

California WIC Quarterly Vendor Stakeholder Webinar

Wednesday, March 16, 2022 | 10:30 A.M.



**Please type your name and company
information in the chat.**



Today's Agenda

Webinar Topics

- | | |
|-------------------------------------|------------------|
| • Infant Formula Recall | Michelle Wilkins |
| • Redemption Data Trends | Susan Sabatier |
| • Local Vendor Liaisons | Jennifer Ly |
| • MSRs / Food Supply Shortages | Lantrel Stockton |
| • Vendor Annual Training Newsletter | Michael Ash |
| • Closing | Lantrel Stockton |

**Next Vendor Stakeholder Webinar:
Wednesday, July 13, 2022**



Infant Formula Recall

Michelle Wilkins, Chief
Vendor Operations Section



Infant Formula Recall

On February 13, 2022, Abbott announced that it is voluntarily recalling infant formula produced at its Michigan facility:

- This recall affected some formulas issued and redeemed by participants in California.
- CDPH/WIC is explicitly allowing vendors to exchange a recalled product for the same brand product in a different physical form or unit size or a different brand product.
- For more information, please see Vendor Alert 2022-02.



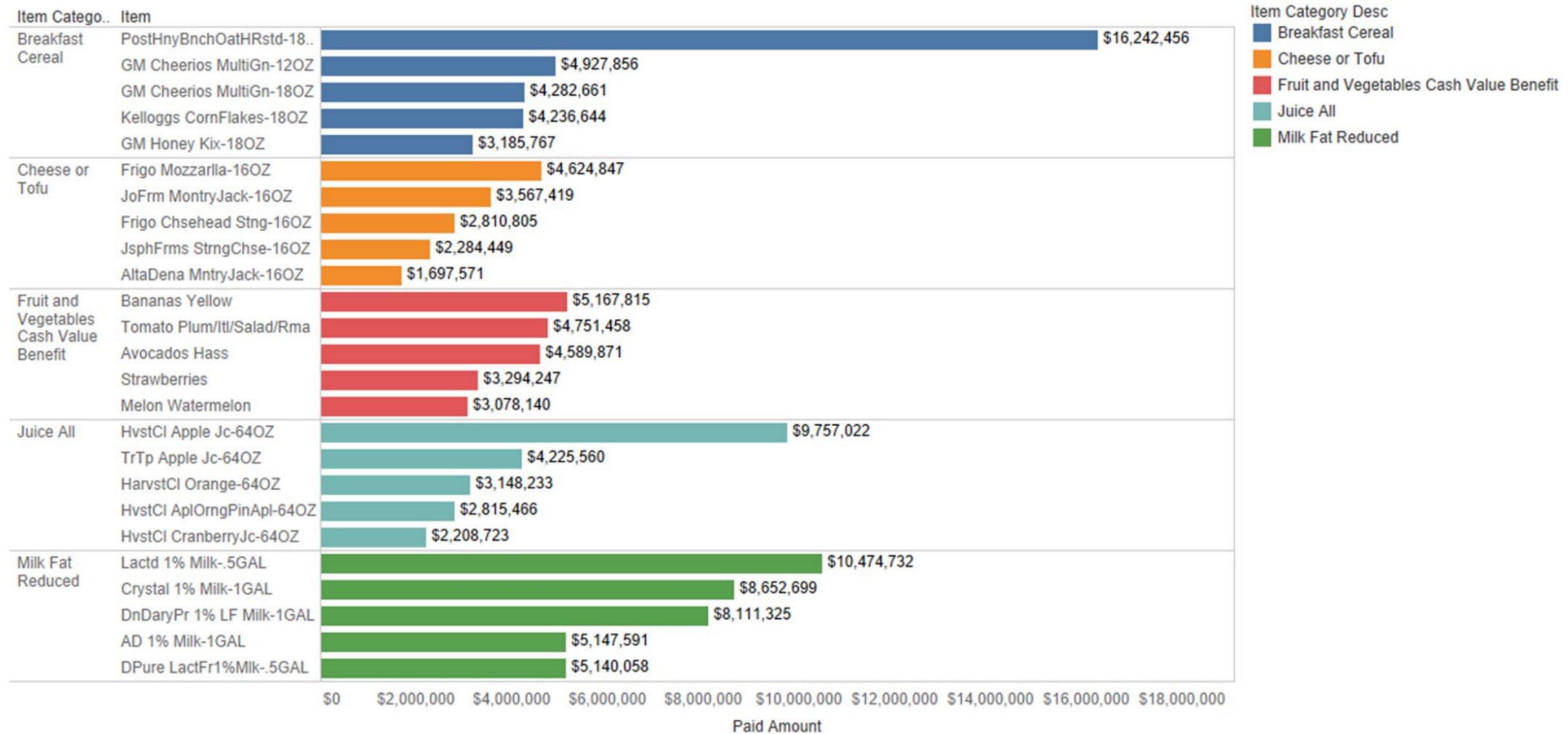
Redemption Data Trends

Susan Sabatier, Chief
Data Analysis, Research, & Evaluation Section



CA WIC Redemptions 2021: Top 5 Categories with Top 5 Products (Excluding Infant Formula*)

Top 5 Item Categories and Products - Jan 2021 - December 2021



Data Source: CDPH/WIC Division, WIC Reporting, Analytics, and Data (WRAD)

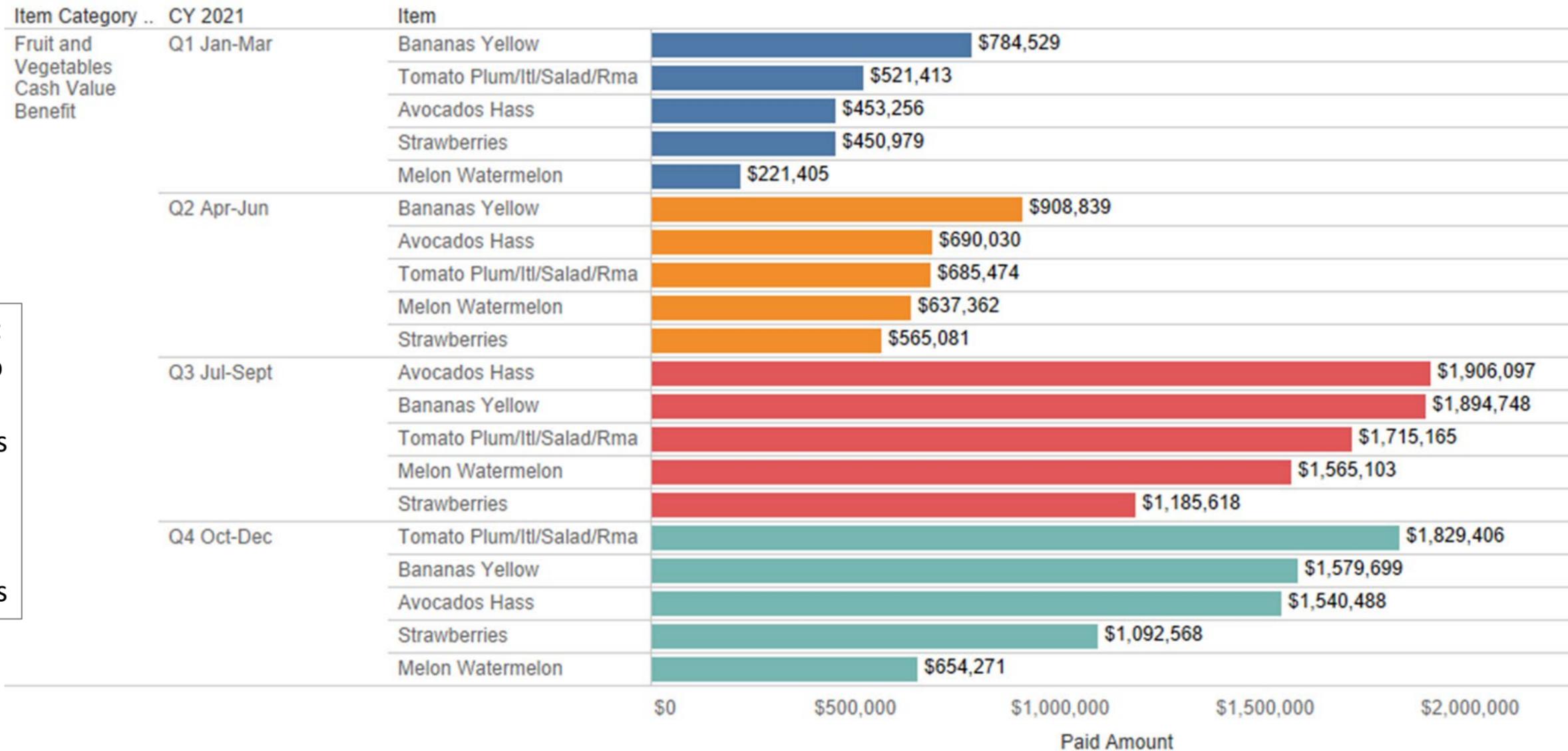
Prepared By: CDPH/WIC Division/Data Analysis, Research and Evaluation Section; 2/10/2022

*Infant formula is the highest redeemed category



CA WIC Redemptions 2021: Quarterly F&V CVB by Top 5 Food Products*

Top 5 Products: Fruits & Vegetables CVB



- **June – Sept 2021:** CVBs increased to \$35 for all non-infant participants
- **Oct – Dec 2021:** CVBs adjusted to NASEM recommendations

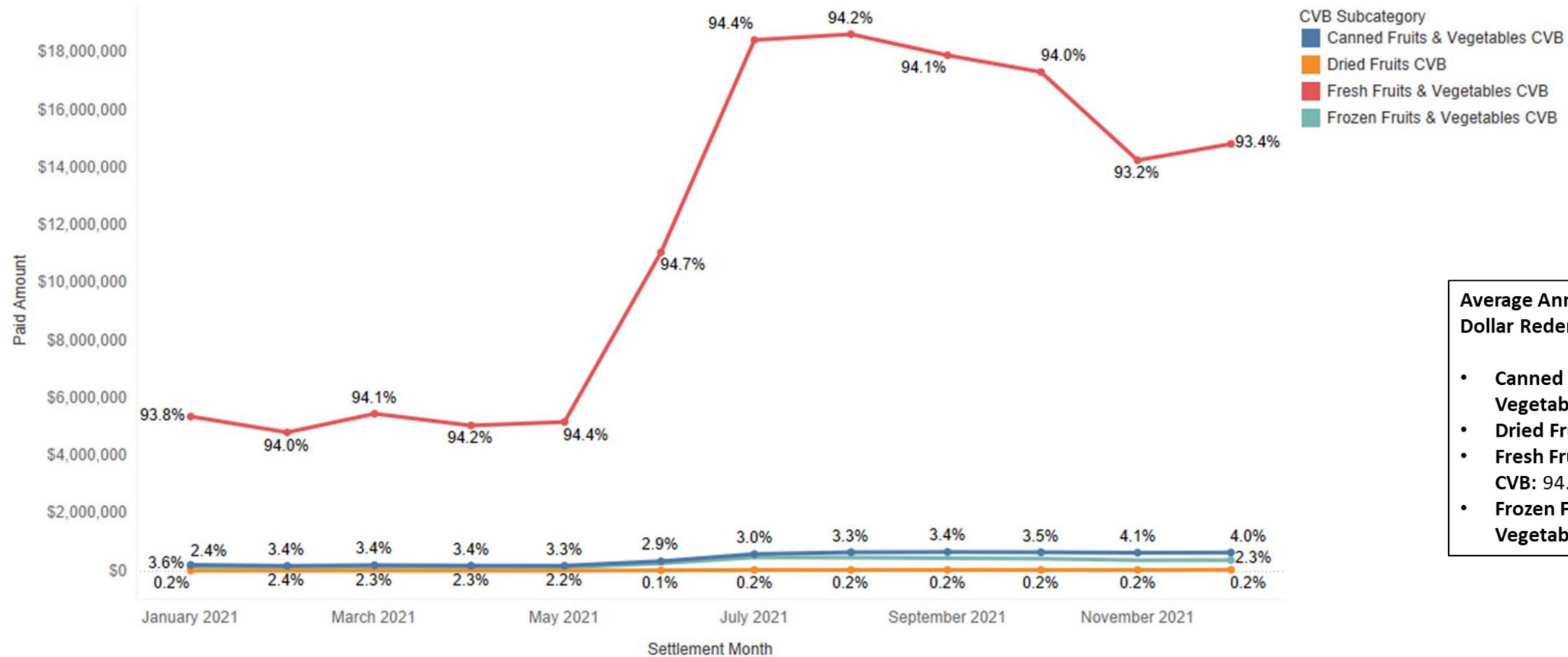
* Redemptions only from Integrated Point of Sale systems; excludes the generic PLU code 4469

Data Source: CDPH/WIC Division, WIC Reporting, Analytics, and Data (WRAD)
Prepared By: CDPH/WIC Division/Data Analysis, Research and Evaluation Section; 2/10/2022



CA WIC Redemptions: CVB Subcategories, January – December 2021

CVB Redemption by Subcategory: Jan 2021 - Dec 2021



Average Annual % of Total Dollar Redemptions

- Canned Fruits & Vegetables CVB: 3.5%
- Dried Fruits CVB: 0.2%
- Fresh Fruits & Vegetables CVB: 94.0%
- Frozen Fruits & Vegetables CVB: 2.3%

Data Source: CDPH/WIC Division, WIC Reporting, Analytics, and Data (WRAD)
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Local Vendor Liaisons (LVLs)

Jennifer Ly, Analyst
Vendor Training Unit



Local Vendor Liaisons (LVLs)

The Role of the Local Vendor Liaison (LVL)

- Designated WIC local agency staff providing technical support to WIC authorized vendors in their communities.
- Share important updates and information with their assigned stores.
- Each store has an assigned LVL.

LVLs will be contacting vendors in March

- Will be calling stores asking to speak with owner or store manager.
- Providing program updates and gathering information.
- Please take time to speak with your assigned LVL.



Food Shortages

Lantrel Stockton, Chief
Vendor Management Branch



Food Supply Shortages

- **The WIC Division outreach efforts:**
 - State Staff
 - Local Vendor Liaisons
 - Meet regularly with grocer associations

- **If you have immediate concerns, please reach out to your vendor consultant.**



Vendor Annual Training Newsletter

Michael Ash, Chief
Vendor Training Unit



2021 Vendor Annual Training Newsletter

- A copy has been mailed to each store location.
- Available on the WICWorks Website at: www.wicworks.ca.gov
- Available for certification on the VWIX Website at: www.vwix.ca.gov



THANK YOU!

Today's webinar slides will be posted on the CDPH/WIC website.

CA WIC Vendor Help Desk

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www.wicworks.ca.gov

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