

December 3, 2015

**VENDOR ALERT 2015 – 11**

TO: ALL WIC VENDORS  
SUBJECT: UPCOMING CHANGE – WIC SHELF TALKERS

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**Purpose**

The California Department of Public Health/Women, Infants, and Children Division (CDPH/WIC) is notifying vendors of an upcoming change to the WIC shelf talker.

WIC Vendors are being advised that CDPH/WIC will be making changes to the packaging and appearance of the WIC shelf talker. The new WIC shelf talker has been assigned order number 980075 and will replace item 980071 on the Office of State Publishing Form 508 (OSP 508) beginning December 2015, or as current inventory is depleted. WIC Vendors can continue to use the old shelf talkers, as they are approved WIC signage.

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**Background**

In order to maintain a standardized approach to vendor materials, CDPH/WIC makes signage available to its vendors. WIC Vendors may order preprinted, approved posters, decals and stickers bearing the WIC logo and acronym that are already printed from the WIC Program. In addition to these items, WIC shelf talkers are provided; these small signs are attached to a retail shelf ledge and used to identify authorized WIC foods. WIC shelf talkers have been available to order since 2006. These approved printed materials are the only way authorized vendors are allowed to identify WIC authorized foods. WIC Vendors may order preprinted items by logging onto the Vendor WIC Information eXchange website (VWIX) and downloading form OSP 508.

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**Summary of Changes**

- **Packaging.** The new WIC shelf talker will be printed on 8.5 inch x 11 inch perforated sheets. Vendors will need to fold and separate them along perforations. A set will consist of 5 sheets, for a total of 90 WIC shelf talkers per package. The order limit will be 5 packages (450 WIC shelf talkers).
- **Appearance.** The new WIC shelf talker will also contain a small OSP union logo under the WIC logo. The insertion of the OSP union logo has no impact on the integrity of the WIC logo and will not affect the intended purpose of the WIC shelf talkers, which is to identify WIC authorized foods in the vendor store.

- **Current Inventory.** WIC Vendors do not have to replace their current shelf talkers. WIC Vendors can continue to use the old shelf talkers, as they are approved WIC signage.
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**Action for Vendors**

The new WIC shelf talker has been assigned item number 980075. WIC Vendors should access VWIX to download form OSP 508 to order preprinted posters, decals and WIC shelf talkers. OSP 508 will be updated to reflect the new order number for the new WIC shelf talker. Once inventory of the current WIC Shelf talker has been depleted, item number 980071 will be removed from the order form and item number 980075 will be added. WIC Vendors can continue to use the old shelf talkers, as they are approved WIC signage.

Please refer to WIC Bulletin Regulations (W.B.R.) Section 71400 for more information on the restrictions and allowed uses of the WIC logo and WIC acronym: <http://www.cdph.ca.gov/programs/wicworks/Documents/Regulatory%20Bulletin/WIC-RegulatoryBulletin-2013-01-Attach1.pdf>. A copy of W.B.R Section 71400 can also be found on VWIX: <https://vwix.ca.gov/VWIX/SignIn.aspx>. Section 71400(d)(3)(B) gives specific information regarding the use of WIC shelf talkers.

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**Questions**

If you have any questions, please call toll free **(855) WIC-STOR** or (855) 942-7867 or email: [WICVENDORINFO@cdph.ca.gov](mailto:WICVENDORINFO@cdph.ca.gov)

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