



California  
Department of  
Health Services

**SANDRA SHEWRY**  
Director

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

February 16, 2007

**GROCER ALERT 2007-01**



**ARNOLD SCHWARZENEGGER**  
Governor

**TO:** ALL WIC VENDORS

**SUBJECT:** DISCONTINUANCE OF CLIFFSTAR SHELF STABLE ORANGE JUICE

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**Purpose**

I am writing to inform you that, effective March 12, 2007, WIC will discontinue printing Cliffstar 64-ounce shelf stable orange juice, which was authorized under a rebate contract between Cliffstar Corporation and the California Women, Infants, and Children (WIC) Supplemental Nutrition Program, on WIC food instruments (FIs).

We are enclosing a revised WIC Authorized Juices chart reflecting the change noted above.

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**Background**

On July 12, 2004, the WIC program entered into rebate contracts with juice manufacturers to provide a specific selection of fruit and vegetable juice products to the WIC program. However, one of the manufacturers, Cliffstar Corporation, informed us on February 14, 2007 that it will no longer be able to supply 64-ounce shelf stable orange juice to retail food vendors.

We are in the process of notifying WIC local agencies and participants that WIC will discontinue offering Cliffstar 64-ounce shelf stable orange juice. We are also updating our data system to discontinue printing FIs for Cliffstar 64-ounce shelf stable orange juice on March 12, 2007.

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**Pre-printed FIs**

Some WIC local agencies print FIs up to three months in advance of the first day to use. Therefore, vendors will see some FIs printed for Cliffstar 64-ounce shelf stable orange juice until June 2007. You may continue to accept FIs and redeem FIs for Cliffstar 64-ounce shelf stable orange juice during this period if you have the juice available in your store.

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**Stocking Requirements**

You are not required to stock Cliffstar 64-ounce shelf stable orange juice after March 12, 2007. However, we are asking that you continue honoring any FI that is printed with Cliffstar shelf stable orange juice if you have the product available. As you are aware, you must only provide the food

**Stocking  
Requirements  
- continued**

specified on the face of the FI. This means that you may not substitute any other juice for Cliffstar shelf stable orange juice.

As you are aware, the current stocking requirement for juice requires that you may carry a partial line in one form (e.g. frozen) as long as you carry a full line in the other form (e.g. shelf stable). This means that if you chose to carry as your full line the shelf stable juices, you must continue to stock all of the other authorized shelf stable juices as described on the enclosed WIC Authorized Juices chart.

Please note that the discontinuance of Cliffstar shelf stable orange juice does not impact the rebate contract for Cliffstar vegetable juice, which will remain authorized.

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**Future  
Rebate  
Contract for  
Shelf Stable  
Orange Juice**

At this time we do not know if or when WIC may enter into a new rebate contract to provide shelf stable orange juice. As always, we will notify you of any changes in WIC authorized food.

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**Educational  
Materials**

In August 2007, we will be updating the Shopping Guide and WIC Authorized Food List to reflect the deletion of Cliffstar 64-ounce shelf stable orange juice from the list of authorized juices.

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**Authorized  
Juices and  
Website**

As noted above, we have enclosed a revised WIC Authorized Juices chart for your reference. Please refer to the WIC website at: [www.wicworks.ca.gov](http://www.wicworks.ca.gov) for other WIC program information.

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**Questions**

If you have any questions, please contact your WIC Vendor Consultant directly or call (916) 928-8705.

David Markell, Chief  
Food Management and Integrity Section  
California Women, Infants, and Children (WIC) Supplemental Nutrition Branch

Enclosure

## WIC Authorized Juices Effective 3/12/07

Form (container)	Type (flavor)	Lines	Vendor
<b>Frozen Concentrate Juice</b> (11.5 or 12 ounces)	Apple		Langers
	Grape	White and Purple	Welch's
	Orange		Langers
	Pineapple		Old Orchard
	Blended Fruit	White Grape Peach White Grape Raspberry White Grape Pear White Grape Cranberry	Welch's
Form (container)	Type (flavor)	Lines	Vendor
<b>Shelf Stable Ready-to-drink (RTD) Juice</b> (64 ounces)	Apple		Hansen's
	Grape	White and Red	Langers
	Pineapple		Langers
	Blended Fruit	Apple-Grape Apple-Strawberry	Hansen's
	Blended Vegetable	Vegetable Juice	Cliffstar* <i>(Private labels and store brands)</i>

### \*Cliffstar Private Labels and Store Brands

#### Shelf Stable Vegetable Juice

Golden Crown

Western Family

Ralph's

Springfield

Sunny Select

Kroger

Best Yet

Red & White

Safeway

Vons

Stater Bros.

Raleys