



MARK B HORTON, MD, MSPH  
Director

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



ARNOLD SCHWARZENEGGER  
Governor

October 7, 2009

**VENDOR ALERT 2009-16**

TO: All Above-50% WIC Vendors

SUBJECT: Participation in Community Outreach Events

I am writing to provide clarification regarding Rule 9 of the Approval of Provision for an Above-50% Vendor to Provide Incentive Items Addendum to the Agreement as it relates to above-50% vendors participating in community outreach events or activities.

In the spirit of promoting healthy eating, above-50% vendors may have an opportunity to participate in community outreach events or activities. Above-50% vendors may participate in events and activities, such as health fairs and community sponsored events that are held outside of the vendor's premises, and may provide incentive items that are outlined in the Approval of Provision for an Above-50% Vendor to Provide Incentive Items Addendum to the Agreement. The approved incentive items must cost less than two dollars.

If an event or activity is held at the above-50% vendor's store location, the vendor must adhere to the Approval of Provision for an Above-50% Vendor to Provide Incentive Items Addendum to the Agreement. The Addendum allows above-50% vendors to offer approved incentive items to a participant family no more that once per calendar day. The incentive items must be purchased from a wholesaler at a cost of less than two dollars. The incentive items shall only be provided to a participant at the time of the food instrument transaction. Please refer to your Vendor Agreement for complete rules governing incentive items.

Health related events conducted at an above-50% vendor location by agencies operating governmental programs, such as the Network for a Healthy California, that include food demonstrations, taste-testing and/or incentive items are allowable if those demonstrations or items are purchased and provided by the agency. The demonstrations or items must meet the nominal cost for incentive item requirements. The incentive items shall not be purchased or provided by the above-50% vendor. To participate in an event, the vendor must receive and keep on file a letter from the agency sponsoring the event.



Women, Infants and Children (WIC) Program Division  
3901 Lennane Drive, MS 8600, Sacramento, CA 95834  
P.O. Box 997375, MS 8600, Sacramento, CA 95899-7375  
(916) 928-8500 Internet Address: [www.wicworks.ca.gov](http://www.wicworks.ca.gov)

The letter shall include the following information:

1. Date of the event;
2. Name and contact information of the agency conducting the event;  
and,
3. Documentation showing the cost of the item and that the items are  
purchased and provided by that agency.

A copy of this letter should be sent two weeks prior to the event to:

Tony Nguyen  
Vendor Management and Training Services  
WIC Program Division  
P.O. Box 997375  
Sacramento, CA 95899-7375

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



David Markell, Chief  
Vendor Management Branch  
WIC Program Division