



SANDRA SHEWRY  
Director

**Department of Health Services**



ARNOLD SCHWARZENEGGER  
Governor

March 1, 2005

**GROCER ALERT 2005-02**

<b>To:</b>	ALL WIC GROCERS
<b>Subject:</b>	JUICE REBATE CONTRACTS
<b>Purpose</b>	<p>I am writing to notify you that the California Women, Infants, and Children (WIC) Supplemental Nutrition Program (WIC) Program has approved the addition of <b>Hansen's Apple Strawberry Juice (plus calcium)</b> to our WIC authorized juice list effective March 30, 2005.</p> <p>Additionally, I am writing to remind you of the requirement to sell only the specific juice product(s) and quantities listed on the WIC food instruments (FIs) to participants of the WIC program.</p>
<b>Background</b>	<p>Effective July 12, 2004, the WIC program entered into rebate contracts with five juice manufacturers to provide a specific selection of fruit and vegetable juice products to the WIC program. The juice rebate contracts are a cost containment strategy that provide millions of rebate dollars annually, allowing WIC to serve more participants. In partnership with you and local WIC agencies, we were successful in rolling out these rebate contracts.</p>
<b>Stocking Requirements and FI Redemption</b>	<p>Since it is our understanding that all of the WIC authorized juice products are available to grocers through manufacturers, wholesalers, and distributors, we expect that these products are being stocked in your store(s). A comprehensive explanation of stocking requirements was included in Grocer Alert 2004-05, dated June 16, 2004.</p> <p>The juice FIs list the specific brand, flavor, and the number of containers the participant may purchase. You must sell only the product(s) listed - substitutions are not allowed. We expect that you have trained your employees and they are adhering to these conditions. Please be aware that as part of its compliance monitoring activities, the WIC Branch is evaluating vendors for conformity with these requirements. Vendors found to have a pattern of redeeming FIs for unauthorized food items may be disqualified from the program in accordance with the California Code of Regulations, Title 22, Section 40740 (f) and the terms of your vendor agreement.</p>
<b>Shelf Talkers</b>	<p>Beginning March 1, 2005, you may order shelf talkers from the Branch for Hansen's Apple Strawberry Juice (plus calcium) on the enclosed <a href="#">order form</a>.</p>
<b>Juice Reference Chart and Website</b>	<p>The enclosed <a href="#">WIC Authorized Juice Chart</a> is included for your reference. Please refer to the WIC website at: <a href="http://www.wicworks.ca.gov">www.wicworks.ca.gov</a> for other WIC program information.</p>

**Questions**

We want to thank you for working with us to successfully implement the rebate contracts, which allow the WIC Program to serve more participants.

If you have any questions, please contact your WIC Grocer Consultant at (916) 928-8705.

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

Enclosures: [WIC Authorized Juice Chart](#) | [Order Form](#)

[Previous Page](#)

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# ORDER FORM FOR SHELF TALKERS

Number of shelf talkers for Hansen's Apple Strawberry Juice (plus calcium)  
that you wish to receive: \_\_\_\_\_

**Please send shelf talkers to:**

Contact: \_\_\_\_\_

Store Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

**Please fax this form to (916) 928-0608 or mail to:  
Food Management and Integrity Section  
WIC Supplemental Nutrition branch  
3901 Lennane Drive  
Sacramento, CA 95834**