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**GAVIN NEWSOM**  
 Governor

**September 22, 2021**  
**VENDOR ALERT 2021 – 05**

**TO:** ALL WIC VENDORS

**SUBJECT:** CALIFORNIA WIC CARD MUST BE PRESENT AT TRANSACTION

**Purpose** The California Department of Public Health, Women, Infants and Children Division (CDPH/WIC) is reminding all WIC authorized vendors that the California WIC Card (WIC Card) must be present at the time of purchase for all WIC transactions.

**Background** As stated in your Vendor Agreement, Article III, Section 3, Subsection j:  
 “(1) Vendor must accept California WIC Cards only from participants who have proper WIC identification. Proper WIC identification for California WIC Card transactions consists of the successful entry of the individual personal identification number (PIN) by the participant.  
 (2) Vendor may process California WIC Card transactions only when a participant presents the California WIC Card at the time of purchase.  
 (3) California WIC Cards must be swiped to process a California WIC Card transaction.  
 (A) California WIC Card numbers may only be key-entered after a magnetic swipe read has failed.”

**Action for Vendors** Vendors must ensure the participant’s WIC Card is present and the WIC Card must be swiped during every WIC transaction. The WIC Card number may only be manually entered after the magnetic swipe read has failed.

**Questions** For additional questions you may also contact your WIC Vendor Consultant or call toll-free (855) WIC-STOR or (855) 942-7867, or contact the WIC Vendor Management Branch by email at [WICVENDORINFO@cdph.ca.gov](mailto:WICVENDORINFO@cdph.ca.gov).

Lantrel Stockton, Chief  
 Vendor Management Branch  
 Women, Infants and Children (WIC) Division



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