



The California Women, Infants, and Children (WIC) Program has successfully completed 8 Vendor Forums held from April 23 – June 11, 2008. These forums were conducted as a result of the WIC Program's February 7, 2008 meeting with representatives of various grocer associations to develop a strategy for working with vendors, as California WIC prepares to implement the upcoming changes to the WIC food packages. This document shares the results of the forums with you and your interested members to obtain your endorsement of the vendor feedback to be considered in WIC's implementation planning.

Enclosed is a summary of each Vendor Forum session, including the questions posed to the vendors and information/comments they provided. The eight Vendor Forums were conducted by phone and Internet using WebEx technology and were well received by the vendors. Participating vendors were affiliated with a variety of sizes and types of grocery businesses, including large chain stores (6 or more stores), independent or small chains (2-5 stores), single store businesses, stores with more than half of their annual sales from WIC business, and wholesalers. Participants included store owners, store managers, cashiers, trainers, pricing experts, category experts, scan coordinators, a quality assurance manager, a WIC administrator for a wholesale business, government relations for vendor associations, and a food and nutrition supervisor for a chain store.

**Action needed:**

Please review the enclosed summary of comments received in the Vendor Forums and complete the last part of each section to indicate whether you concur with the summarized vendor comments, do not concur, or concur with additional comments. On the last page, you may provide any other comments on the upcoming food package changes. Please e-mail the completed document to [Jackie.Boyle@cdph.ca.gov](mailto:Jackie.Boyle@cdph.ca.gov) or if you prefer, mail it to California WIC Program, Department of Public Health, P.O. Box 997375, West Sacramento, CA 95899-7375, Attn: Jackie Boyle **by July 31, 2008**.

Thank you for your partnership in implementing this major WIC food package revision. If you have any questions, please contact Mandeep Punia at [Mandeep.Punia@cdph.ca.gov](mailto:Mandeep.Punia@cdph.ca.gov), (916) 928-8878 or Jackie Boyle at [Jackie.Boyle@cdph.ca.gov](mailto:Jackie.Boyle@cdph.ca.gov), (916) 928-8719.

## Infant Foods April 23, 2008

There were 19 participants in this forum.

<b>Questions</b>	<ol style="list-style-type: none"><li>1. What are your current challenges in stocking infant foods?</li><li>2. What is your experience with the Gerber twin packs?</li><li>3. What is your experience with organic infant foods?</li><li>4. What else do you think we should consider in providing infant food through WIC?</li></ol>
<b>Comments from most participants</b>	<ul style="list-style-type: none"><li>• Gerber is the #1 product, should stick to one brand.</li><li>• The checks should be brand specific to avoid difficulty for the checkers.</li><li>• Requested a UPC listing of the authorized foods.</li></ul>
<b>Comment from chain store vendors</b>	<ul style="list-style-type: none"><li>• Concerned about the substitution of bananas. Since prices fluctuate, how would it affect the MADRs (Maximum Allowable Department Reimbursement)?</li><li>• Concerned about having adequate time to implement before participants are given the checks to shop.</li><li>• Did not anticipate problems with shelf space to display baby foods.</li><li>• Potential for running out of stock.</li></ul>
<b>Comments from small vendors &amp; Above 50%</b>	<ul style="list-style-type: none"><li>• There was a concern about stock going out of date before having the opportunity to sell it.</li><li>• Because of different sizes and package types across the brands, it would be easier if only one brand was authorized.</li><li>• Challenges with small stocking area.</li><li>• Concerned about minimum stocking requirements.</li></ul>
<b>Single Comments</b>	<ul style="list-style-type: none"><li>• Tried to add Beechnut, but it did not sell.</li><li>• Should have at least two brands authorized in case of recall. Gerber has had a few recalls in the past five years.</li><li>• Demand for organic has increased; however it is a different consumer base, not the WIC shoppers.</li></ul>
<b>E-mailed comments</b>	<ul style="list-style-type: none"><li>• Infant foods are very labor intensive due to the amount of items in that category.</li><li>• Inventory is also a concern, given the amount of selection necessary to support the regular customers, and the needed inventory space for the WIC customers.</li><li>• There is also the organic and/or natural vs. conventional items to consider. I do not believe the two items are of equal value, so it should be specified which one they can have.</li></ul>

Poll Responses		Infant Foods																																																																																					
<p>Of those vendors who identified their business:</p> <p>4 from Large Chain 3 from Independent 4 from more than 50% annual sales from WIC 0 Mom and Pop 1 Other 7 No Answer</p> <p>Of these, 9 sell baby food 3 stated no and 7 did not answer</p> <p>If you sell infant foods, which brands do you carry?</p> <table> <tr><td>Gerber</td><td>42%</td></tr> <tr><td>Beechnut</td><td>26%</td></tr> <tr><td>Nature's Goodness</td><td>11%</td></tr> <tr><td>Earth's Best</td><td>21%</td></tr> <tr><td>Private Label</td><td>11%</td></tr> <tr><td>Other</td><td>21%</td></tr> <tr><td>No Answer</td><td>53%</td></tr> </table>	Gerber	42%	Beechnut	26%	Nature's Goodness	11%	Earth's Best	21%	Private Label	11%	Other	21%	No Answer	53%	<p>Which brand is your most popular?</p> <table> <tr><td>Gerber</td><td>37%</td></tr> <tr><td>Other</td><td>5%</td></tr> <tr><td>No Answer</td><td>58%</td></tr> </table> <p>Which brand is your least popular?</p> <table> <tr><td>Gerber</td><td>0%</td></tr> <tr><td>Beechnut</td><td>5%</td></tr> <tr><td>Earth's Best</td><td>0%</td></tr> <tr><td>Private Label</td><td>16%</td></tr> <tr><td>Other</td><td>11%</td></tr> <tr><td>No Answer</td><td>11%</td></tr> </table> <p>What percentage of the infant foods you sell are fruits and vegetables?</p> <table> <tr><td>0 - 25%</td><td>0%</td></tr> <tr><td>26 - 50%</td><td>5%</td></tr> <tr><td>Above 50%</td><td>16%</td></tr> <tr><td>I don't know</td><td>21%</td></tr> <tr><td>No Answer</td><td>58%</td></tr> </table>	Gerber	37%	Other	5%	No Answer	58%	Gerber	0%	Beechnut	5%	Earth's Best	0%	Private Label	16%	Other	11%	No Answer	11%	0 - 25%	0%	26 - 50%	5%	Above 50%	16%	I don't know	21%	No Answer	58%	<p>Do you sell organic infant foods?</p> <table> <tr><td>Yes</td><td>26%</td></tr> <tr><td>No</td><td>21%</td></tr> <tr><td>No Answer</td><td>53%</td></tr> </table> <p>What is the demand for organic infant foods?</p> <table> <tr><td>High</td><td>0%</td></tr> <tr><td>Medium</td><td>11%</td></tr> <tr><td>Low</td><td>26%</td></tr> <tr><td>No Answer</td><td>63%</td></tr> </table> <p>Are you experiencing an increase in demand for organic infant foods?</p> <table> <tr><td>Yes</td><td>21%</td></tr> <tr><td>No</td><td>21%</td></tr> <tr><td>No Answer</td><td>58%</td></tr> </table>	Yes	26%	No	21%	No Answer	53%	High	0%	Medium	11%	Low	26%	No Answer	63%	Yes	21%	No	21%	No Answer	58%	<p>How often do you re-stock infant foods on the shelf?</p> <table> <tr><td>More than once a day</td><td>5%</td></tr> <tr><td>Once a day</td><td>21%</td></tr> <tr><td>Every other day</td><td>0%</td></tr> <tr><td>Other</td><td>5%</td></tr> <tr><td>I don't know</td><td>5%</td></tr> <tr><td>No Answer</td><td>63%</td></tr> </table> <p>What are your stocking challenges with infant foods?</p> <ul style="list-style-type: none"> <li>• They deplete quickly</li> <li>• Too much variety</li> <li>• We have gone back and forth between bins or stacked over the years.</li> <li>• Rotation</li> </ul> <p>What is the typical quantity purchased at one time?</p> <table> <tr><td>1 - 5 units</td><td>11%</td></tr> <tr><td>5 - 10 units</td><td>11%</td></tr> <tr><td>10 - 15 units</td><td>5%</td></tr> <tr><td>15 - 20 units</td><td>11%</td></tr> <tr><td>No Answer</td><td>63%</td></tr> </table>	More than once a day	5%	Once a day	21%	Every other day	0%	Other	5%	I don't know	5%	No Answer	63%	1 - 5 units	11%	5 - 10 units	11%	10 - 15 units	5%	15 - 20 units	11%	No Answer	63%
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I concur with the Infant Foods comments:

\_\_\_\_\_ Name \_\_\_\_\_ Date \_\_\_\_\_

I do not concur with the Infant Foods comments:

\_\_\_\_\_ Name \_\_\_\_\_ Date \_\_\_\_\_

I concur with the Infant Foods comments with these additional comments:

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\_\_\_\_\_ Name \_\_\_\_\_ Date \_\_\_\_\_

## Whole Wheat or Whole Grain Breads, Buns, Rolls, and Bakery April 30, 2008

There were 28 participants in this forum.

<b>Questions</b>	<ol style="list-style-type: none"> <li>1. Would you be able to provide 16 oz loaves of whole wheat bread through your in-store bakeries?</li> <li>2. What are you hearing about the availability of 16 oz loaves and when will they be available?</li> <li>3. Would you be willing to "showcase" the whole grain bread so participants and cashiers will be able to easily identify it?</li> <li>4. Do you have any insight on whether manufacturers are planning to make changes to packaging to make whole grain products easier to identify?</li> <li>5. What else do you think we should consider in providing whole wheat bread through WIC?</li> </ol>
<b>Comments from most participants</b>	<p>Overall, there were two main concerns, product identification and lack of availability of 16 oz loaves of whole grain breads, and 16 oz packages of rolls and buns.</p>
<b>Product Identification</b>	<p>Identification of allowable product was a big concern in order to keep the checkout line moving.</p> <p><b>Suggestions for product identification:</b></p> <ul style="list-style-type: none"> <li>• Manufacturers could put 100% whole grain stamp of the Whole Grain Council on the package.</li> <li>• Manufacturer or supplier could place some type of sticker or stamp on the package.</li> <li>• Stores could put shelf-talkers identifying a product as WIC-eligible; however shifting labels and breads on the shelf is of concern with shelf-talkers.</li> </ul> <p><b>Showcasing eligible products:</b></p> <ul style="list-style-type: none"> <li>• Showcasing the allowable bread may be difficult because displays are according to the product schematic and sale items are showcased.</li> <li>• It may be possible to showcase in-house breads.</li> </ul>
<b>Sizes Available</b>	<ul style="list-style-type: none"> <li>• 20 or 24 oz is the prevalent bread size.</li> <li>• WIC should talk with major manufacturers, Bimbo and Sara Lee, about the need for 16 oz bread.</li> <li>• Even in-house bakeries don't make 16 oz loaves; re-tooling would be cost-prohibitive.</li> <li>• Concern about wastage of 16 oz bread if it does not sell.</li> </ul>
<b>Other Comments</b>	<p>Concerned about the MADR (Maximum Allowable Department Reimbursement) for bread due to rising costs and volatile prices of bread.</p>

Poll Responses		Whole Wheat or Whole Grain Breads, Buns, Rolls, and Bakery	
<p>What size of grocery business are you affiliated with?</p> <p>1 store 14%</p> <p>2-5 stores 5%</p> <p>6 or more stores 38%</p> <p>More than 50% annual sales from WIC 5%</p> <p>Wholesaler 5%</p> <p>Other 14%</p> <p>No Answer 19%</p>	<p>Please select the whole wheat items that your store currently stocks in the 1 pound size.</p> <p>1 pound loaves 52%</p> <p>1 pound bag of rolls 14%</p> <p>1 pound bag of buns 24%</p> <p>None 19%</p> <p>No Answer 33%</p>	<p>Does your in-house bakery make the following whole wheat products?</p> <p>Whole wheat bread 24%</p> <p>Whole wheat rolls 19%</p> <p>Whole wheat buns 14%</p> <p>None of the above 24%</p> <p>I'm not sure 10%</p> <p>No Answer 43%</p>	
<p>Does your store currently stock bread?</p> <p>Yes 67%</p> <p>No 14%</p> <p>No Answer 19%</p>	<p>Does your store have an in-house bakery?</p> <p>Yes 48%</p> <p>No 14%</p> <p>No Answer 38%</p>	<p>Does your in-house bakery make 1 pound bread loaves?</p> <p>Yes 19%</p> <p>No 29%</p> <p>I'm not sure 10%</p> <p>No Answer 43%</p>	

I concur with the Whole Wheat or Whole Grain Breads comments:

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Name Date

I do not concur with the Whole Wheat or Whole Grain Breads comments:

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Name Date

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Name Date

## Fresh Fruits and Vegetables May 14, 2008

There were 26 participants in this forum.

<p><b>Questions</b></p>	<p><b>Stores that <u>already have</u> fresh fruits and vegetables</b></p> <ol style="list-style-type: none"> <li>1. What concerns do you have regarding offering fresh fruits and vegetables through WIC?</li> <li>2. How does this change impact your business?</li> </ol> <p><b>Stores that <u>do not</u> have fresh fruits and vegetables at this time</b></p> <ol style="list-style-type: none"> <li>3. What challenges do you see in offering fresh fruits and vegetables?</li> <li>4. Do the minimum federal stocking requirements present a challenge to your business?</li> </ol>
<p><b>Sharon Blakely (Save Mart) shared Calaveras County Fruit and Vegetable Program</b></p>	<ul style="list-style-type: none"> <li>• Sharon Blakely shared that there were no incidents of lack of reimbursement.</li> <li>• Very little training was needed for store personnel.</li> <li>• Save Mart's produce department sale increased by \$8,000 - \$10,000 a year due to this program.</li> <li>• Small mom &amp; pops stores put in produce counters. Even the convenience stores with cigarettes and beer began stocking produce. Some places have transportation challenges and would rather see quality and go small. She recommends a larger list of choices and would hate to see just apples &amp; bananas.</li> </ul> <p><b>Question:</b> How much was Save Mart down on other reimbursement from WIC and was it better to have pre-bagged produce or scales?</p> <p><b>Answer:</b> Sharon explained that the Calaveras program is in addition to the regular WIC benefits so there was no decrease in regular WIC sales. She also said that people should be able to choose their own fruit and vegetables rather than have to buy bagged items. Selection also helps address their cultural preferences. Calaveras program staff gave WIC participants an estimate tool to help choose 5 dollars worth of produce.</p>
<p><b>Comments</b></p>	<ul style="list-style-type: none"> <li>• If participant does not have money to pay for the extra produce that was not purchased, it would be returned to the produce section unless it had actually left the store, in which case it would be discarded and converted into compost. It is reasonable to assume that produce will be handled by customers, and that is why you should always wash produce before eating.</li> <li>• Participant education on estimating the weight of produce is important. The scales at the front of the store are certified by Weights &amp; Measures, but the scales in the produce area are not. Those in the produce area are just used for estimates.</li> <li>• Organic fruit and vegetable prices are sometimes competitive, especially when advertised. For example, for celery, avocado, and mixed salad greens, it is more competitive. Organic bananas cost a little more due to labor intensive netting. Sales of organic have increased by 20-22% over the last six years.</li> <li>• Organics can be cheaper when on sale, otherwise higher price in general.</li> <li>• The chain stores would not have any issues with a stocking requirement of 10 fruits and 10 vegetables however, the federal requirement of 2 &amp; 2 gives flexibility to the smaller stores to get used to stocking fresh fruits and vegetables. If little variety is available at one store, Any Authorized Vendor (AAV) allows participants to shop at a different store. It makes it a competitive issue, to stock variety to keep customers. If the minimum is 5 and 5, you could lose some small stores which may not have stocking space and may have to stock on daily basis.</li> </ul> <p><b>General comment:</b> Overall, offering fresh fruits and vegetables may have some challenges but it is a win-win situation for the stores, customers and WIC.</p>

Poll Responses	Fresh Fruits and Vegetables																																																										
<p>What size of grocery business are you affiliated with?</p> <table border="0"> <tr><td>1 store</td><td>17%</td></tr> <tr><td>2-5 stores</td><td>0%</td></tr> <tr><td>6 or more stores</td><td>43%</td></tr> <tr><td>More than 50% annual sales from WIC</td><td>4%</td></tr> <tr><td>Wholesaler</td><td>13%</td></tr> <tr><td>Other</td><td>9%</td></tr> <tr><td>No Answer</td><td>13%</td></tr> </table> <p>Do you stock fresh fruits and/or fresh vegetables at this time? (Select all that apply.)</p> <table border="0"> <tr><td>Yes, we have fresh fruits</td><td>57%</td></tr> <tr><td>Yes, we have fresh vegetables</td><td>52%</td></tr> <tr><td>No, we don't have fresh fruits</td><td>22%</td></tr> <tr><td>No, we don't have fresh vegetables</td><td>17%</td></tr> <tr><td>No Answer</td><td>22%</td></tr> </table>	1 store	17%	2-5 stores	0%	6 or more stores	43%	More than 50% annual sales from WIC	4%	Wholesaler	13%	Other	9%	No Answer	13%	Yes, we have fresh fruits	57%	Yes, we have fresh vegetables	52%	No, we don't have fresh fruits	22%	No, we don't have fresh vegetables	17%	No Answer	22%	<p>How many varieties of FRESH fruits and vegetables do you stock currently?</p> <table border="0"> <tr><td>None</td><td>0%</td></tr> <tr><td>Carrots only at this time</td><td>9%</td></tr> <tr><td>2 fruits and 2 vegetables</td><td>0%</td></tr> <tr><td>3 to 4 types of fruits and 3 to 4 types of vegetables</td><td>0%</td></tr> <tr><td>At least 5 types of fruits and 5 types of vegetables</td><td>30%</td></tr> <tr><td>Other</td><td>35%</td></tr> <tr><td>No Answer</td><td>26%</td></tr> </table> <p>If you answered "other" :</p> <ul style="list-style-type: none"> <li>• Variety of fruits &amp; vegetables</li> <li>• It is dependent upon the store - they choose their inventory.</li> <li>• Canned fruits &amp; vegetables</li> <li>• Hundreds</li> <li>• Full variety of fruits and vegetables</li> </ul>	None	0%	Carrots only at this time	9%	2 fruits and 2 vegetables	0%	3 to 4 types of fruits and 3 to 4 types of vegetables	0%	At least 5 types of fruits and 5 types of vegetables	30%	Other	35%	No Answer	26%	<p>Do you have a scale in the produce department for customers to use?</p> <table border="0"> <tr><td>Yes</td><td>52%</td></tr> <tr><td>No</td><td>22%</td></tr> <tr><td>No Answer</td><td>26%</td></tr> </table> <p>Do you stock pre-bagged fresh fruits or vegetables in your store? (like bagged lettuce, spinach, apples, or oranges)</p> <table border="0"> <tr><td>Yes</td><td>61%</td></tr> <tr><td>No</td><td>13%</td></tr> <tr><td>No Answer</td><td>26%</td></tr> </table> <p>Do you stock pre-cut fresh fruits or vegetables in your store? (Not salad bar or party trays)</p> <table border="0"> <tr><td>Yes</td><td>35%</td></tr> <tr><td>No</td><td>39%</td></tr> <tr><td>No Answer</td><td>26%</td></tr> </table>	Yes	52%	No	22%	No Answer	26%	Yes	61%	No	13%	No Answer	26%	Yes	35%	No	39%	No Answer	26%	<p>If you stock fresh produce, how often do you rotate it?</p> <ul style="list-style-type: none"> <li>• As often as necessary</li> <li>• Not Sure</li> <li>• 7 answered daily</li> <li>• Several times a day</li> <li>• All day, continuously</li> <li>• Every 2 days</li> <li>• Multiple times daily, plus daily deliveries</li> </ul>
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Name

Date

I do not concur with the Fresh Fruit & Vegetables comments: \_\_\_\_\_

Name

Date

I concur with the Fresh Fruit & Vegetables comments with these additional comments:

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Name

Date

## Soy-Based Beverage and Tofu

**May 21, 2008**

There were 16 participants in this forum.

### Questions

1. How will this change impact your business?
2. What suggestions do you have to make this change easier for you?

### Information Shared

- The substitution rate is 1 lb of tofu for 1 quart of milk.
- The Soyfood Association of North America (SANA) states that if only 10% of participants nationwide are estimated by USDA to use soymilk, the demand is not significant enough for manufacturers to reformulate soymilk to meet the minimum nutrient level requirements. SANA wants USDA to change the nutrient requirements.

**Update:**

**At least two soy-based beverage manufacturers are working on reformulating to meet the requirements.**

### Comments

- Shelf life of tofu not long. One small store tried carrying tofu but no one was buying, so stopped carrying. Soy milk did sell, not tofu.
- Most tofu is packaged in 12 to 14 oz sizes, not 16 oz.
- Some larger stores thought everyone should be required to carry soy milk and tofu. Stores should have the full spectrum of WIC foods.
- For small operators in areas with low demand, stocking perishable tofu products may be problematic given the concerns about perishability and shelf life. A suggestion was made to give consideration to stores that have low demand from their consumers.

### Poll Responses

<p>What size of grocery business are you affiliated with? (Select one)</p> <table style="width: 100%; border: none;"> <tr><td>1 store</td><td style="text-align: right;">20%</td></tr> <tr><td>2 to 5 stores</td><td style="text-align: right;">7%</td></tr> <tr><td>6 or more stores</td><td style="text-align: right;">33%</td></tr> <tr><td>More than 50% sales from WIC</td><td style="text-align: right;">0%</td></tr> <tr><td>Wholesaler or distributor (supplier)</td><td style="text-align: right;">13%</td></tr> <tr><td>Other</td><td style="text-align: right;">13%</td></tr> <tr><td>No Answer</td><td style="text-align: right;">13%</td></tr> </table> <p>Does your business stock (or supply) soy milk?</p> <table style="width: 100%; border: none;"> <tr><td>Yes</td><td style="text-align: right;">53%</td></tr> <tr><td>No</td><td style="text-align: right;">13%</td></tr> <tr><td>Don't know</td><td style="text-align: right;">7%</td></tr> <tr><td>No Answer</td><td style="text-align: right;">27%</td></tr> </table> <p>What type of soy milk do you stock (or supply)? (select one answer)</p> <table style="width: 100%; border: none;"> <tr><td>Refrigerated</td><td style="text-align: right;">20%</td></tr> <tr><td>Shelf-stable</td><td style="text-align: right;">0%</td></tr> <tr><td>Both</td><td style="text-align: right;">47%</td></tr> <tr><td>Don't stock or supply any soy milk</td><td style="text-align: right;">13%</td></tr> <tr><td>No Answer</td><td style="text-align: right;">20%</td></tr> </table>	1 store	20%	2 to 5 stores	7%	6 or more stores	33%	More than 50% sales from WIC	0%	Wholesaler or distributor (supplier)	13%	Other	13%	No Answer	13%	Yes	53%	No	13%	Don't know	7%	No Answer	27%	Refrigerated	20%	Shelf-stable	0%	Both	47%	Don't stock or supply any soy milk	13%	No Answer	20%	<p>Which form of soy milk do you sell more? (select one)</p> <table style="width: 100%; border: none;"> <tr><td>Refrigerated</td><td style="text-align: right;">60%</td></tr> <tr><td>Shelf-stable</td><td style="text-align: right;">7%</td></tr> <tr><td>About equal amounts of each</td><td style="text-align: right;">0%</td></tr> <tr><td>Don't stock or supply any soy milk</td><td style="text-align: right;">13%</td></tr> <tr><td>No Answer</td><td style="text-align: right;">20%</td></tr> </table> <p>In the REFRIGERATED form, what size containers of soy milk do you sell the most?(select one)</p> <table style="width: 100%; border: none;"> <tr><td>Quart</td><td style="text-align: right;">7%</td></tr> <tr><td>Half-gallon</td><td style="text-align: right;">60%</td></tr> <tr><td>Twin-pack of 2 half-gallons</td><td style="text-align: right;">0%</td></tr> <tr><td>Don't have any refrigerated soy milk</td><td style="text-align: right;">13%</td></tr> <tr><td>No Answer</td><td style="text-align: right;">20%</td></tr> </table> <p>Do you stock (or supply) any TOFU?</p> <table style="width: 100%; border: none;"> <tr><td>Yes</td><td style="text-align: right;">33%</td></tr> <tr><td>No</td><td style="text-align: right;">47%</td></tr> <tr><td>No Answer</td><td style="text-align: right;">20%</td></tr> </table>	Refrigerated	60%	Shelf-stable	7%	About equal amounts of each	0%	Don't stock or supply any soy milk	13%	No Answer	20%	Quart	7%	Half-gallon	60%	Twin-pack of 2 half-gallons	0%	Don't have any refrigerated soy milk	13%	No Answer	20%	Yes	33%	No	47%	No Answer	20%	<p>Overall, which flavor of soy milk do you sell the most? (select one)</p> <table style="width: 100%; border: none;"> <tr><td>Plain or regular</td><td style="text-align: right;">33%</td></tr> <tr><td>Vanilla</td><td style="text-align: right;">13%</td></tr> <tr><td>Chocolate</td><td style="text-align: right;">0%</td></tr> <tr><td>Some other flavor</td><td style="text-align: right;">0%</td></tr> <tr><td>I don't know</td><td style="text-align: right;">20%</td></tr> <tr><td>Don't stock or supply any soy milk</td><td style="text-align: right;">13%</td></tr> <tr><td>No Answer</td><td style="text-align: right;">20%</td></tr> </table> <p>How is the tofu sold in your store? (select one)</p> <table style="width: 100%; border: none;"> <tr><td>Prepackaged only</td><td style="text-align: right;">33%</td></tr> <tr><td>In bulk only</td><td style="text-align: right;">0%</td></tr> <tr><td>Prepackaged and bulk</td><td style="text-align: right;">0%</td></tr> <tr><td>Don't know</td><td style="text-align: right;">13%</td></tr> <tr><td>We don't stock any tofu</td><td style="text-align: right;">27%</td></tr> <tr><td>No Answer</td><td style="text-align: right;">27%</td></tr> </table>	Plain or regular	33%	Vanilla	13%	Chocolate	0%	Some other flavor	0%	I don't know	20%	Don't stock or supply any soy milk	13%	No Answer	20%	Prepackaged only	33%	In bulk only	0%	Prepackaged and bulk	0%	Don't know	13%	We don't stock any tofu	27%	No Answer	27%	<p>Is the tofu in your store calcium-set? (This means that there is calcium salt in the ingredient list.)</p> <table style="width: 100%; border: none;"> <tr><td>Yes</td><td style="text-align: right;">7%</td></tr> <tr><td>No</td><td style="text-align: right;">7%</td></tr> <tr><td>Don't know</td><td style="text-align: right;">40%</td></tr> <tr><td>We don't stock any tofu</td><td style="text-align: right;">27%</td></tr> <tr><td>No Answer</td><td style="text-align: right;">20%</td></tr> </table> <p>Do you stock a variety of textures of tofu in your store?</p> <table style="width: 100%; border: none;"> <tr><td>Yes</td><td style="text-align: right;">27%</td></tr> <tr><td>No</td><td style="text-align: right;">7%</td></tr> <tr><td>Don't know</td><td style="text-align: right;">20%</td></tr> <tr><td>We don't stock any tofu</td><td style="text-align: right;">27%</td></tr> <tr><td>No Answer</td><td style="text-align: right;">20%</td></tr> </table>	Yes	7%	No	7%	Don't know	40%	We don't stock any tofu	27%	No Answer	20%	Yes	27%	No	7%	Don't know	20%	We don't stock any tofu	27%	No Answer	20%
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## Soy Based Beverage and Tofu Comments

I concur with the Soy-Based Beverage and Tofu comments:

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

I do not concur with the Soy-Based Beverage and Tofu comments:

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

I concur with the Soy-Based Beverage and Tofu comments with these additional comments:

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\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

## Canned Products (Fish, Beans, Fruits and Vegetables) May 28, 2008

There were 20 participants in this forum.

### Questions

**What challenges do you see in offering:**

1. Canned fish?
2. Canned beans, peas, or lentils?
3. Canned fruit?
4. Canned vegetables?

**What should be the minimum stocking requirement for:**

1. Canned beans, peas, or lentils?
2. Canned fruit?
3. Canned vegetables?
4. How does this change impact you?

### Information Shared

- The Rule continues to allow canned light tuna (no albacore) and allows other canned fish which are lower in mercury (Salmon, Sardines & Mackerel).
- The Rule allows canned beans to be substituted for dried beans for all children and women.
- Canned vegetables (like plain sweet peas and corn) and canned beans (like kidney beans) that contain a small amount of sugar for processing purposes are allowable per USDA's guidance dated 5-8-08.
- Fruits packed in juice or with added fruit juice concentrate are allowed.
- The Canned Food Alliance is working with State WIC agencies to provide lists of eligible canned food products and UPC codes; keeping UPC codes up to date is a concern.

### Comments and Questions

- The can size for tuna is expected to change from 6 ounces to 5.5 ounces.
- When asked what should be the minimum stocking requirements for canned foods, vendors did not offer any suggestions.
- Canned foods have a long shelf life of about three years.

**Question:** Is applesauce in bottles allowable?

**Answer:** Yes, canned fruits include apple sauce; when it says canned it is referring to the shelf stable form, not the container type.

Poll Responses	Canned Products (Fish, Beans, Fruits and Vegetables)		
<p>What size of grocery business are you affiliated with? (Select one)</p> <p>1 store 16%</p> <p>2 to 5 stores 11%</p> <p>6 or more stores 26%</p> <p>More than 50% sales from WIC 5%</p> <p>Wholesaler or distributor (supplier) 11%</p> <p>Other 5%</p> <p>No Answer 26%</p>	<p>Which type of processed fish sells the most in your store? (select one)</p> <p>Light Tuna (not solid white or albacore) 63%</p> <p>Sardines (any type) 0%</p> <p>Mackerel (Not jack mackerel) 0%</p> <p>Don't know 5%</p> <p>Don't stock any processed fish. 5%</p> <p>No Answer 26%</p>	<p>In which type of packaging does fish sell more? (select one)</p> <p>Fish in cans 53%</p> <p>Fish in pouches 0%</p> <p>About the same 0%</p> <p>Don't know 5%</p> <p>Don't stock any processed fish 16%</p> <p>No Answer 26%</p>	<p>Altogether, how many types of canned beans (like pinto, black, navy, etc.), peas (like black eye peas) or lentils do you have in your store?</p> <p>2 types 5%</p> <p>3 to 5 types 11%</p> <p>6 or more types 42%</p> <p>Don't know 11%</p> <p>Don't stock any canned beans, peas, or lentils. 0%</p> <p>No Answer 32%</p>
<p>Of the following types of processed fish (in cans, pouches, or jars) which type do you stock now?</p> <p>Light Tuna (not solid white or albacore) 63%</p> <p>Sardines (any type) 53%</p> <p>Salmon (any type) 53%</p> <p>Mackerel (Not jack mackerel) 37%</p> <p>Don't stock any processed fish 5%</p> <p>No Answer 32%</p>	<p>Which type of processed fish sells the second best in your store? (select one)</p> <p>Light Tuna (not solid white or albacore) 5%</p> <p>Sardines (any type) 16%</p> <p>Salmon (any type) 11%</p> <p>Mackerel (Not jack mackerel) 0%</p> <p>Don't know 26%</p> <p>Don't stock any processed fish 16%</p> <p>No Answer 26%</p> <p>Do you stock any canned beans, peas or canned lentils in your store?</p> <p>Yes 68%</p> <p>No 0%</p> <p>No Answer 32%</p>	<p>Select the ones you stock in your store currently. (select all that apply)</p> <p>Canned fruit packed in water 32%</p> <p>Canned fruit packed in juice 47%</p> <p>Canned fruit packed in light syrup 47%</p> <p>Canned fruit packed in heavy syrup 47%</p> <p>Unsweetened Applesauce 37%</p> <p>Don't know 5%</p> <p>Don't stock any of these currently 16%</p> <p>No Answer 37%</p>	<p>How many types of canned vegetables (e.g. peas, corn, tomatoes, green beans) do you stock currently in your store? (Select one)</p> <p>2 types 0%</p> <p>3 to 5 types 0%</p> <p>6 or more types 42%</p> <p>Don't know 5%</p> <p>Don't stock any canned vegetables currently 16%</p> <p>No Answer 37%</p>

I concur with the Canned Products comments:

\_\_\_\_\_ Name \_\_\_\_\_ Date \_\_\_\_\_

I do not concur with the Canned Products comments:

\_\_\_\_\_ Name \_\_\_\_\_ Date \_\_\_\_\_

I concur with the Canned Products comments with these additional comments:

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Name \_\_\_\_\_

\_\_\_\_\_ Date \_\_\_\_\_

## Cash-Value Voucher June 4, 2008

There were 24 participants in this forum.

### Questions

1. In your opinion, what dollar denominations would be most beneficial to participants and workable for your business?
2. If there were many different denominations for the cash-value voucher, would this pose a problem for the cashiers?
3. What is your opinion about allowing participants to pay the difference when the purchase of fruits and vegetables goes over the value of the cash-value voucher?
4. Should there be a limit on the amount they can pay over the cash-value check's maximum dollar value?
5. How will this change impact your business?
6. Overall, what concerns do you have regarding use of cash-value vouchers?

### Cash-Value Voucher's Dollar Denominations

- At least \$5, anything under not large enough to purchase any quantity of fresh fruits or vegetables.
- A person may want to purchase smaller amounts and there should be flexibility built in, otherwise people will not receive the benefit of the total amount of the voucher because they are not allowed to get change. Consider option for \$2 or \$3 also.
- Several denominations (participants choose).
- Vendors said they were fine with several different denominations, as long as the limit was clearly written on the voucher.

### Allowing shoppers to "Pay the difference"

- 15 out of 23 were in favor of allowing participants to pay the difference, when the price of the transaction exceeds the value of the cash-value voucher.
- 17 out of 23 were in favor of not limiting the amount that could be paid over as the difference.
- Trying to make sure the total stays under a limit would be complicated.

### Questions & Answers These questions were submitted electronically and answered electronically.

- Question:** Will the word "up to" be in the voucher?  
**Answer:** We haven't decided what the voucher will say but it will be dependent on if we decide to allow participants to pay over the dollar amount because then "up to" wouldn't make sense.
- Question:** Would the vendors who sell only WIC foods be able to accept cash with cash-value vouchers?  
**Answer:** If we decide to allow the participants to pay over the amount, then all vendors would be allowed to accept cash.
- Question:** By when will this take effect?  
**Answer:** Sometime next year, by October 1, 2009.
- Question:** I missed the session for fruits and vegetables? Are all the juices going to be discontinued?  
**Answer:** No, juice for infants will be eliminated and amounts will be reduced for all other categories.
- Question:** Will juices be in the program for women only? Will fruits and vegetables be an option?  
**Answer:** Juices will be available for children and women, but not for infants. The cash-value voucher is available for children and women to purchase fruits and vegetables. Infants will receive baby food fruits and vegetables instead of juice.

## Cash-Value Voucher Comments

I concur with the Cash-Value Voucher comments:

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

I do not concur with the Cash-Value Voucher comments

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

I concur with the Cash-Value Voucher comments with these additional comments:

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\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

## Other Whole Grains (Prepackaged and Bulk)

June 9, 2008

There were 11 participants in this forum

### Questions

1. Are these whole grain items available in your stores?
2. Which items do customers buy a lot?
3. Which ones are not purchased much?
4. What considerations should WIC keep in mind when offering these products?
5. Should there be a minimum stocking requirement for the substitute items?

### Information Shared

**Other allowable whole grains include:  
Whole grain barley, bulgur, brown rice, oatmeal,  
soft corn tortillas and whole wheat tortillas**

**This information was shared in response to a question about whether all breads must be 100% whole wheat or whole grain.**

Whole Grain bread must meet labeling requirements for making a health claim as a “whole grain food with moderate fat content”

- (1) contain a minimum of 51% whole grains (using dietary fiber as the indicator);
- (2) Meet the regulatory definitions for “low saturated fat” at 21 CFR 101.62 (equal to or less than 1 g saturated fat per RACC and “low cholesterol” (equal to or less than 20 mg cholesterol per RACC);
- (3) Bear quantitative trans fat labeling; and
- (4) Contain equal to or less than 6.5 g total fat per RACC and equal to or less than 0.5 g trans fat per RACC.

AND

Whole grain must be the primary ingredient by weight in all whole grain bread products.

#### **Here are some ways of determining eligibility for bread:**

- When the label says “100% whole wheat” or “whole wheat”, it is eligible.
- Whole Grain Council’s stamp is another indicator. If the stamp reads 100% whole grain, or if the stamp says 16 g whole grain per serving, it is eligible. Not all eligible products have such a stamp because it is voluntary.
- When the first ingredient is whole wheat, but it is not labeled as “100% whole wheat” or “whole wheat”, it is most likely eligible. However, in this case further assessment would be needed. USDA is developing a calculator which will be available to manufacturers to determine their product’s eligibility.

### Product availability comments

- When asked whether they currently carry the other types of whole grains in their store, 5 attendees said yes, 3 said no. Only one said they carried these in bulk, the rest had pre-packaged.
- Bulgur is an unusual item.
- Tortillas are commonly available in variety and sell extremely well.
- The most common national brand of oatmeal (Quaker) and the private label brands come in 18 oz and they would have to re-tool to 16 oz package size for WIC eligibility. WIC may need to contact manufacturers about re-tooling. McCann’s is a high-end brand and Mother’s brand by Quaker comes in 16 oz but may not be available on the west coast.
- Prepackaged barley is pearled; whole grain barley is in bulk.
- Some vendors have 28 oz. size bags of brown rice.

Poll Responses	Other Whole grains (Prepackaged and Bulk)																																											
<p>What size of grocery business are you affiliated with?</p> <table border="0"> <tr><td>1 store</td><td>14%</td></tr> <tr><td>2-5 stores</td><td>0%</td></tr> <tr><td>6 or more stores</td><td>14%</td></tr> <tr><td>more than 50% annual sales from WIC</td><td>14%</td></tr> <tr><td>wholesaler</td><td>0%</td></tr> <tr><td>other</td><td>29%</td></tr> <tr><td>No Answer</td><td>29%</td></tr> </table>	1 store	14%	2-5 stores	0%	6 or more stores	14%	more than 50% annual sales from WIC	14%	wholesaler	0%	other	29%	No Answer	29%	<p>Does your store currently stock (or supply) any of the following whole grains? (please check all that apply)</p> <table border="0"> <tr><td>Brown Rice</td><td>43%</td></tr> <tr><td>Bulgur (cracked wheat)</td><td>29%</td></tr> <tr><td>Oatmeal</td><td>43%</td></tr> <tr><td>Soft corn tortillas</td><td>43%</td></tr> <tr><td>Whole wheat tortillas</td><td>43%</td></tr> <tr><td>Barley (whole grain, not pearled)</td><td>29%</td></tr> <tr><td>No Answer</td><td>57%</td></tr> </table>	Brown Rice	43%	Bulgur (cracked wheat)	29%	Oatmeal	43%	Soft corn tortillas	43%	Whole wheat tortillas	43%	Barley (whole grain, not pearled)	29%	No Answer	57%	<p>Which one of the following items do you carry in bulk? (Please check all that applies)</p> <table border="0"> <tr><td>Brown Rice</td><td>0%</td></tr> <tr><td>Bulgur (Cracked wheat)</td><td>0%</td></tr> <tr><td>Oatmeal</td><td>0%</td></tr> <tr><td>Whole Grain Barley</td><td>0%</td></tr> <tr><td>None of the above</td><td>57%</td></tr> <tr><td>Don't know</td><td>0%</td></tr> <tr><td>No Answer</td><td>43%</td></tr> </table>	Brown Rice	0%	Bulgur (Cracked wheat)	0%	Oatmeal	0%	Whole Grain Barley	0%	None of the above	57%	Don't know	0%	No Answer	43%
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<p>What position do you hold in your store?</p> <table border="0"> <tr><td>Cashier</td><td>0%</td></tr> <tr><td>Trainer</td><td>14%</td></tr> <tr><td>Owner</td><td>14%</td></tr> <tr><td>Store Manager</td><td>0%</td></tr> <tr><td>Buyer for grains and grain products</td><td>0%</td></tr> <tr><td>Pricing expert</td><td>14%</td></tr> <tr><td>Other</td><td>29%</td></tr> <tr><td>No Answer</td><td>29%</td></tr> </table> <p>If you answered "other", please write in your position.</p> <ul style="list-style-type: none"> <li>• Scan coordinator</li> <li>• Department specialist</li> </ul>	Cashier	0%	Trainer	14%	Owner	14%	Store Manager	0%	Buyer for grains and grain products	0%	Pricing expert	14%	Other	29%	No Answer	29%	<p>Which ones of the following items are prepackaged in a 16 ounce size?</p> <table border="0"> <tr><td>Brown Rice</td><td>29%</td></tr> <tr><td>Bulgur (cracked wheat)</td><td>14%</td></tr> <tr><td>Oatmeal</td><td>14%</td></tr> <tr><td>Soft corn tortillas</td><td>14%</td></tr> <tr><td>Whole wheat tortillas</td><td>14%</td></tr> <tr><td>Barley (whole grain, not pearled)</td><td>14%</td></tr> <tr><td>I don't know</td><td>14%</td></tr> <tr><td>None of the above are in 16 oz size</td><td>0%</td></tr> <tr><td>We don't carry these items at this time</td><td>14%</td></tr> <tr><td>No Answer</td><td>43%</td></tr> </table>	Brown Rice	29%	Bulgur (cracked wheat)	14%	Oatmeal	14%	Soft corn tortillas	14%	Whole wheat tortillas	14%	Barley (whole grain, not pearled)	14%	I don't know	14%	None of the above are in 16 oz size	0%	We don't carry these items at this time	14%	No Answer	43%							
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I concur with the Other Whole Grains comments:

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Name

\_\_\_\_\_

Date

I do not concur with the Other Whole Grains comments:

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Name

\_\_\_\_\_

Date

I concur with the Other Whole Grains comments with these additional comments:

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\_\_\_\_\_

Name

\_\_\_\_\_

Date

## Administrative Issues

June 11, 2008

There were 20 participants in this forum

### Questions

1. What concerns do you have about WIC's current minimum stocking requirements?
2. Should the current minimum stocking requirements for foods that will continue be retained?
3. Should there be minimum stocking requirements for the "substitute items" (like soy milk, tofu, brown rice, etc.)?
4. Should WIC set a minimum stocking requirement for each type of milk (whole, 2% fat, 1% fat and nonfat)?
5. Should WIC leave them as now, and let the vendors determine what they would carry based on their customers' needs?
6. How much lead time do vendors need for stocking inventory and preparing for the addition of new foods?
7. How would you use the UPC information?
8. What products would you want UPC information for?
9. By when would vendors need staff training materials?
10. What type of training materials would be the most useful (i.e. in-services that you can provide your staff, web-conferencing training, face-to face-training, written materials, DVDs etc.)?
11. Would you like to volunteer to work with us on the training materials?

### Stocking Requirements

- It is difficult to carry minimal quantities that might not sell. Anytime there is a required minimal it makes some vendors nervous.
- Already carry all foods with a few exceptions, i.e. brown rice. No one carries a 16 oz. brown rice. However, we will order according to sales.
- As stated before, we already carry the majority of foods and we order by our sales. Under AAV a person can go to a chain store across the street if the smaller store doesn't have it.
- 14 individuals out of 16 who answered the poll were in favor of maintaining the current minimum stocking requirement for foods that will continue to be allowed.
- Two were in favor and ten were against setting minimum stocking requirements for substitute items.
- Three were in favor and eleven were against setting a minimum stocking requirement for each fat level of milk.

### Lead Time for Stocking

- If the product is already available, vendors only need notice of a couple of weeks. For example a bread vendor may need to increase production to meet the additional needs. If the product is not available, approximately four months. Private label would be easier and faster than name brand manufacturers. (They have to get permits, buyers to get agreements with manufacturers and trucking company for shipping).
- 3 weeks to a month for items they have to shift in inventory and about 4 months for new products.

**Administrative Issues**

**Page Two**

**Product Identification**

- Due to the large complexity of the WIC requirements all manufacturer should identify the products by some universal symbol or marking. Vendors train repeatedly and cashiers still get in trouble; there is a real need for a symbol.
- Stores update the UPC information when a manufacturer changes an item, and they generally discover it when they scan the item at the cash-register.
- Private labels carry their own UPC code.
- For produce, they have Price Look Ups (PLU's) such as bananas are 4011. At this time these codes are not standardized.
- Chain stores flag WIC item in the cash register system. There is a problem with California and Nevada being so close and Nevada using electronic benefits transfer (EBT) while California does not have this capability for WIC.

**Training**

- If a symbol identifies the WIC allowed foods, they would only need to teach how to read the symbol. Otherwise, they will need 3 months for training. 8 out of 16 agreed with this timeframe.
- Although other attendees thought that 3 months was enough lead time, one vendor stated a need for at least 6 months of lead time. Once they have the materials, they would have to hold train the trainer sessions for all of their Cashier Trainers for both chains. For written materials they would need to give their internal print shop time to produce the volume of materials necessary for the existing register operators. For DVD, they would want to have some production time to wrap around District.

I concur with the Administrative Issues comments:

\_\_\_\_\_

Name

\_\_\_\_\_

Date

I do not concur with the Administrative Issues comments:

\_\_\_\_\_

Name

\_\_\_\_\_

Date

I concur with the Administrative Issues comments with these additional comments:

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\_\_\_\_\_

Name

\_\_\_\_\_

Date

**Vendor Advisory Committee**  
**July 9, 2008**

<b>Highlights</b>	<p>Linnea Sallack opened the meeting welcoming and explaining the purpose of the meeting, how to give endorsement/comments on the summary document provided, and how these documents will be used.</p> <p>Mandeep Punia shared a Power point which contained a brief background of each vendor forum subject matter, the questions asked, the vendor responses, and results of the polls given.</p> <p>Pat Gradziel shared an update on the Western Region coordination effort.</p> <p>Listed below are questions &amp; comments from the attendees during the PowerPoint presentation.</p>
<b>Infant Foods</b>	<p><b>Question:</b> How do you plan to give the right amount of baby food at checkout? Would they have to count baby food jars or would they have to add the ounces to reach the total amount allowed on the check?</p> <p><b>Answer:</b> This is an implementation issue and we will work with vendors to get their input.</p> <p><b>Comment:</b> Don't authorize only one brand of baby food. More options are better for the retailer and there may be production issues with the manufacturer, and with no competition prices may be high.</p>
<b>Whole Grain Bread</b>	<p><b>Question:</b> Are you going to train WIC participants on looking for the Whole Grain Council Stamp?</p> <p><b>Answer:</b> There are whole grain stamps with different levels of whole grains, not all meet the WIC requirement. It may be helpful for product identification, however it may also have a confusion factor since all the breads with that stamp may not qualify. WIC cannot enforce the whole grain stamp. Also manufacturers pay to use the stamp. Submit your comments concerning whole grain product identification to USDA during the comment period. It will however, be included among the training concepts.</p> <p><b>Comment:</b> Weight Watcher's whole wheat bread is the only one in one pound size that I've seen that qualifies. Oroweat light's first ingredient is water and therefore may not qualify for WIC.</p> <p><b>Response:</b> USDA has a calculator for whole grain which will help qualify products. There has also been contact made with manufacturers like Sara Lee &amp; Bimbo about a 16 ounce size.</p>

**Vendor Advisory Committee**  
**Page Two**

<b>Whole Grain Bread (cont.)</b>	<p><b>Question:</b> What will the State do if by the implementation deadline there are no products in the market that meet the specifications in the WIC regulations?</p> <p><b>Answer:</b> Products are changing in the market all the time and we are hopeful that manufacturers are looking into this as they become aware of the WIC requirements. Please keep State WIC staff informed if you hear of any new products that would meet the WIC criteria. If there is no eligible product in a category by the October 1, 2009, deadline, the program may offer substitute foods authorized in the regulations. For example, if whole grain bread in 1 lb is not there, soft corn tortillas in 1 lb package could be offered.</p>
<b>Canned Foods</b>	<p><b>Comment:</b> Canned tuna sizes will probably change to 5 oz by next year. Downsizing is the result of higher costs.</p>
<b>Cash-Value Voucher</b>	<p><b>Question:</b> Will there be a last date to use on each cash-value voucher?</p> <p><b>Answer:</b> Yes, it will be 30 days from the first date to use, just as with the food instruments now.</p> <p><b>Question:</b> Does the consumer have to use the entire cash-value voucher at one time?</p> <p><b>Answer:</b> They can not get change back from the store. This is why it may be a good idea to offer the participant two or three options with different dollar denominations to choose from.</p>
<b>Other Whole Grains</b>	<p><b>Comment</b> shared by Linnea: There is a trade association of tortilla makers and they are interested in making one pound packages of tortillas.</p> <p><b>Question:</b> Does the type of oatmeal matter such as instant or old fashion?</p> <p><b>Answer:</b> No, as long as it meets the whole grain requirements for this category.</p>

**Administrative Issues**

Minimum Stocking Requirements and inventory

**Question:** Will there be a grace period for vendors to allow them time to adjust their inventory to the customer demand for the new foods?

**Answer:** Yes, the State allows some grace period during food product transitions.

**Question:** With the new requirement to give only whole milk to children one to two years old and lower fat milk to everyone older, will the milk processors be able to adjust to the new level of demand for lower fat milk?

**Answer:** Yes, production will catch up. The Dairy Council hasn't raised any concerns about this.

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Product identification

Linnea Sallack commented on the request to have manufactures put a symbol on items that meet WIC criteria. Since many products are sold across state lines and may be authorized in one State but not in another, this may not be so simple to do. The western region states are trying to coordinate product authorization, but the lists will not be identical due to different factors. There may also be issues about what type of symbol is acceptable. This question needs to be made at the national level and is not something that would be possible for one State to do.

**Question:** Have you worked with grocery stores in other states to have some product uniformity?

**Answer:** Not yet.

**Question:** Are there other states implementing soon.

**Answer:** Missouri is implementing child package next month and New York is implementing in January.

**Question:** Can you phase in changes?

**Answer:** You may not phase in changes by food. However, you may phase in by category.

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Training

**Comment** from Linnea Sallack: The California WIC Program welcomes grocer input in developing training materials for store personnel. Trainers who wish to volunteer should contact Kim Frinzell at [Kim.Frinzell@cdph.ca.gov](mailto:Kim.Frinzell@cdph.ca.gov).

**Linnea Sallack's closing comments**

**The next meeting with the Grocer Associations will likely be in October 2008 or January 2009 when the State's proposed authorized food list and timelines will be shared. The WIC program will then begin seeking vendor input on implementation strategies. There will be adequate lead time for grocers to prepare their inventory since California WIC Program is not planning to be among the first states to implement the changes.**



If you have any additional comments, please include them below and return your completed packet **by July 31, 2008**, to Jackie Boyle. You may e-mail it to [Jackie.Boyle@cdph.ca.gov](mailto:Jackie.Boyle@cdph.ca.gov) or send it by U.S. mail to: California WIC Program, Department of Public Health, P.O. Box 997375, Sacramento, CA 95899-7375, Attention: Jackie Boyle.

Thank you for taking the time to respond. The California WIC Program will be considering this information in determining how to implement the new Food Package Rule.

**Additional Comments:**

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**Contact Information:**

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Signature (not required if e-mailing)

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Printed Name

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E-mail Address

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Phone Number

**Representing:**

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Business Name

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Grocer Association Name