



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



June 16, 2008

ARNOLD SCHWARZENEGGER
Governor

VENDOR ALERT 2008-05

TO: ALL WIC VENDORS
SUBJECT: Changes to WIC Authorized Juices

Purpose I am writing to inform you of changes in the juices authorized by the California Women, Infants & Children (WIC) Program. This alert will update Vendor Alert 2008-03 and provide more detail for the changes effective June 30, 2008.

Background In 2004, the WIC Program entered into rebate contracts with juice manufacturers to provide a specific selection of fruit and vegetable juice products for WIC participants. Those rebate contracts are expiring and we will not be pursuing new rebate contracts. As a result, the juice products authorized by the WIC Program will no longer be brand specific.

Changes Effective June 30, 2008, WIC participants will be allowed to purchase any brand juice that meets the following requirements:

Flavors	Form and Container Size	Labeling
Apple Grape (white, red or purple) Pineapple	Shelf-Stable (Bottled) 64 oz Frozen Concentrate 11.5 – 12 oz	Prominently displays the words “100% juice” and “120% Vitamin C” (or more if applicable for the product) on the container’s <u>front label</u> .
Vegetable Cocktail	Shelf-Stable (Bottled) 64 oz	
Orange	Frozen Concentrate 11.5 – 12 oz	Prominently displays the words “100% juice.” 100% orange juice is not required to have Vitamin C labeling.



Women, Infants, and Children (WIC) Supplemental Nutrition Program
 3901 Lennane Drive, MS 8600, Sacramento, CA 95834
 P O Box 997375 West Sacramento, CA 95899-7375 (916) 928-8500
 Internet Address: www.cdph.ca.gov/programs/wicworks/Pages/default.aspx

**Changes
(cont.)**

The FIs for juice will look different. While the FIs will still specify form (frozen or shelf stable) and flavor (apple, grape, orange, pineapple or vegetable cocktail), they will no longer specify a brand. The FI will allow for any brand that meets the requirements listed above. We have asked manufacturers to clearly display the required wording pertaining to 100% juice and vitamin C content on the front label. Specifically, we asked that the wording be placed where it can easily be seen and large enough for participants and store personnel to identify. Many brands of juice are already labeled this way; others may be labeled appropriately by June 30, 2008, since manufacturers have already been notified of these changes.

Other Ingredients

Juice with added calcium and Vitamin D will be allowed for women and children. Juices with added calcium and Vitamin D are not appropriate for infants. Therefore, the juice FIs for infants will say “No added calcium allowed.”

Juices with other added ingredients are prohibited, including but not limited to grape seed extract, ginseng, guarana, taurine, caffeine, carnitine, chromium, St. John's Wort, wheatgrass, Ginkgo Biloba or others.

Stocking Requirements

You are not required to stock the specific brands of juices WIC has previously authorized in either shelf stable or frozen concentrate after June 30, 2008. However, WIC's currently authorized juices do meet the new juice requirements and continue to be eligible. We are asking that you continue honoring any FI that is printed with a specific brand if you have the product available. As you are aware, you may only provide the food specified on the face of the FI. This means that you may not substitute any other juice for a brand specific juice listed on the FI.

There are no changes to the stocking requirement for juice form and flavors. 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 flavors of authorized shelf stable juices, i.e. apple, grape, pineapple, vegetable cocktail.

**Changes
(cont.)**

Pre-printed FIs

Local WIC agencies print FIs up to three months in advance of the first day to use. Therefore, vendors will see some FIs printed for brand specific juices until September 2008. You may continue to redeem FIs for brand specific juices during this period if you have the juice available in your store.

**Training
Materials**

A flyer entitled "Juice Choices" was created for participants and is being included with this Vendor Alert. We have also included some sample FIs displaying these upcoming changes. We hope these materials are useful in training store personnel.

You may also utilize WIC shelf talkers in your store to assist the participant in identifying the authorized juices. To receive these materials, you must complete all requested information on the [OSP 508 – WIC Vendor Materials \(PDF\)](#) form. To access this form online, go to: <http://www.cdph.ca.gov/programs/wicworks/Documents/WIC-Forms-OSP-508.pdf>.

Orders may be faxed to (916) 928-4759 or mailed to:

State of California
Office of State Publishing
344 North 7th Street
Sacramento, CA 95814

If you have questions about your order you may call the Office of State Publishing at (800) 585-7341.

Questions

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

Juice Choices

As of **June 30, 2008** you can:

 **Buy** any brand of **bottled juice (64 oz.)** that is:

- 100% **apple** juice with 120% or more vitamin C
- 100% **grape** juice with 120% or more vitamin C
- 100% **pineapple** juice with 120% or more vitamin C
- 100% **vegetable (cocktail)** juice with 120% or more vitamin C



 **Buy** any brand of **frozen concentrate juice (11.5 or 12 oz.)** that is:

- 100% **apple** juice with 120% or more vitamin C
- 100% **grape** juice with 120% or more vitamin C
- 100% **pineapple** juice with 120% or more vitamin C



Look at the front label of the container for
100% juice and **120% (or more) vitamin C**

 **Buy** any brand of frozen concentrate 100% **orange juice (11.5 or 12 oz.)**.

- Look for 100% juice on the front label of the container
- Orange juice naturally contains enough vitamin C

 **Cannot buy** any **blended fruit** juice such as apple grape or apple strawberry

New WIC Juice Food Instruments (FIs) Effective June 30, 2008

Sample Bottled Juice FI

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
512816810CP	EVETTE PARTICIPANT	AUG 15 08	SEPT 14 08	902920648


 1272 JUICE 700-902920648

Kind to buy:
 ANY BRAND BOTTLED
 100% GRAPE JUICE WITH
 120% (OR MORE) VITAMIN C

How much to buy: UP TO
 2 (64 OZ) CONTAINERS

Pay to the order of:
 WIC AUTHORIZED VENDOR

WIC PROGRAM
 State of California
VALID FOR WIC APPROVED FOOD ONLY.
 VOID IF NOT DEPOSITED WITHIN 45 DAYS OF
 "FIRST DAY TO USE." NOT VALID IF ALTERED.

EXACT PURCHASE PRICE:
MUST NOT EXCEED MAXIMUM ALLOWABLE
 DEPARTMENT REIMBURSEMENT RATE

NON-NEGOTIABLE
AUTHORIZED SIGNATURE (SIGN AT PURCHASE)

0700 121113423: 9029206485 *

Sample Frozen Juice FI

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
894816814EP	EVETTE PARTICIPANT	JULY 16 08	AUG 15 08	902920928


 1228 JUICE 700-902920928

Kind to buy:
 ANY BRAND FROZEN
 100% ORANGE JUICE

How much to buy: UP TO
 3 CONTAINERS
 (11.5 OR 12 OZ)

Pay to the order of:
 WIC AUTHORIZED VENDOR

WIC PROGRAM
 State of California
VALID FOR WIC APPROVED FOOD ONLY.
 VOID IF NOT DEPOSITED WITHIN 45 DAYS OF
 "FIRST DAY TO USE." NOT VALID IF ALTERED.

EXACT PURCHASE PRICE:
MUST NOT EXCEED MAXIMUM ALLOWABLE
 DEPARTMENT REIMBURSEMENT RATE

NON-NEGOTIABLE
AUTHORIZED SIGNATURE (SIGN AT PURCHASE)

0700 121113423: 9029209284 *

Please note: The FIs for juice will look different. While the FIs will still specify form (frozen or bottled) and flavor (apple, grape, orange, pineapple or vegetable cocktail), they will no longer specify a brand.