



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



EDMUND G. BROWN JR.
Governor

May 30, 2014

VENDOR ALERT 2014 - 08

TO: ALL WIC VENDORS
SUBJECT: NOTICE OF **PHASE 1** TO LIFT THE VENDOR MORATORIUM

Purpose The California Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) Program is announcing Phase 1 to lift the moratorium on accepting applications for authorization of new vendor store locations effective June 1, 2014.

Background Since April 2012, California WIC has operated under a federally mandated vendor authorization moratorium. Although this moratorium has not prevented WIC from providing participants with nutritious supplemental foods, it has limited the Program's ability to authorize new vendor locations.

Further background on the history of the moratorium may be found at the following link:

<http://www.cdph.ca.gov/programs/wicworks/Pages/WICGrocerAlerts.aspx>

California WIC received approval from the USDA to begin to terminate the moratorium in phases.

Direction for Phase 1 Under Phase 1, which is effective June 1, 2014, an applicant must meet the following criteria to apply for authorization of a new store location(s):

Lifting of the Moratorium on Vendor

An applicant **MUST** already have an **existing CA WIC Vendor Agreement** with the **identical** Vendor Ownership structure.

Implementation of future phases are dependent on USDA approval and will be announced at a later date.

Action for Vendors

If your store location(s) meet(s) the above criteria, you may access an application package in the News & Update Section of the WIC Works website beginning June 1, 2014, at the link below:

<http://www.cdph.ca.gov/programs/wicworks/Pages/default.aspx>

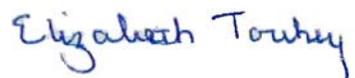
Please follow all instructions carefully.

PLEASE NOTE: All applications submitted by vendors that do not meet the criteria outlined in Phase 1 will not be accepted for review and consideration.



Women, Infants, and Children (WIC) Program
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

Questions If you have any questions, please contact your Vendor Consultant or call toll free (855) WIC-STOR or (855) 942-7867. You can also contact the WIC Vendor Management Branch by email: WICVENDORINFO@cdph.ca.gov



Elizabeth Touhey, Chief
Vendor Management Branch
California WIC Program