

2017 California WIC Vendor Annual Training Newsletter



CHECK OUT OUR WEBSITE AT: WWW.WICWORKS.CA.GOV

IN THIS ISSUE

About WIC

WIC Program Overview

Good nutrition during pregnancy and the first years of a child's life provides the essential building blocks for brain development, healthy growth, and a strong immune system. The Special Supplemental Nutrition Program for Women, Infants, and Children, popularly known as WIC, provides nutritious foods, nutrition education, breastfeeding support, and referrals to health care and other social services for millions of low-income families, and it plays a crucial role in improving lifetime health for women, their infants, and young children.

The CDPH/WIC Division

In California, the WIC Program is administered by the California Department of Public Health/WIC Division. The CDPH/WIC Division works collaboratively with 83 Local Agencies and over 4,000 vendors like yourself, to serve more than one million participants in California each month.

The USDA/FNS

Nationally, the US Department of Agriculture/Food and Nutrition Service administers the WIC Program.

Vendors

Whether you are a cashier, manager, or owner of a store, you help make the WIC Program a success by providing access to affordable nutritious foods to WIC families in your community. WIC thanks you for your partnership.

About WIC

- WIC Authorized Foods and Stocking Requirements
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- Food Instruments and Cash Value Vouchers
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- Laws and Regulations
- WIC Electronic Benefit Transfer
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WIC Authorized Foods and Stocking Requirements

WIC Food List Database

CDPH/WIC maintains a database of foods that have been determined to be eligible for purchase by WIC shoppers, per federal and state regulations. The California WIC Food List Database is a supplement to the *WIC Authorized Food List Shopping Guide* (WAFL SG) and is sorted by food category to help participants and vendors identify WIC authorized foods. In addition to being sorted by food category, the California WIC Food List Database identifies food brand, package size, UPC, and other relevant information. The California WIC Food List Database is split into two subgroups, Brand Specific Foods and Non-Brand Specific Foods. For Non-Brand Specific Food categories, a product does not need to be included in the California WIC Food List Database to be eligible for purchase — the only requirements are that they meet the authorization criteria listed in WIC Bulletin Regulations (W.B.R.) sections 82000-83000. To access the WIC Food List Database, go to our website at: www.wicworks.ca.gov.

Click on: WIC Foods

Click on: [California WIC Food List Database](#)

WIC Authorized Food List Shopping Guide

The WAFL SG is the educational document that outlines the requirements for supplemental foods authorized by W.B.R. sections 82000-83000. The most recent publication is dated March 28, 2016 and is available in both English and Spanish. We recommend that you keep a copy at each register for use as a reference while conducting WIC transactions.

To access the WIC Authorized Food List Shopping Guide, go to our website at: www.wicworks.ca.gov.

Click on: [Grocers](#)

Click on: [Resources](#)

Click on: [WIC Authorized Food List and Shopping Guide](#)

Click on: [WIC Authorized Food List Shopping Guide – March 28, 2016](#)

Minimum Stocking Requirements

As a WIC authorized vendor, you are required to stock the WIC authorized foods and quantities listed in W.B.R. section 71100. These minimum stocking requirements ensure WIC shoppers 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. WIC foods on order do not count toward meeting the minimum stocking requirements.

To access the Minimum Stocking Requirements, go to our website at: www.wicworks.ca.gov.

Click on: [Grocers](#)

Click on: [Resources](#)

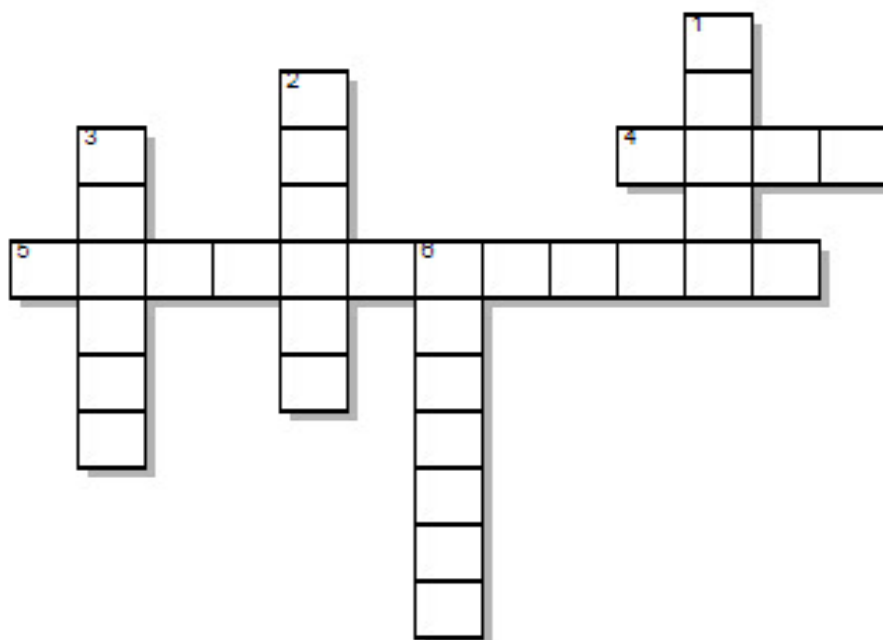
Click on: [Minimum Stocking Requirements](#)

WHAT IS A FOOD CATEGORY?

The term “food category” refers to the larger general grouping of foods, such as cheese, milk, eggs, peanut butter, canned fish, whole grains, etc. In the WAFL SG food categories are displayed in white font and all capital letters.



WIC Crossword Puzzle



ACROSS

- 4 Half gallons are allowed only if printed on the check
- 5 Must stock a minimum of four (4) 16 - 18 oz containers

DOWN

- 1 Cannot buy refrigerated, diet, light organic or cider
- 2 Flavor options are plain, vanilla, or strawberry
- 3 Must stock a minimum of four (4) 1-pound packages
- 6 Must stock a minimum of eight (8) fresh yellow

Answer Key:

- 1. Juice 4. Milk
- 2. Yogurt 5. Peanut Butter
- 3. Cheese 6. Bananas

All About 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 the contracts to the responsive and responsible bidder(s) offering the lowest total net cost per month for each type of infant formula. Mead Johnson, the maker of Enfamil, is the current California contractor for both the milk-based and soy-based formula.



Infant Formula Food Instrument (FI)

The Infant Formula FI is the only WIC FI that requires the WIC shopper to purchase the full quantity, brand, product name, type and size printed on the FI. Once purchased, WIC shoppers are not allowed to exchange WIC formula for another brand, product name, type, or size. If the WIC infant formula was expired when purchased from the store, the WIC shopper may return it for a replacement of the same product.

Therapeutic Formula

A WIC participant may have a medical condition and need therapeutic formula that is not a WIC contract formula. If a WIC participant is denied therapeutic formula coverage by his or her health plan (Medi-Cal or other health insurance), the WIC Program may provide the therapeutic formula. Be sure to read the Infant Formula FI carefully and allow the WIC shopper to purchase only the brand, type, size and number of cans printed on the FI.

Purchasing Infant Formula from an Authorized Supplier

As a WIC authorized vendor, you may only purchase infant formula from wholesalers, distributors, or retailers who have a valid California seller's permit issued by the State Board of Equalization. To verify that wholesalers, distributors, and retailers have a valid seller's permit in California, go to the Board of Equalization website at:

<https://efile.boe.ca.gov/boewebservices/verification.jsp?action=SALES>.

You can also purchase infant formula directly from one of the following manufacturers: Nestle USA; Mead Johnson and Company; Nutricia North America; PBM Nutritionals; Solus Products LLC; and Abbott Laboratories.

FREE WIC Materials!

As a WIC authorized vendor, you may order WIC materials such as Shopping Guides, posters, WIC decals, and shelf-talkers free of charge. To order your free WIC materials, check out our website at: www.wicworks.ca.gov.

Click on: Grocers

Click on: [Authorized Vendors](#)

Click on: [Vendor Materials Ordering Process](#)



Successful WIC Transactions

8 Steps to Conduct a WIC Transaction

There are 8 easy steps to the WIC checkout procedure. Here is a quick review:

1. Request the WIC ID folder from the WIC shopper and check for a signature on the front.
2. Ask for the FI being used in the transaction.
3. Check the "First Day to Use" and "Last Day to Use" printed on the FI.
4. Group the WIC foods by the FIs listing those foods. Check for authorized foods and correct quantities.
5. Enter the exact purchase price on each FI.
6. Ask the WIC shopper to sign each FI.
7. Compare the shopper's signature on the FI with the signature on the WIC ID folder.
8. Give the WIC ID folder and receipt to the shopper.

Customer Service

A positive shopping experience is what keeps WIC shoppers coming back to your store. WIC thanks you for providing your WIC shoppers with a positive shopping experience!



Food Instruments and Cash Value Vouchers

Security Features

If a WIC FI is photocopied, VOID will appear on the copied FI.

On valid FIs, a thermochromic WIC logo on the back of a WIC FI will turn transparent when pressed with a warm finger/thumb.

Artificial watermarks on the back of a WIC FI can be viewed at any angle or by using a black light.

VWIX will indicate if a WIC FI is invalid.

Food Instruments

With the exception of Infant Formula, WIC shoppers are not required to purchase the full quantity of foods printed on the FI.

Do not require WIC shoppers to purchase less expensive brands or pay the difference to keep the purchase within the Maximum Allowable Reimbursement Rate (MADR).

Cash Value Vouchers (CVV)

The WIC CVV looks and works just like any other WIC FI except that it may only be used for the purchase of authorized fruits and vegetables.

If the total dollar amount of the item(s) being purchased exceeds the dollar amount printed on the WIC CVV, the WIC shopper can pay the difference.

No change is given if the purchase amount is less than the dollar amount printed on the CVV.



Promotions and Incentives

Peer Group A

Vendors in peer group A are allowed to offer incentives that have received written approval from WIC allowing the items to be offered. Any WIC approvals dated prior to August 2015 are no longer valid, and must be resubmitted. Vendors should reference W.B.R. section 70800 *Incentive Item Requirements* for a list of allowable items.

Peer Groups B and C

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

DID YOU KNOW?

If offering incentive items to customers, vendors must comply with the incentive item requirements in W.B.R. section 70800.

BUY THIS



GET THIS FREE!



WIC Changes

Regulatory Bulletin 2017-01

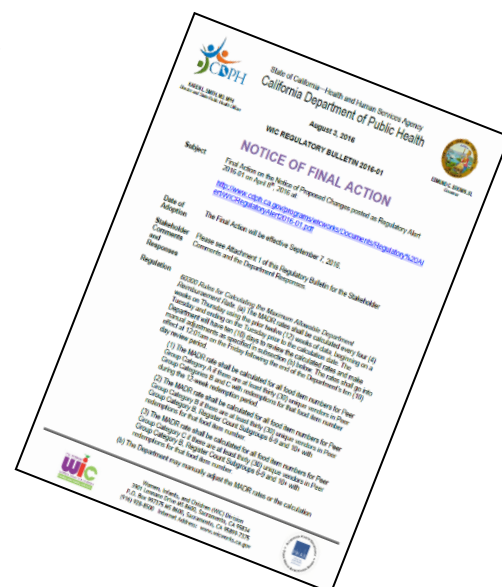
On September 22, 2017, CDPH/WIC adopted juice amendments to WIC Authorized Food list W.B.R. sections 82050 and 82300. The Final Action will be effective on February 1, 2018 and lowers the Vitamin C front labeling requirement from "120% (or more)" to "80 % (or more)."

Regulatory Bulletin 2017-02

On May 26, 2017, CDPH/WIC adopted Breakfast Cereal amendments to WIC Authorized Food List W.B.R. section 82100. The amendment removed Malt-O-Meal Oat Blenders with Honey from the list of authorized breakfast cereals, and the Final Action became effective on August 1, 2017.

You can find Regulatory Bulletin 2017-01 and Regulatory Bulletin 2017-02, along with other WIC Final Rules, on our website at: www.wicworks.ca.gov.

Click on: [Laws & Regulations](#)



WIC Vendor Alerts

[Vendor Alert 2017-01](#)

In 2014, the California Legislature passed, and the Governor signed, Senate Bill 270, a law that prohibited certain retail stores statewide from providing single-use carryout bags to customers. The law also prohibited these stores from selling or distributing these types of bags at the point of sale, unless the stores charge at least 10 cents per bag. Vendors, who are subject to Senate Bill 270 (single-use carryout bags) and who choose to offer bags to customers, shall not charge WIC participants for reusable grocery bags or recycled paper bags when redeeming their WIC food instruments.

[Vendor Alert 2017-02](#)

The new WIC mobile website, available at m.wic.ca.gov, was developed to provide WIC participants and the public with an easy way to access WIC information from their smartphones. The mobile website will enable current WIC participants to find their next appointment date, access WIC's shopping guide, locate the nearest WIC office and find WIC authorized grocery stores through their hand-held device. The WIC mobile website also provides information about WIC eligibility and services for those not yet enrolled in the Program. We encourage our WIC authorized vendors to assist us in sharing information about the new mobile website. You can add this link m.wic.ca.gov to your website and/or share information with any customers who might benefit from the information.

[Vendor Alert 2017-04](#)

In April 2017, the CDPH/WIC Division received notification from Post Consumer Brands, the parent company of Malt-O-Meal cereals, that packaging artwork for Malt-O-Meal Original hot cereal was changing. In addition, we were told that Malt-O-Meal Oat Blenders with Honey is undergoing a formulation change. As a result, the CDPH/WIC Division is updating *WIC Bulletin Regulations 82100, WIC Authorized Food List: Breakfast Cereal*, with the issuance of Regulatory Bulletin 2017-02.

Packages of Malt-O-Meal Original hot cereal with the new artwork began shipping to retail stores in the Spring of 2017, and these packages are likely to already be on store shelves. A flyer showing the old versus the new artwork is attached to Vendor Alert 2017-04. As noted in the WIC Authorized Food List Shopping Guide, changes to product artwork do not affect authorization, so Malt-O-Meal Original hot cereal will continue to be authorized.

Malt-O-Meal Oat Blenders with Honey is being reformulated to reduce its iron content, resulting in the reformulated cereal having an amount of iron that is below the federal requirement for WIC-authorized breakfast cereal. As of August 1, 2017, Malt-O-Meal Oat Blenders with Honey, regardless of formulation, will no longer be authorized for purchase with California WIC Food Instruments.

DID YOU KNOW?

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

Go to: www.wicworks.ca.gov

Click on: [Grocers](#)

Click on: [Vendor Alerts & Bulletins](#)

Click on: [Select to sign up to receive WIC Vendor News and Updates](#)



Laws and 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.

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](#)

- Title 7 of the Code of Federal Regulations parts 246 and 248 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). The CDPH/WIC Division is authorized to administer California's WIC Program through California Health and Safety (H&S) Code sections 123275-123355.



Primary Regulatory Guidance for the WIC Program

CDPH/WIC follows both Title 7 of the Code of Federal Regulations Parts 246 and 248 (i.e., federal regulations) and Title 22 of the California Code of Regulations.

Authority for Expedited Regulations

California Health and Safety Code sections 123280 and 123322 authorize CDPH/WIC Division to adopt an expedited process for regulatory requirements pertaining to vendor peer groups and reimbursement, vendor authorization criteria, and WIC authorized foods with a bulletin notice or similar instruction.

Vendor Sanction and Claim Process

CDPH/WIC may seek restitution from vendors by establishing a claim for payment of any benefits or monies received as a result of WIC program violations; impose disqualification and/or termination from the program; 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 concern in the geographic area. Failure to pay claims timely may result in non-reauthorization of a vendor agreement.

WIC Electronic Benefit Transfer (EBT)

EBT Nationwide

In 2010, Congress passed the Healthy, Hunger-Free Kids Act of 2010, which, in addition to reauthorizing child nutrition programs, also mandated that all state WIC agencies implement EBT systems by October 1, 2020.



California WIC EBT Project

The CDPH/WIC Division will be replacing paper FIs with EBT cards. Pilot testing for the EBT project is estimated to begin in 2019, followed by a statewide implementation by 2020.

Shopping with the WIC EBT Card Will Be Easier for Everyone!

WIC EBT will allow WIC shoppers to electronically access their WIC food benefits at the grocery store without having to carry paper FIs. Shoppers will use the vendor's point-of-sale terminal with a WIC EBT card in exchange for WIC authorized foods. Similar to other cash and food benefit cards such as the Supplemental Nutrition Assistance Program (SNAP/CalFresh) and California Work Opportunity and Responsibility to Kids (CalWORKS), the WIC EBT system will distinguish which benefits are remaining in the shoppers WIC EBT benefit account at the time of transaction.

WIC authorized foods will be automatically deducted from the family's available food benefit account at the time of redemption. At the end of the shopping transaction, a receipt is provided to the shopper showing the WIC foods remaining in the account for future purchases. With WIC EBT, check out times will be reduced because cashiers **will no longer be required to:**

- Validate the shopper's identity using the WIC ID Folder. Instead, the WIC shopper will enter a secret Personal Identification Number (PIN).
- Check the "first day to use" and "last day to use" date of each WIC FI. The EBT system will deduct only the foods available during the current valid through date from the family's total benefits.
- Manually verify that items being purchased are of the correct quantity, size, and brand – this is done automatically by the system.
- Fill in the exact purchase price and collect the shopper's signature on each WIC FI at the register.

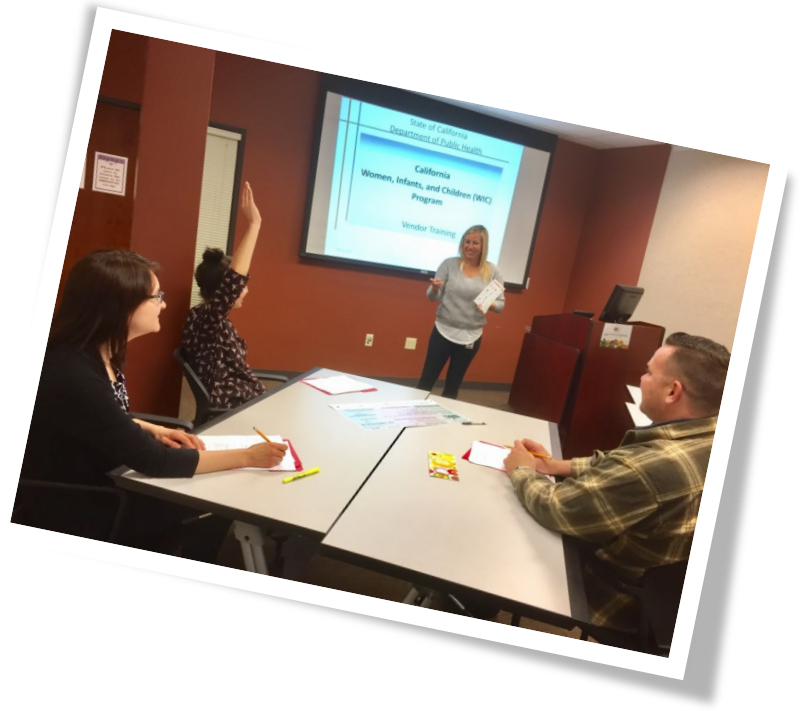
We Want to Hear from You!

Vendor Training

WIC Program trainers work hard to develop and deliver the best WIC vendor education possible. Whether you are a storeowner, manager, or cashier, we want to hear from you. Please tell us about your WIC Vendor Training experience.

Please email your feedback to:

WICVendorEd@cdph.ca.gov



Tell Us Your WIC Story

Has WIC helped your community, customers, or even your own family? We want to hear about it. Tell us your WIC story by e-mailing us at:

WICVendorEd@cdph.ca.gov.

Questions or Concerns?

The CDPH/WIC Division wants to make sure you have the tools you need to succeed. If you have questions or concerns, contact us and ask to speak with your Vendor Consultant:

By Phone: (855) 942-7867

By Email: WICVendorInfo@cdph.ca.gov

Report Fraud or Abuse

Reporting fraud or abuse of the WIC Program is easy! Just document the: who, what, when, where, how, and file your concern:

By Phone: (800) 852-5770

By Email: WICABUSE@cdph.ca.gov

By efax: (916) 440-5575

By Mail: CDPH/WIC – Intake Unit
3901 Lennane Drive
Sacramento, CA 95834

WORD SEARCH

Y	J	D	M	I	V	N	L	V	V
D	S	X	N	C	H	E	E	S	E
R	F	P	H	Z	A	L	J	J	G
C	Y	R	D	P	R	S	U	F	E
C	E	O	U	I	M	E	I	O	T
U	B	R	G	I	P	G	C	R	A
D	R	M	E	U	T	G	E	M	B
O	N	I	M	A	R	S	E	U	L
H	K	L	J	I	L	T	H	L	E
Z	Q	K	B	A	N	A	N	A	S

Word List

VEGETABLES CHEESE CEREAL BANANA MILK
FORMULA YOGURT FRUITS JUICE EGGS

