whole Wheat Bread, in 16 ounces on your shelf today. My mommy likes grocery shopping at your store because it is always friendly, neat, and clean and it is easy to find the WIC foods. She is going grocery shopping so that I can return the borrowed peanut butter sandwich to Ms. Bumblebees tomorrow.

I did not get in trouble for eating the peanut butter sandwich. My mommy said that I learned my lesson. Believe me, next time I'm going to eat the cheese sandwich mommy makes for me and I am going to wipe my face clean.

The end!

Joey

## Food Expiration Dates

California law states it is illegal to sell expired baby food and infant formula in California.



Checking food expiration dates is important to ensure safety and the sale of top quality food. The WIC Program takes food product dating very seriously during routine monitoring visits. WIC representatives conduct regular checks of all supplemental foods to ensure there is no outdated merchandise on store shelves and the store maintains sanitary conditions.

### The following are types of USDA food product dates:

- A **"Sell-By"** date tells the store how long to display the product for sale. A customer should buy the product before the date expires.
- A **"Use-By"** date is the last date recommended for the use of the product while at peak quality. The date is determined by the manufacturer of the product.
- A **"Best if used by (or Before)"** date is recommended for best flavor or quality. It is not a purchase or safety date.

To remain in compliance, check all WIC authorized food expiration dates.

Select the link below for more information on food expiration dates:

[http://www.fsis.usda.gov/wps/portal/fsis/topics/food-safety-education/get-answers/food-safety-fact-sheets/food-labeling/food-product-dating/food-product-dating!/ut/p/a1/jZFta8IwEMe\\_vnxh30iTq1WngzKq4NPmE-gsfSOxpm0gNjWJk\\_npF2fHcOhmDgJ3-R-](http://www.fsis.usda.gov/wps/portal/fsis/topics/food-safety-education/get-answers/food-safety-fact-sheets/food-labeling/food-product-dating/food-product-dating!/ut/p/a1/jZFta8IwEMe_vnxh30iTq1WngzKq4NPmE-gsfSOxpm0gNjWJk_npF2fHcOhmDgJ3-R-)



## Planning is Underway!

The California Women, Infants and Children Program is starting a multi-year project to replace our paper food instruments with an electronic card. The technology is called Electronic Benefit Transfer (EBT). EBT is most commonly associated with CalFresh so in the attempt to eliminate any confusion between CalFresh & WIC, our new benefit issuance method will be referred to as eWIC. eWIC will allow WIC participants to receive financial benefits to purchase approved foods from WIC authorized grocer vendors or farmer vendors using an eWIC card.

### What Vendors Can Do to Help:

Watch for vendor alerts for updates, or visit [www.wicworks.ca.gov](http://www.wicworks.ca.gov) and select eWIC Updates under News & Updates.

You may send your questions by email to: [wicebt@cdph.ca.gov](mailto:wicebt@cdph.ca.gov)



## Vendor Cashier Tool Survey

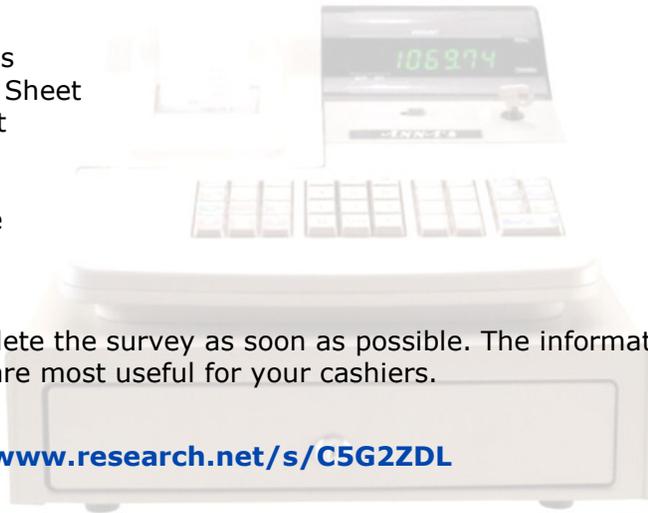


As part of the information gathering activities to improve our service to WIC authorized vendors, the California WIC Program is conducting an online survey to evaluate the usage of Cashier Tools. The survey has questions about:

- How to Count Infant Fruits and Vegetables
- Fruits and Vegetables FI Quick Reference Sheet
- New Food Package Quick Reference Sheet
- Can-Cannot Buy Quick Reference Sheet
- Welcome to WIC Video
- WIC Authorized Food List Shopping Guide
- Handling a WIC Transaction

Your opinion is important to us. Please complete the survey as soon as possible. The information gathered will help us determine which tools are most useful for your cashiers.

To take the survey select the link: <https://www.research.net/s/C5G2ZDL>



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### E-mail US

The WIC Vendor Training Team is ready to answer your vendor training related questions and/or concerns at the touch of a button. Email us at [WICVendorEd@cdph.ca.gov](mailto:WICVendorEd@cdph.ca.gov) and hit **SEND**. Your email will usually be answered within two business days.

**Your WIC Vendor Training Team is ready to assist you.**

## Vendor Training Reservation Letter

Have you received a letter about an upcoming vendor training class? Every three years your store is required to send at least one representative to training. Reservation letters are sent out a couple months ahead of your training. Be sure to write down the exact time, date, and location of the training. Responding quickly to the reservation letter gives you the opportunity to choose the training date most convenient for you and your store. Class space is limited; be sure to include how many people from your store will be attending the training session. You can respond by phone, fax, or email. Be on the lookout for these letters in your mail!



### WIC PROGRAM CONTACT INFORMATION

**WIC Program main line:**

1-800-852-5770

**WIC Program website:**
[www.wicworks.ca.gov](http://www.wicworks.ca.gov)
**Vendor Consultant main line:**

 1-855-WIC-STOR or  
1-855-942-7867

**Vendor WIC Information eXchange (VWIX):**
<https://VWIX.ca.gov>
**Technical Support number:**

1-800-224-7472

**WIC vendor training email:**
[WICVendorEd@cdph.ca.gov](mailto:WICVendorEd@cdph.ca.gov)

 Monday-Friday 7:30am-5:30pm, Saturday  
8-12pm

**NOTE:** This email address is only for questions/concerns regarding vendor training.

**Food Instrument telephone submission:**

1-888-942-4942

**Local Vendor Liaison Contact number:**

916-928-8829



Edmund G. Brown Jr., Governor, State of California  
Diana Dooley, Secretary, California Health and Human Services Agency  
Dr. Ron Chapman, Director, California Department of Public Health

