

California WIC Vendor Annual Training Newsletter



2023 Issue | Check out our website at: www.wicworks.ca.gov



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Thank you



CDPH/WIC wants to thank WIC vendors for your continued dedication, flexibility, and response to unprecedented ongoing supply chain disruptions and other nationwide challenges. WIC vendors continue to deliver a positive shopping experience and provide nutritious foods to help WIC families stay healthy. Every cashier, manager, and store owner play a powerful role in making the California

WIC program a success. The California WIC Card is frequently swiped—with nearly 68,000 transactions per day and almost 441,000 transactions per week. Vendors are an essential part of the WIC family because you make it possible for WIC participants to use their benefits to buy nutritious foods. CDPH/WIC values and appreciates your partnership. It truly makes a difference!



“You just roll the dice” and “hope they’re kind.”

Anonymous WIC Shopper

Diversity, Equity, and Inclusion

Diversity, equity, and inclusion are at the core of the Women, Infants and Children’s (WIC’s) mission to advance the health and well-being of California’s diverse people and communities. The WIC foods that authorized vendors provide help to improve the health of families participating in the WIC program. WIC is committed to creating a culture of inclusion where we can grow and learn together.

Recent survey findings* show that Black California WIC participants have experienced discrimination when shopping for WIC foods and using their WIC Card at the register. Black participants reported receiving poorer service than other customers and being treated badly. There were also some reports of Black participants being threatened or harassed during their shopping experience. **This behavior is unacceptable.**

In the [Vendor Agreement](#), California WIC vendors agree to comply with [Title VI of the Civil Rights Act of 1964](#), including equal treatment for all people. As a California WIC

authorized vendor, you also agree to comply with California law, which prohibit discrimination against any person because of race, religion, color, national origin, ancestry, physical disability, mental disability, medical condition, marital status, sex, gender, gender identity, gender expression, age, sexual orientation, or military or veteran status.

All California WIC participants have the right to a safe and positive shopping experience. **Please be kind and attentive to all customers shopping in your store.** If you would like more information on improving the shopping experience for your customers, contact your vendor consultant for customer service tips.

Thank you for your support in keeping California communities healthy!

How do you celebrate diversity in your store? We would like to hear from you if you have any cultural customs or seasonal store displays. Let us know at WICequity@cdph.ca.gov.



* Lock, L., Udoh, I., Ware, S., & Silver, G. (2022). *WIC Assessing the Engagement of Black Women and Their Families in California’s WIC Program*.



Vendor Portal

At the end of 2022, the California Department of Public Health/Women, Infants and Children Division (CDPH/WIC) implemented a new Vendor Portal that replaced the Vendor WIC Information eXchange system (VWIX). All California WIC authorized vendors were sent an e-mail that included important information and instructions to access the Vendor Portal and create a Vendor Portal User Account. All authorized vendors that have not created a Vendor Portal User Account are instructed to do so immediately.

If you have not received an e-mail or have recently changed your e-mail address, contact your WIC Vendor Consultant or the WIC Vendor Help Desk at (855) 942-7867. For more information, please refer to [Vendor Alert 2022-12](#).

About California WIC

Our Mission

The California WIC program supports people who are pregnant and postpartum and children up to age five during critical times of growth and development. WIC provides benefits for nutritious foods, such as fruits and vegetables, whole grains, milk, eggs, cereal, peanut butter, and much more. WIC also provides personalized nutrition education and breastfeeding support tailored to meet the needs and lifestyles of participants and offers referrals to healthcare and other community services.

For nearly 50 years, WIC has been one of the nation's most successful public health programs, with proven results for improving maternal and childhood outcomes, and influencing a lifetime of nutrition and health behaviors. The WIC program is administered by public health professionals, including nutritionists, dietitians, analysts, researchers, and other dedicated public servants, who share a mission to protect and improve the health of families across California.

Vendor Training Requirements



authorized vendors must read this training newsletter and understand its content. Failure to complete annual vendor training will result in termination of the Vendor Agreement.

Annual Vendor Training

Per [WIC Bulletin Regulations section 71800](#), each California WIC authorized vendor is required to complete annual vendor training on a yearly basis. Annual vendor training is completed by reading the California WIC Vendor Annual Training Newsletter. For 2023, an electronic copy will be e-mailed to each WIC authorized owner and an online version will be available at wicworks.ca.gov. All WIC

Interactive Vendor Training

Per [W.B.R. section 71800](#), prior to WIC authorization and at least once every three years, California WIC vendor applicants and authorized vendors must attend an interactive training and successfully pass an examination upon completion of the interactive training. Failure to complete interactive training will result in termination of the Vendor Agreement and California WIC authorization.

Two Types of Training: What's the Difference?		
	Annual Vendor Training	Interactive Vendor Training
When is it required?	Once a year	At authorization <i>and</i> every three years
What does it include?	Reading the California WIC Vendor Annual Training Newsletter	Attending an Interactive Vendor Training Class
How do I complete it?	Read the California WIC Vendor Annual Training Newsletter. (For 2023, an electronic copy will be e-mailed to each California WIC authorized owner/ownership or contract and an online version will be available at wicworks.ca.gov).	Pass the exam upon completion of Interactive Vendor Training



The California WIC Card

How to Conduct a WIC Card Transaction

The WIC Card is used for the California WIC Program only and is not authorized as payment for other benefit programs, such as CalFresh or CalWORKs. In California and participating border-state stores, participants use the WIC Card to shop at any California WIC authorized vendor. There is one card per household, meaning an entire family's benefits are combined onto a single card. **The WIC Card must be physically present during all WIC Card transactions.** Cashiers may key-enter the WIC Card number only after a magnetic swipe read has failed.

Shopping with the WIC Card requires a 4-digit Personal Identification Number (PIN) that the participant chooses. **Vendors may never ask for the PIN or enter the PIN on behalf of the participant.** WIC benefits are redeemable for one month at a time. Participants can start using their benefits on the "First Day to Use."

Benefits automatically expire at midnight on the "Last Day to Use." The same card is used each month since WIC food benefits are reloaded onto the same card.

Important Reminder



Vendors may process WIC Card transactions only when a shopper presents the WIC Card at the time of purchase. **The WIC Card must be present for the purchase of WIC food items.** If no WIC Card is present, **the transaction cannot be completed**, even when the shopper knows their WIC Card number, for example, by using the California WIC App, a photo of their WIC Card, or from memory.

The WIC Card must be swiped to process a California WIC Card transaction.

Vendors must not manually key-enter WIC Card numbers into the cash register or Point of Sale (POS) terminal. The *only* exception is if the magnetic card swipe read fails, vendors can then key-enter the WIC card number. If a cashier manually enters the card number, the shopper still must enter their PIN into the WIC POS keypad. Cashiers must not enter PIN numbers on behalf of a shopper. CDPH/WIC monitors the number of manually keyed entries each vendor completes.

Cashier Training Videos

There are two cashier training videos for accepting WIC Card purchases available to WIC authorized vendors—one for Integrated POS systems and another for Stand-Beside POS systems. Integrated POS systems accept multiple types of payment, such as credit cards, debit cards, and EBT, while WIC Stand-Beside POS systems only transact the WIC Card and/or SNAP benefits. These videos serve as valuable resources for helping to train staff on conducting WIC Card transactions. Both videos include an overview of the WIC Authorized Food List Shopping Guide, step-by-step WIC

Card transaction instructions, information on the Authorized Product List (APL), WIC Card transaction troubleshooting tips, details on how to read a WIC Card receipt, and additional vendor resources.

To access the Cashier Training Videos, go to our website at www.wicworks.ca.gov

1. **Left side, find [Grocers](#)**
2. **Click [Vendor Education](#)**
3. **Select the applicable *Cashier Training Video* link listed under *Vendor Training Tools*.**



Integrated System | Basic WIC Card Transaction Steps



1

Cashier **scans all food and items.**

- After all food and items have been scanned, press the **Total** key.
- Apply any coupons or discounts.

2

Shopper **swipes the WIC Card** before any other form of payment and **enters their PIN.**

- **The WIC Card must be physically present during all WIC Card transactions.**
- **Vendors must never ask for the PIN or enter the PIN for the shopper.**
- The POS system determines if a food is WIC authorized and if WIC benefits for that food are available to the WIC shopper.

3

POS prints the beginning balance and benefits utilized receipt(s) (or displays on the screen).

- **Cashier must hand the receipt(s)** to the WIC shopper for review and the shopper confirms that WIC foods were purchased as expected.
- If the POS system does not print out a benefits utilized receipt, **purchase information must be viewed** by the shopper on a cash register or POS screen.
- If an item did not deduct from the WIC food balance as expected, the **shopper may request** the cashier void that item from the purchase.

4

Shopper approves WIC purchase using the card terminal or keypad.

- WIC authorized food items available to the shopper are automatically removed from the balance on their WIC Card.
- Cashiers cannot perform overrides with a WIC Card purchase.

5

Shopper **uses other forms of payment** next if **non-WIC items** are also being purchased during the same transaction.

6

Cashier gives shopper the final transaction receipt, which will include the shopper's remaining WIC benefit balance.

- **After purchase is complete, the cashier cannot void the transaction or put items back onto the WIC Card.**

Reasons a food may not scan as a WIC benefit for the shopper include:

- A. The food item is not included in the WIC shopper's benefits.
- B. There are not enough benefits left on the WIC Card to buy the item.
- C. The food item is not WIC authorized.
- D. The Universal Product Code (UPC) for the selected food item is not in the California APL. To add new products, visit www.wicworks.ca.gov, click [WIC Foods](#), click [UPC Submissions](#), and follow the instructions.

Stores must ensure the WIC APL is current and perform daily updates to the store's POS system.

If your POS is not able to complete California WIC Card transactions correctly:

- Contact your corporate office or POS Equipment Provider to confirm that your store's POS system has the most current version of the APL. If the APL is not current, food items may be rejected during the WIC Card transaction.
- See reasons **A-D** above. Print out a Beginning Balance Inquiry and give it to the shopper to review which benefits are currently on their WIC Card.

Note: For technical assistance with your POS system, contact your corporate office or POS Equipment Provider. **CDPH/WIC cannot fix your POS system.**

Stand-Beside POS System | Basic WIC Card Transaction Steps



1 Shopper **separates WIC foods** from other items.

2 Cashier **presses F2** to activate the WIC purchase option in the main menu.

3 Shopper **swipes the WIC Card** through the card reader.

- **The WIC Card must be physically present during all WIC Card transactions.**

4 Shopper **enters PIN**.

- **Vendors must never ask for the PIN or enter the PIN for the shopper.**

5 Cashier **scans barcodes and enters prices** into the Stand-Beside POS, starting with all non-fruit and vegetable items. Cash-Value Benefits (CVB) are fresh, frozen, or canned fruits or vegetables, as well as dried fruits. CVB will be rung up later in the transaction.

- After scanning each item, **enter the price and press Enter.**
- If the terminal displays an error message after scanning an item, set the item aside. Read [page 10](#) for *Understanding Stand-Beside Error Messages*.
- **Press F1** after all non-fruit and vegetable foods have been scanned.
- The terminal will ask if there are any CVB items. If the shopper is purchasing fruits and vegetables with their WIC Card, **the cashier enters the price of each item** and presses **Enter** after each entry or enters the total purchase price of all CVB items. **Do not scan CVB items even if the CVB item has a UPC.**

6 If coupons are being used, **enter coupon amounts** one at a time and press **Enter** after each amount. *Do not enter the total price in the Coupon Mode.*

- **Option: press F2 (List)** to print out WIC foods being purchased. Hand the print-out to the shopper to review and approve.

7 Cashier **presses F1** to complete the transaction. A receipt will print. Cashier **hands receipt to shopper** and can **press F1** to print out a merchant copy.



Understanding Stand-Beside Error Messages

- **Invalid UPC:** The APL is not up to date or the UPC is not in the APL. The UPC may not be allowed, it may be a new item that has not yet been added, or a CVB UPC was scanned, which is not allowed for Stand-Beside systems. **Prices must be entered for CVB items.**
 - » To add new products, visit www.wicworks.ca.gov, click [WIC Foods](#), click [UPC Submissions](#), and follow the instructions.
- **Insufficient Funds:** A shopper does not have enough benefits left to buy this item, the item may not be available in the shopper's balance, or the item is not on the APL.
 - » Print out a Beginning Balance Inquiry and give it to the shopper so they may review what benefits are currently on their WIC Card.

Stores must ensure that the APL is current. Stand-Beside POS devices receive automatic updates to the APL overnight. Stand-Beside POS devices must remain powered-on and connected to the internet overnight to ensure that updates are completed.

The Stand-Beside POS terminal may not be moved from the authorized store to another location. Transactions may only occur at the physical location of the WIC authorized store.

Contact the FIS Merchant Help Desk at 1-833-257-2165, or the FIS ebtEDGE website at www.ebtedge.com for support for Stand-Beside POS systems. When calling, you will need the FIS Location ID number for your store. The number may be located on a sticker on your POS terminal and is listed on your FIS Merchant Agreement. If you cannot locate this number, contact the WIC Vendor Help Desk at WICVendorInfo@cdph.ca.gov, or (855) 942-7867.





California WIC Vendor Helpful Transaction Tips

Whether your store uses an Integrated or Stand-Beside POS system, here are some helpful tips to conduct successful WIC Card transactions.

Tip #1: Stores must ensure that the **APL is current and perform updates.**

Tip #2: WIC only provides WIC authorized foods that are available in the shopper's benefits and in the APL.

- No overrides.
- No substitutions or rain checks.
- Cashiers must scan the UPC on the food's package. Do not scan a sheet of UPCs or a different food item.
- Fresh fruit and vegetables with a Price Look-up Code (PLU) may need to be entered manually.

Tip #3: The California WIC App and the California WIC Authorized Food List Shopping Guide are **resources for helping shoppers** select foods or understand why a food is not available to them.

Tip #4: The physical WIC Card must be swiped for all WIC transactions. Do not ask for a second form of identification for a WIC purchase.

- Just the WIC Card and PIN are needed.

- **Vendors should never ask for the PIN or enter the PIN for the shopper.**

Tip #5: Some receipts may show the difference between the vendor's price for a WIC food item and the maximum amount the state will reimburse a vendor for that food item. The WIC shopper is **not responsible for paying the difference and the vendor may never ask the shopper to pay this amount.**

- Cash Value Benefits (CVB) are a set dollar amount which allow WIC shoppers to purchase authorized fruits and vegetables.
- **Note:** When WIC shoppers use all of their CVB benefit and there is still a balance due remaining, split tender transactions are permitted allowing WIC shoppers to pay the remaining balance with another tender type.

Tip #6: If a shopper is experiencing problems with their WIC Card, they may contact their local WIC office, call the California WIC Family Services Line at 1-800-852-5770, or call the number on the back of the WIC Card 1-844-4MY-FAMILY.

Tip #7: Even though shoppers are not required to buy all of their WIC foods at one time, **vendors must meet the [Minimum Stocking Requirements \(MSR\)](#) at all times.**



California WIC Vendor Frequently Asked Questions

Must a WIC Card be *physically present* during all WIC transactions?

Yes. The WIC Vendor Agreement and regulations specify that **a physical card must be present and swiped for all WIC transactions.**

- Vendors may process California WIC Card transactions only when a shopper presents the WIC Card at the time of purchase.
- WIC Card numbers may only be key-entered by the cashier after a magnetic swipe read has failed.
- Vendors may not accept any other forms of the WIC Card, such as photos of the WIC Card or information from the WIC App.

Can a WIC shopper purchase WIC food items if they *do not know their PIN*?

No. If a WIC shopper forgets their PIN, direct them to the phone number on the back of their WIC Card 1-844-4MY-FAMILY for help. If a WIC shopper enters the PIN incorrectly four times, the WIC Card will be locked, and they will need to call the phone number on the back of their WIC Card to unlock it, or wait until midnight for the PIN to reset. Vendors may never enter the PIN on behalf of the shopper, nor collect the PIN.

What if a WIC shopper forgets their WIC Card at my store?

If a California WIC Card is found, vendors must return the card within seven (7) days to the address printed on the back of the card.

Do WIC shoppers need to buy all of their WIC foods in one trip with the WIC Card?

No. Shoppers may purchase as many (or as few) of their WIC foods as they want, as long as the selected item is in the APL and benefits are available on their WIC Card.

- WIC food benefits for a household are combined on one card.
- WIC shoppers use the same card month after month.
- Food benefits are good for 30 days, then expire. Benefits do not carryover.

What steps should a WIC shopper take if they cannot buy their food at the store?

If a shopper has questions or problems getting their WIC foods at the store, share these directions with them:

Call the California WIC Family Services Line at 1-800-852-5770 and/or e-mail WIC@cdph.ca.gov. Have this information ready:

- WIC Card number
- Store location (name, city, street)
- Approximate day and time of visit
- Product description (brand, size, and UPC)
- Details of what happened

Additional Tip: Shoppers can use their phone to take a picture of the front and back label, nutrition facts panel, ingredients, and UPC/ barcode of the food item they were unable to purchase.

Reading WIC Card Receipts

California WIC shoppers are responsible for knowing which food benefits are available on their WIC Card. Participants are also responsible for reading their WIC Card Food Balance and determining the correct sizes, brands, and amounts of WIC authorized foods they may purchase. If a participant has questions about their WIC benefits, WIC Card, or WIC transaction, they may **contact their local WIC office or call the California WIC Family Services Line at 1-800-852-5770.**



SAMPLE STORE
123 ANY STREET ADDRESS
ANYTOWN, CA, 99999

TERMINAL ID: 123
MERCHANT TERM ID: NEW123456
CLERK ID: 999
DATE & TIME: 4/27/2023 11:05AM
SEQ NUMBER: 005
CARD: *****1234
AUTH CODE: 123456

WIC PURCHASE

QTY	UNITS	DESCRIPTION	PRICE
16.00	OZ	CHEESE, REGULAR 1 @ \$4.99	4.99
16.00	OZ	WHOLE WHEAT TORTILLA 1 @ \$2.99	2.99
1.00	DOZ	EGGS 1 @ \$2.79	2.79
2.97	\$\$\$	FRUITS & VEGGIES CVB	
PURCHASE SUBTOTAL			13.74
DISCOUNTS APPLIED			0.50
APPROVED PURCHASE TOTAL			13.24
BALANCE DUE — \$0.00			
BENEFITS EXPIRE ON 05-23-2023			
REMAINING WIC BENEFITS			
QTY	UNITS	DESCRIPTION	
16.00	OZ	WW BREAD OR GRAINS	
36.00	OZ	BREAKFAST CEREAL	
3.00	GAL	LOWFAT MILK (1% FAT)	
32.00	OZ	YOGURT	
1.00	CTR	PB OR DRY BEANS	
128.00	OZ	JUICE—ALL CATEGORIES	
6.03	\$\$\$	FRUITS & VEGGIES CVB	

List of WIC Items Purchased.

WIC purchase subtotal.

Any discounts that have been applied (gift card, coupon, store discount, etc.).

Total price of all items purchased.

The last date WIC food items are available to the customer that month.

List of remaining WIC foods available for the customer, including type, quantity, and package units allowed.

Reading WIC Card Receipts

Juice

The WIC Card and WIC Food Balance include the total amount of juice in ounces available to a WIC family. This total amount reflects the **reconstituted** (mixed with water) amounts for 11.5, 12, and 16 oz concentrated juices and not the container sizes. A 16-oz concentrate makes 64 oz of juice; a 12-oz concentrate makes 48 oz of juice; and an 11.5-oz concentrate makes 46 oz of juice. If leftover ounces are available in the WIC Food Balance, a participant needs **at least 46 oz available** to get the smallest authorized juice container size (the 11.5-oz concentrate).



- The oz of juice listed in the WIC Food Balance for concentrated juice is the amount made **after mixing with water**.
- The type and sizes of juice chosen at the store will affect the amount deducted from the WIC Food Balance.
- Participants may short themselves the full benefit of juice if they choose juice types/sizes that do not add up to their maximum benefit.
- **Note:** When participants have **less than 46 oz** of juice available in their WIC Food Balance, they **cannot buy any more juice**.

Reconstituted Juice Amounts by Container Size

Juice Package Size	Makes This Much Juice
64-oz Ready-To-Drink	64 oz
16-oz Concentrate	64 oz
12-oz Concentrate	48 oz
11.5-oz Concentrate	46 oz



Beans and Peanut Butter



WIC shoppers whose benefits include peanut butter or dry or canned beans may purchase one bag (16 oz) of dry beans, four cans of cooked beans, or one container (CTR) of peanut butter. Please see the Legumes Helpful Hints below for more information.

Helpful Hint: How much is 1 CTR?

1 CTR Dry Beans, Peas, or Lentils (One 16 oz package)



or

1 CTR Canned Beans (Four 15-16 oz cans)



or

1 CTR Peanut Butter (One 16-18 oz jar)



Helpful Hints

- Four cans equals 1 CTR. One can equals .25 CTR:

$$\begin{array}{ccccccc}
 \text{16 oz} & + & \text{16 oz} & + & \text{16 oz} & + & \text{16 oz} & = & \text{1 CTR} \\
 .25 & & .25 & & .25 & & .25 & & \\
 \end{array}$$

- For each can you buy, .25 CTR will be subtracted from your benefit balance. For example, if you have **1 CTR** to use and you buy **3 cans** of beans, you will have **.25 CTR (1 can)** left to buy another day.
- To get the most canned beans, buy 16 oz cans.



WIC Authorized Foods

WIC Authorized Food List Shopping Guide

The [WIC Authorized Food List Shopping Guide](#) is the educational document that summarizes the requirements for supplemental foods authorized by [W.B.R. sections 82000–83000](#). The most recent publication is dated April 2, 2019 (Revised) and is available in both English and Spanish. We recommend

you keep a copy at each register for use as a WIC transaction tool. To access the WIC Authorized Food List Shopping Guide:

1. **Visit our website at www.wicworks.ca.gov**
2. **Click [WIC Foods](#)**
3. **Click [WIC Authorized Food List Shopping Guide-April 2, 2019 \(Revised\)](#)**

The California WIC Authorized Product List

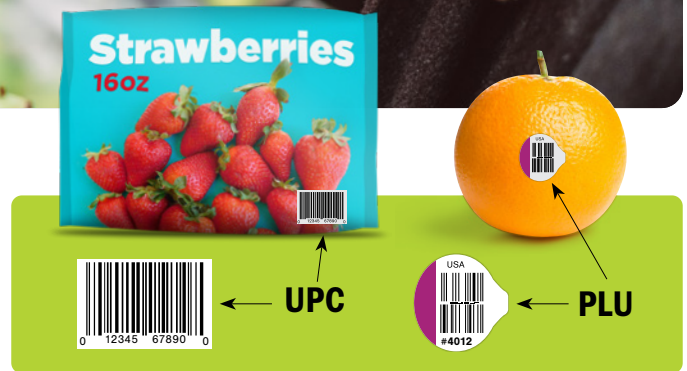


What is the California WIC Authorized Product List (APL)?

The APL is an electronic file of UPCs and PLU codes for all foods authorized by CDPH/WIC. In addition to UPCs and PLUs, the APL includes detailed product information, including brand name, product name, size, and food category and subcategory classifications.

Why Do I Need the APL?

When a food item is scanned or the UPC/PLU code is entered at the cash register, its UPC or PLU must match one in the APL to be purchased using WIC benefits. If the UPC or PLU is not in the APL, WIC shoppers will be unable to purchase that food item. **There are no overrides or substitutions.** Cashiers must scan the UPC on the food package. Do not scan a sheet of UPCs or a different item. During the transaction, when an item is rejected, as long as there is a remaining balance on the WIC Card for that food item type/category, the WIC shopper can swap the food item for one in the APL.



How Does the APL work?

Keep in mind the APL is continuously updated. CDPH/WIC regularly collects new UPCs to review, authorize, and add to the APL. Food items that no longer meet CDPH/WIC or federal criteria will be removed from the APL. If your store sells a product you think meets CDPH/WIC requirements, you can submit it to be reviewed for addition to the APL using the [Authorized Product List Submission System \(APLSS\)](#) by visiting www.wicworks.ca.gov, clicking [WIC Foods](#), clicking [UPC Submissions](#), and following the detailed submission instructions. Please reference [Vendor Alert 2023-04](#) for more information and resources about submitting via APLSS. If you have questions or concerns about a WIC food item or the APL, e-mail WICfoods@cdph.ca.gov.

Produce Mapping: Integrated Stores



Produce mapping is matching the store's fresh produce UPC or PLU to a PLU code in the APL. CDPH/WIC's PLU list is taken from the International Federation for Produce Standards (IFPS) list. All WIC authorized fresh produce, including packaged produce with UPCs, must be mapped to a corresponding PLU for stores using Integrated POS systems. Integrated stores requiring assistance with

produce mapping should contact their POS Equipment Provider or corporate office. For more information on produce mapping, please reference [Vendor Alert 2023-03](#).

Note: As new fresh produce PLUs or UPCs are added to the market on a regular basis, it is important that stores continue to update their POS systems to ensure items are correctly mapped. Integrated stores not properly mapping PLU codes and produce UPCs to fresh produce APL PLUs may result in fresh produce being rejected.

What are Price Look-Up (PLU) Codes?

PLU codes are a four- or five-digit number assigned to produce by the International Federation for Produce Standards (IFPS).

PLUs are used to identify fresh produce and items sold loose or in bulk.

PLU codes are found on individual produce items in the form of small stickers or printed labels on the packaging.

What is Mapping?

Mapping **matches** the store's fresh produce and packaged produce numbers (PLU or UPC) to WIC's Authorized Product List (APL).

Match
201234567899
with WIC's APL PLU
for Red Delicious
Apples **#4168**.



Why is PLU Mapping Important?

It may reduce the number of transaction issues.

Integrated stores not properly mapping PLU codes and produce UPCs to fresh produce APL PLUs may result in fresh produce being rejected.

All WIC authorized fresh produce and packaged produce must be mapped to WIC's APL.



Who Maps?

Larger Chain Stores

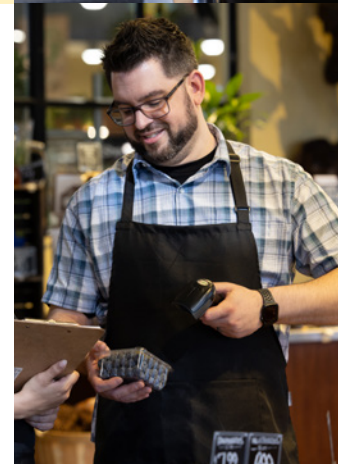
- Mapping handled at corporate level.

Stores with a Point-of-Sale Provider

- Produce mapping takes place at the store level. POS Equipment Providers can provide support.

Stand-Beside Systems

- WIC produce purchases are keyed in as the actual item price. All WIC authorized fresh fruits and vegetables are mapped to the generic PLU #4469.



Cash Value Benefits: Stand-Beside POS System

Cash-Value Benefits (CVB) allow WIC shoppers to purchase fresh, frozen, or canned fruits or vegetables, as well as dried fruits.

Stores using **Stand-Beside** POS systems will be prompted on the screen to **enter the dollar amount** for fruit and vegetable purchases. A dollar amount may be entered for each CVB separately or a total amount for all CVB items. For assistance with fruit and vegetable transactions using a Stand-Beside POS system, contact the FIS Help Desk at (833) 257-2165.

Note: Never scan fruits or vegetables with a Stand-Beside POS system, even if the item has a UPC.

When is the APL Available and How Do I Get It?

Remember, WIC authorized vendors are required to maintain the most updated version of the APL to support successful WIC transactions with the WIC Card. Per the [Vendor Agreement](#), **the store's POS must retrieve**

the APL on each day that it processes WIC EBT transactions, excluding official holidays, Saturdays, and Sundays. The store must apply the APL to the store's POS system when retrieved and no later than within 48 hours of the APL's file creation date and time.

For Integrated POS systems, the updated APL should automatically download daily. For Stand-Beside POS systems, it is critical that the system is left powered-on and connected to the internet overnight for the updated APL to download. Stores with Integrated POS systems should check with their corporate office or POS Equipment Provider to make sure their systems are set up to perform automatic nightly downloads of the APL. An Excel file of the APL is posted online for reference. This file is not a downloadable version for store register use.

To view the reference file, visit www.wicworks.ca.gov, click [WIC Foods](#), and click [California WIC APL](#).

If you have questions or concerns about a WIC food item or the APL, e-mail WICfoods@cdph.ca.gov.



Infant Formula



Contract Infant Formula

In compliance with federal regulations, infant formula cost containment in California is operated through competitively bid infant formula rebate contracts for milk-based and soy-based infant formula. Per regulation, CDPH/WIC awards contracts to the responsive and responsible

bidder(s) offering the lowest total net cost per month for each type of infant formula. Abbott Laboratories, the maker of Similac, is the current CDPH/WIC contractor for milk-based formula. Mead Johnson, the maker of Enfamil, is CDPH/WIC's current soy-based formula contractor. The following contract formulas are available for purchase with the WIC Card:



Similac Advance Powder 12.4 oz*



Similac Advance Concentrate 13 fl oz



Similac Sensitive Powder Only 12.5 oz



Similac Total Comfort Powder Only 12.6 oz



Enfamil ProSoBee Powder 12.9 oz or Concentrate 13 fl oz

* The new [primary milk-based contract brand infant formula](#) in powdered form is part of your [Minimum Stocking Requirements](#). Visit the [WIC Infant Formula webpage](#) for more information.

Purchasing Infant Formula From an Authorized Supplier

Authorized vendors are required to purchase all authorized infant formula from only the suppliers that meet the criteria listed in [W.B.R. section 70900](#). A wholesaler, distributor, or retailer seller's permit can be verified at the California Department of Tax and Fee

Administration website (www.cdtdfa.ca.gov). Visit the [WIC Authorized Infant Formula Suppliers webpage](#) for more information.

Therapeutic Formula

CDPH/WIC will continue to provide some therapeutic formulas for purchase with the WIC Card for WIC participants with a qualifying medical condition.



Store Shelves

Minimum Stocking Requirements

As a WIC authorized vendor, you are required to stock the CDPH/WIC authorized foods and quantities listed in [W.B.R. section 71100](#). These minimum stocking requirements ensure WIC participants have access to the foods they need while shopping at your store. WIC foods included in the minimum stocking requirements must be stocked in full quantities, at all times, in a public area. When allowed, specific quantities of stock may be kept in storage on the premises of the store location. WIC foods on order that are not yet delivered do not count toward meeting the Minimum Stocking Requirements.

To review the Minimum Stocking Requirements:

1. **Visit our website at** www.wicworks.ca.gov
2. **Left side, find** [Grocers](#)
3. **Click** [Authorized Vendors](#)
4. **Click** [Minimum Stocking Requirements](#)

Posting Shelf Prices

Vendors must post prices for all WIC authorized foods so that the prices are visible to shoppers, as specified in [W.B.R. section 71900](#).

Using Shelf Talkers

Vendors are encouraged to display shelf talkers to help WIC shoppers identify WIC authorized foods. Shelf talkers are a great way to help prevent confusion at the register. Shelf talkers may only be affixed to store shelves to identify where WIC food items are located or shelved.





How to Order FREE Authorized WIC Materials!

As a WIC authorized vendor, you may order WIC materials free of charge! These materials include WIC Authorized Food List Shopping Guides, WIC Card decals, posters, and shelf talkers.

To order your free WIC materials, download a current [OSP 508 order form](#) by following these steps:

1. **Visit our website at** www.wicworks.ca.gov
2. **Left side, find [Grocers](#)**
3. **Click [Authorized Vendors](#)**
4. **Click [Vendor Materials Ordering Process](#)**



Routine Monitoring Visits

As a WIC authorized vendor, you are subject to random Routine Monitoring Visits conducted by CDPH/WIC to ensure program compliance. The purpose of these visits is to survey the types and levels of abuse or errors and to take corrective action as appropriate. To ensure your store successfully passes a Routine Monitoring Visit, review the [Vendor Agreement](#) and the following list to verify you meet necessary vendor requirements:

- Valid Health Permit
- Visible Prices Posted on all WIC authorized foods
- [Minimum Stocking Requirements](#) (check expiration dates on food)
- Infant Formula Invoices (see Purchasing Infant Formula from an [Authorized Supplier](#) on [page 19](#))
- Cash Registers (identify and report the total number of cash registers in your store)
- Store Hours (Ensure store hours are posted. Stores must operate at least six days per week, for at least eight hours each day, and at least four of those hours must be during core business hours: 9:00 am–5:00 pm)
- Correct usage of the WIC Logo
- Clean and sanitary store

Promotions and Incentives

Peer Group A (A-50 Stores)

Vendors that receive 50% or greater of annual food sales revenue from WIC redemptions are placed in peer group A. These vendors may offer incentive items to WIC shoppers. Examples of allowable incentive items include fresh fruit and vegetables, beans, tortillas, whole wheat bread, or canned fish. Vendors should reference [W.B.R. section 70800](#) Incentive Item Requirements.

Peer Group B (Full-Line Grocery Stores and Other Vendors)

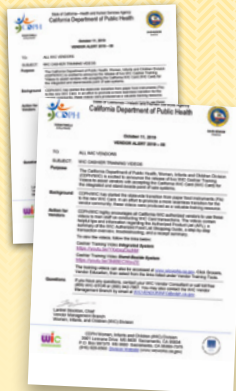
Vendors in peer groups B are allowed to offer promotions/discounts to WIC shoppers if the promotions/discounts are equally offered to non-WIC shoppers. Examples of allowable promotions/discounts are buy one, get one free offers or manufacturer/store coupons.



WIC Changes

Vendor Alerts

Summaries of Vendor Alerts issued in 2023 are included below. Please view the [Vendor Alerts](#) page to ensure you reviewed official Vendor Alert language at time of release and stay up to date about recent directives and information shared with California WIC authorized vendors.



Vendor Alert 2023-01

On February 7, 2023, CDPH/WIC notified vendors that the temporary expanded infant formula options would be expiring. It is imperative that vendors retrieve the Authorized Product List (APL) file daily and ensure the store's POS system is updated with the most current version. As waivers expired and infant formulas were no longer eligible to be purchased, UPCs were removed from the APL.

Stores with Integrated POS Cash Register Systems should ask their corporate office, IT Department, or POS Equipment Provider to verify that they have the most current APL file.

Stores with WIC Stand-Beside POS terminals must leave their POS terminals powered-on overnight to receive the APL file automatically.

On February 28, 2023, Certain Expanded Formulas—More than 150 UPCs were removed.

On April 30, 2023, Additional Products Produced by State's Contract Manufacturers were removed.

On June 30, 2023, Expanded Therapeutic Formula Options were removed.

Vendor Alert 2023-02

On February 24, 2023, CDPH/WIC notified vendors that there was a recall for Enfamil ProSobee Powder infant formula.

Reckitt/MJN voluntarily recalled two small batches of Enfamil ProSobee Powder 12.9 oz

containers that were manufactured between August 2022 and September 2022. Reckitt/MJN confirmed that this recall involved approximately 145,000 containers nationwide. No other ProSobee Powder formula batches or other Reckitt/MJN products, such as ProSobee Concentrate, were impacted.

Check to see if any Enfamil ProSobee Powder formulas in the 12.9 oz size in your store are recalled products. Products with batch codes ZL2HZF and ZL2HZZ both with a UPC/SKU of 300871214415 and a “Use By Date” of “1 Mar 2024” are affected by the recall. For more information, please visit the Enfamil ProSobee recall website: <https://www.enfamil.com/prosobee-recall-2023/>.

WIC families who purchased any recalled ProSobee formula containers using their WIC Card may exercise the same rights as all other consumers under this recall and exchange the formula for an identical product at the vendor location where it was purchased.

If a WIC customer cannot make an exchange at the vendor location in which the formula was purchased, they should call Reckitt/MJN at 1-800-479-0551 to have their ProSobee formula replaced.

Vendor Alert 2023-03

On April 26, 2023, CDPH/WIC reminded vendors that packaged fresh produce must be continuously mapped by Universal Product Code (UPC) to a Price Look-Up code (PLU) in the California Authorized Product List (APL).

Produce mapping is a functionality of your Integrated Point of Sale (POS) software that allows you to link a UPC for a WIC authorized packaged fresh produce product (fruit or vegetable) to a PLU. CDPH/WIC’s PLU list is taken from the International Federation for Produce Standards list. The list has

been updated to remove items that are not CDPH/WIC authorized, such as herbs, dried vegetables, and bulk dry beans.

If your store uses Stand-Beside POS devices for WIC Card transactions, you do not need to take action.

If your store uses an Integrated POS device for WIC Card transactions, you must ensure that the UPC for all WIC authorized fresh packaged produce is mapped to a PLU that is on the APL. For example, this may be a bag of baby carrots from a distributor or a container of cut, mixed fruit.

Vendors must continuously map all new packaged fresh produce by UPC to the PLU in the California APL.

Never map frozen or canned fruits and vegetables or other types of WIC foods; only map fresh fruits and vegetables.

Please consult with your POS Equipment Provider for specific details about how to complete PLU mapping on your system.

Ways to Stay Informed

Look for important information (click on the links below) from CDPH/WIC about the WIC Card and WIC program.

1. [Vendor Alerts](#)
2. [Regulatory Alerts and Bulletins](#)
3. [E-mails from CDPH/WIC](#)
4. **CDPH/WIC website**
(www.wicworks.ca.gov)

If you have questions, please send an e-mail to: WICVendorInfo@cdph.ca.gov

Vendor Alert 2023-04

On June 16, 2023, CDPH/WIC announced the launch of its new web-based Authorized Product List Submission System (APLSS) for WIC Food Submissions.

The new system replaced the WICFoods e-mail and Secure File Transfer Protocol (SFTP) submission process.

Effective immediately, APLSS is the primary way to submit foods to CDPH/WIC for APL consideration.

To submit food items to be considered for authorization, please review and follow the [UPC Submissions webpage](#) instructions and register for APLSS by visiting the [APLSS website](#). As a reminder, all food items submitted to CDPH/WIC need to include clear images of the front label, back label, the UPC, brand and product name, size, nutrition panel, and ingredient listing. The UPC images must be no larger than 4MB.

If you experience technical issues with your APLSS account or application, please contact the California WIC APLSS Help Desk at 1-800-224-7472 for assistance.



Vendor Alert 2023-05

On September 7, 2023, CDPH/WIC reminded all vendors that they are required to meet the Minimum Stocking Requirements for primary contract brand infant formula.

All vendors are required to meet the [Minimum Stocking Requirements](#) for the primary contract brand infant formula as required by their [Vendor Agreement](#) (Article III(1)(i)) and [WIC Bulletin Regulations Section 71100](#) (Minimum Stocking Requirements). Vendors are required to stock at least 20 cans of Similac Advance 12.4 oz powder. Of the 20 required cans of infant formula, at least 10 cans must be on the store shelves with no less than 10 cans in storage on the premises.



Did You Know?

You can sign up to receive WIC Vendor Alerts and other important news and updates regarding the California WIC Program

1. Visit our website at www.wicworks.ca.gov
2. Left side, find [Laws and Regulations](#)

Click on [Sign up to receive important regulatory notices regarding the California WIC Program](#)

WIC Regulations

State

California Health and Safety Code

- California WIC statutory authority can be found in sections 123275–123355.

California Code of Regulations

- Title 22 of the California Code of Regulations, Chapter 6, California Special Supplemental Food Program for Women, Infants and Children provides regulatory requirements for WIC local agencies, authorized vendors, and participants.

WIC Bulletin Regulations

- California Health and Safety Code section [123322](#) authorizes CDPH/WIC to adopt regulatory requirements via an expedited process for vendor peer groups and reimbursement, vendor authorization criteria, and WIC authorized foods. These expedited regulations can be adopted with a bulletin notice or similar instruction. Every WIC Regulatory Bulletin and Regulatory Alert can be found on the [WIC Laws & Regulations webpage](#). Additionally, a searchable compilation of all final adopted WIC Bulletin Regulations is provided for convenience and can be found on the [WIC Bulletin Regulations webpage](#).

Federal

United States Code

- Title 42 of the United States code section 1786 is the federal authority for the WIC Program.

Code of Federal Regulations

- Parts 246 and 248 of Title 7 of the Code of Federal Regulations are the federal requirements for states to implement and administer the WIC Program.

Authority for the WIC Program

The WIC Program is authorized by the Child Nutrition Act of 1966 and the Healthy, Hunger-Free Kids Act of 2010 (Title 42, United States Code, section 1786). CDPH/WIC is authorized to administer California’s WIC program through California Health and Safety Code sections 123275–123355.

Vendor Sanction and Claim Process

CDPH/WIC may seek restitution from vendors by establishing a claim for payment of any benefits or monies received from WIC program violations, such as overcharging for WIC foods. CDPH/WIC may also disqualify and/or terminate vendors from the program or prohibit vendors from adding more WIC store locations for an outstanding vendor claim and make referrals to other public programs for investigation and/or possible criminal prosecution under state and federal laws. A civil money penalty may be imposed in lieu of a disqualification if CDPH/WIC determines there is a participant access issue in the geographic area. Failure to pay claims timely may result in non-reauthorization of a Vendor Agreement.

Resources for Vendors

Vendor Consultants

At CDPH/WIC, Vendor Consultants are here to assist all WIC authorized vendors! They provide technical assistance to prevent program errors, manage each store's WIC contract, and maintain quality program service to participants. If you plan to change store

ownership, change store location, or close your store, please contact your Vendor Consultant. Vendor Consultants work with vendors, verbally and in writing, to provide direction, ensure compliance with federal and state regulations, program policies, and procedures, help with transaction issues, and assist with participant concerns. Please respond to your Vendor Consultant's inquiry within 24 to 48 hours of being contacted.

To contact your WIC Vendor Consultant, call the WIC Vendor Help Desk at 1-855-942-7867 or e-mail WICVendorInfo@cdph.ca.gov.



Vendor Contract Reauthorization Questions

Reauthorizing or renewing your store contract with CDPH/WIC every 24 months is part of your responsibility to remain a WIC authorized vendor. Review the frequently asked questions to assist you when it is time to submit your Reauthorization application.

Why does the WIC program ask for Sales Tax Information at reauthorization?

- In accordance with 7 Code of Federal Regulations part 246.12(g)(4)(i)(E) and (g)(4)(i)(F), the California WIC program is required to evaluate annual food sales and the amount of revenue that is expected to come from WIC and other sources. Food sales information may also be used for other program assessments such as assessing the store location's minimum lane coverage requirements in accordance with WIC Bulletin Regulations section 71050.

How do I obtain my Sales Tax Information?

- If the store files State, Local, and District Sales and Use Tax Return form(s) (Form 401-A2 and/or eFile return) with the California Department of Tax and Fee Administration (CDTFA), attach true, correct, and complete copies of the store's most recently filed CDTFA return(s) covering a 12-month period. Link to CDTFA website: [https://onlineservices.cdtfa.ca.gov/ /](https://onlineservices.cdtfa.ca.gov/)
- If the store does not file State, Local, and District Sales and Use Tax Return form(s) with the CDTFA, attach true, correct, and complete copies of the store's monthly sales statements and inventory records documenting the store's total food sales for the most recent 12-month period.

Note: Make sure to collect and save your yearly sales tax information in preparation of submitting your reauthorization application with supporting documents.

What is acceptable to send to the WIC program as a Valid Health Permit?

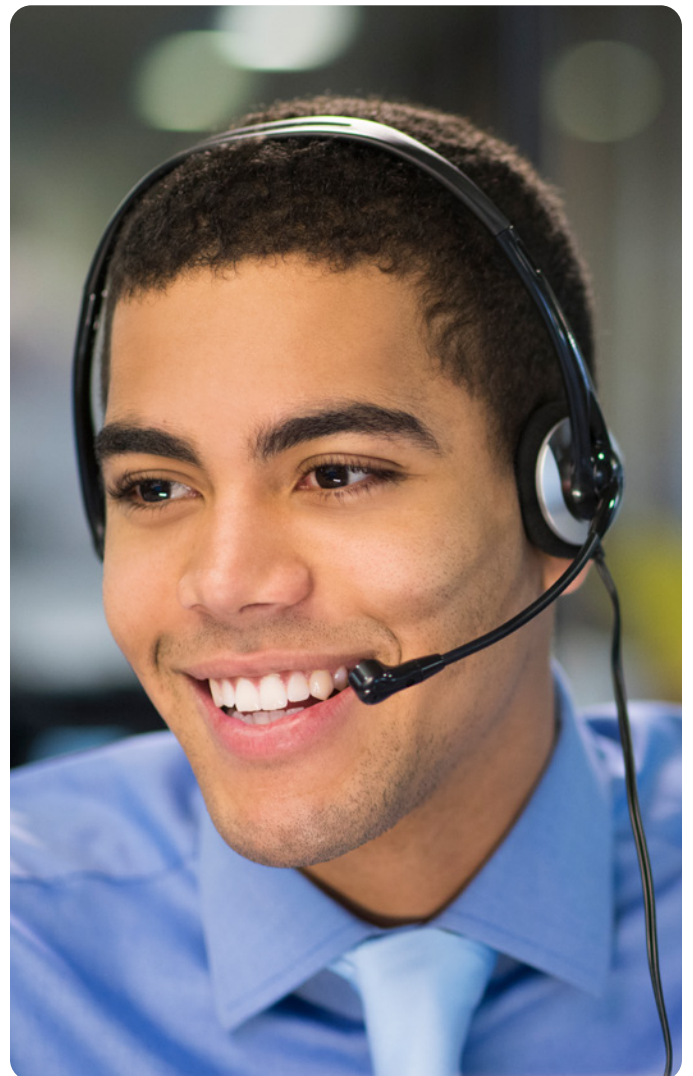
- Most recent Health Inspection Report
- Current Health Permit

Note: The Health Permit must be valid for the date of reauthorization. Also, a "Grade" sign is not a valid Health Permit.

- If a current Health Inspection Report or Health Permit is not available yet, a receipt which shows that you paid the new Health Permit will be acceptable.

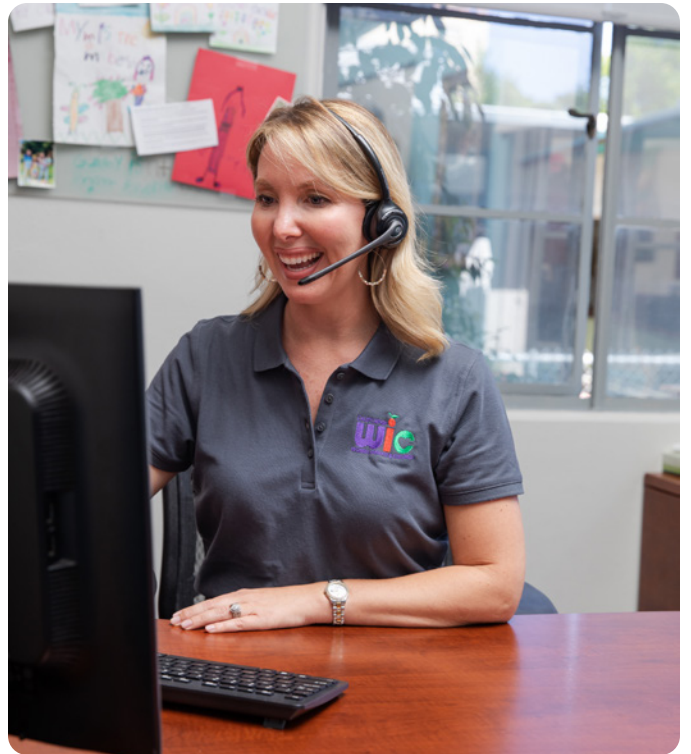
When is my reauthorization application with supporting documents due?

- It is due 15 days after the documents have been e-mailed to the vendor.



Local Vendor Liaisons (LVL)

Did you know you have access to a local resource to answer common questions about your WIC vendor requirements? Local Vendor Liaisons (LVLs) can provide ongoing technical assistance and promote a positive shopping experience for WIC participants. LVLs work at local WIC offices within your community and will visit in person or call their assigned stores throughout the year. They serve vendors by answering general questions about recent Vendor Alerts, use of the WIC logo, instructions on how to order WIC vendor materials, and provide information about new and existing resources. LVLs are available to help and support your continued compliance with the rules and regulations of the California WIC program.

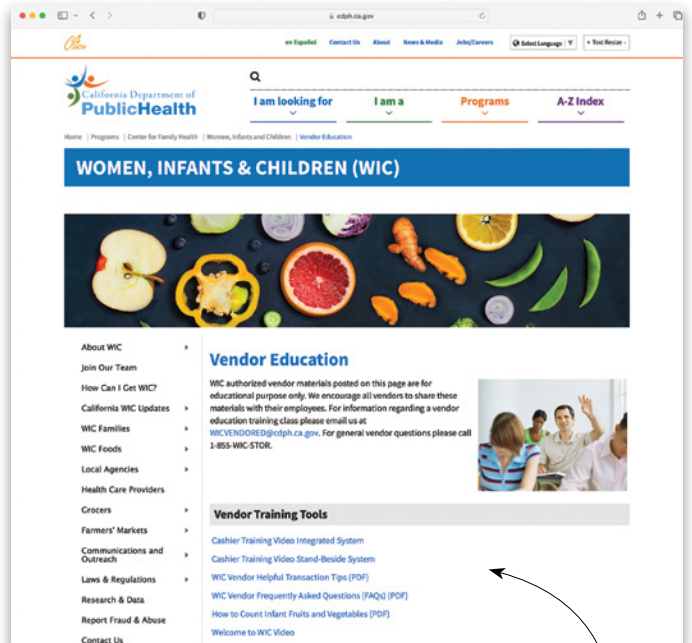


Vendor Training Tools

In addition to Cashier Videos, WIC authorized vendor materials are also posted online for educational purposes and can be found at www.wicworks.ca.gov. Click [Grocers](#), [Vendor Education](#), then select from the links listed under Vendor Training Tools. CDPH/WIC encourages all vendors to share these materials to help train store staff to enhance WIC program knowledge and customer service.



Check us out on Youtube!
www.youtube.com/user/californiawic



[Cashier Training Video Integrated System](#)

[Cashier Training Video Stand-Beside System](#)

[WIC Vendor Helpful Transaction Tips \(PDF\)](#)

[WIC Vendor Frequently Asked Questions \(FAQs\) \(PDF\)](#)

[How to Count Infant Fruits and Vegetables \(PDF\)](#)

[Welcome to WIC Video](#)

Questions or Concerns

CDPH/WIC wants to ensure you have the tools you need to succeed. If you have questions or concerns, contact your Vendor Consultant or the WIC Vendor Help Desk:

Phone: (855) 942-7867

E-mail: WICVendorInfo@cdph.ca.gov

Report Fraud or Abuse

Have you witnessed something you want to report? Reporting fraud or abuse of the WIC program is easy. Just document the “who, what, when, where, and how” and file your concern using one of the following methods:

Phone: 1 (800) 852-5770

E-mail: WICABUSE@cdph.ca.gov

Online: [Report WIC Fraud & Abuse](#)
select *Submission Form*

Mail: CDPH/WIC Division—
Program Integrity Unit
3901 Lennane Drive
Sacramento, CA 95834





Families Grow Healthy with WIC.



California Department of Public Health, California WIC program

This institution is an equal opportunity provider.

1-800-852-5770 | MyFamily.WIC.ca.gov

 Rev 11/23

