



**2021
ISSUE**

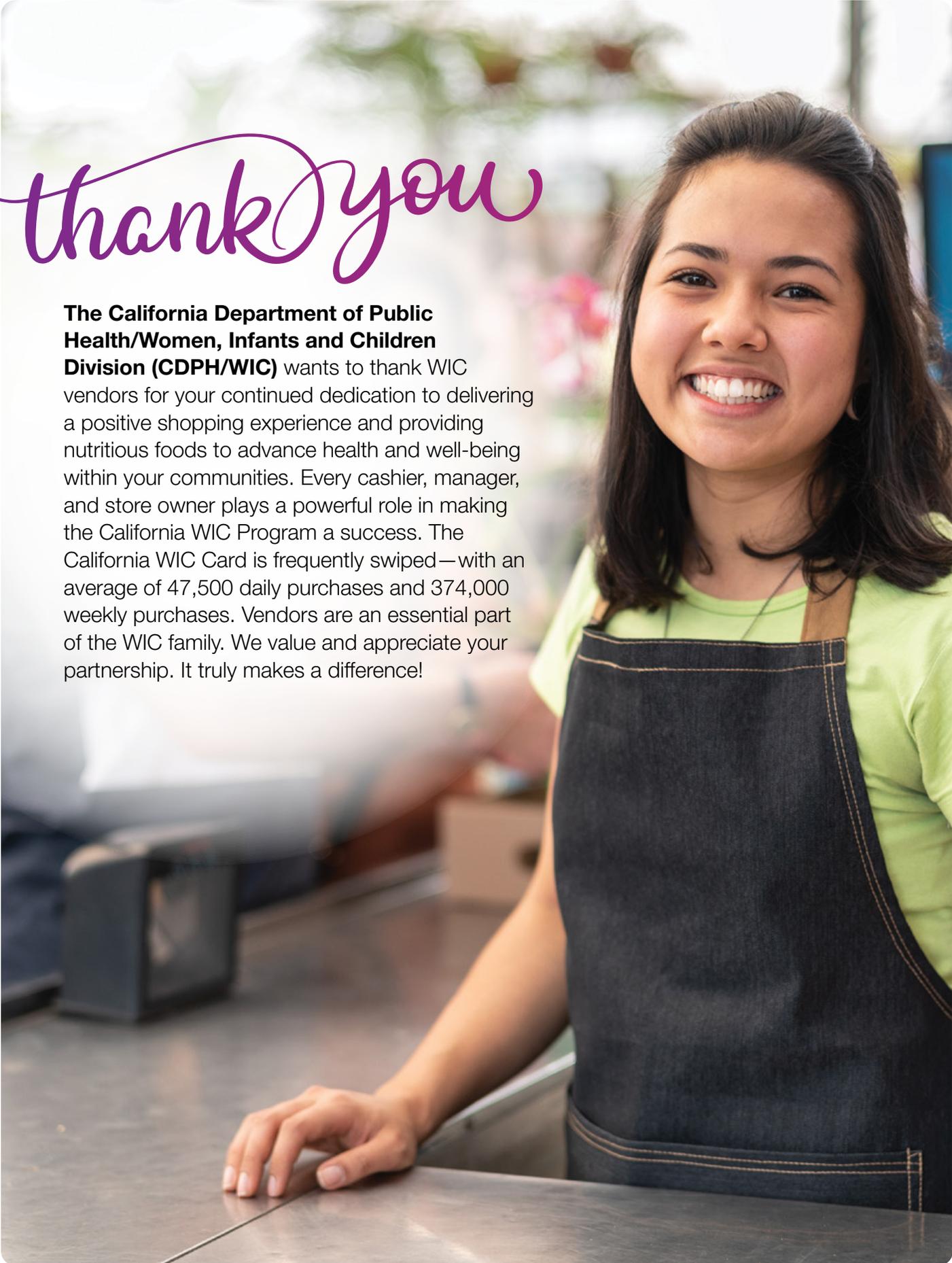
California WIC Vendor Annual Training Newsletter



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Check out our website at: www.wicworks.ca.gov

A young woman with dark hair, wearing a bright green t-shirt and a dark denim apron, is smiling warmly at the camera. She is standing behind a stainless steel counter in what appears to be a grocery store. The background is softly blurred, showing shelves and other store elements.

thank you

The California Department of Public Health/Women, Infants and Children Division (CDPH/WIC) wants to thank WIC vendors for your continued dedication to delivering a positive shopping experience and providing nutritious foods to advance health and well-being within your communities. Every cashier, manager, and store owner plays a powerful role in making the California WIC Program a success. The California WIC Card is frequently swiped—with an average of 47,500 daily purchases and 374,000 weekly purchases. Vendors are an essential part of the WIC family. We value and appreciate your partnership. It truly makes a difference!

About California WIC



Our Mission

California WIC Program public health professionals, nutritionists, dietitians, analysts, researchers, and other staff members share a mission to protect and improve the health of low-income pregnant women, postpartum parents, infants, and children up to the age of five during critical times of growth and development. WIC helps families grow healthy by providing 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 over four decades, WIC has been one of the Nation's most successful public health programs, with proven results improving maternal and childhood outcomes and influencing lifetime nutrition and health behaviors.



Vendor Training Requirements

Annual Vendor Training

Per WIC Bulletin Regulations section 71800, each 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 2021, a printed copy will be mailed to each WIC authorized vendor and an online version will be available at wicworks.ca.gov. All WIC authorized vendors must certify reading this training newsletter and

understanding its content. Failure to complete annual vendor training will result in termination of the vendor agreement.

Interactive Vendor Training

Per WIC Bulletin Regulations section 71800, prior to WIC authorization and at least once every three (3) years, WIC vendor applicants and WIC 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 WIC application or vendor agreement.



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 (3) years
What does it include?	Reading the California WIC Vendor Annual Training Newsletter. (For 2021, a printed copy will be mailed to each WIC authorized vendor and an online version will be available at wicworks.ca.gov).	Attending an Interactive Vendor Training Class
How do I complete it?	Read the California WIC Vendor Annual Training Newsletter. (For 2021, a printed copy will be mailed to each WIC authorized vendor 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 one 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 should 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 participant/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 participant/shopper knows their WIC Card number, for example, by using the California WIC App or by memory.

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

Vendors should not key-entry WIC Card numbers into the cash register. The *only* exception is if the magnetic swipe read fails, vendors can then key-enter the WIC card number. Please read [Vendor Alert 2021-05](#) on page 20 for more information.

Cashier Training Videos

CDPH/WIC created two WIC Cashier Training videos to assist vendors with accepting the WIC Card for Integrated and Stand-Beside point of sale (POS) systems. These videos can serve as a valuable resource for helping to train staff on conducting WIC Card transactions. Both videos provide an overview of the WIC Authorized Food List Shopping Guide, step-by-step WIC Card transaction tips, information on the Authorized Product List (APL), troubleshooting WIC Card transactions, reading a WIC Card receipt, and vendor resources.

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

1. **Left side, find *Grocers***
2. **Click on *Vendor Education***
3. **Select the *Cashier Training Video* link listed under *Vendor Training Tools*.**



Integrated System | Basic WIC Card Transaction Steps



1 Cashier **Scans the Food.**

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 should never ask for the PIN or enter the PIN for the shopper.**
- The POS system determines if a food is WIC authorized and available to the WIC shopper.

3 **POS prints out** (or information is displayed on the screen) the beginning balance and benefits utilized receipt(s).

- **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.

6 **Cashier gives shopper the final receipt.**

- **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:

- The food item is not included in the WIC shopper's benefits.
- There are not enough benefits left on the WIC Card to buy the item.
- The food item is not WIC authorized.
- 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 online instructions.

Stores must ensure the APL is current and perform daily updates.

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

- Contact your corporate office or POS equipment provider to confirm that your store is using the most current version of the APL. If the APL is not current, food items may be rejected for the WIC shopper to purchase.
- There may not be enough benefits left on the WIC Card to buy the item. Print out a Beginning Balance Inquiry and give it to the shopper to review which benefits are currently on their WIC Card.
- The UPC is not in the APL. To add new products, visit www.wicworks.ca.gov, click [WIC Foods](#), click [UPC Submissions](#), and follow the online instructions.

Note: CDPH/WIC cannot fix your POS system. Please contact your POS provider.

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 should 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 and 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 to the right 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 UPC is not in the APL. It may not be allowed, or 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 to the APL, visit www.wicworks.ca.gov, click *WIC Foods*, click *UPC Submissions*, and follow the online submission instructions.
- **Insufficient Funds:** A shopper does not have enough benefits left to buy this item or the item may not be available in the shopper's balance.
 - » 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 and perform daily updates. The Stand-Beside POS must be powered on overnight to ensure APL updates are made.

The Stand-Beside POS may not be moved from the authorized store to another location.

Contact Fidelity Information Services (FIS) Merchant Help Desk at 1-833-257-2165 for Stand-Beside POS system questions.



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 know 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 particular food item. The WIC shopper is **not responsible for paying the difference and the vendor may never ask the shopper to pay this amount.**

Tip #6: If a shopper is experiencing problems with their WIC Card, they may contact their local WIC office or call the Participant Support Line at 1-800-852-5770.

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.**

WIC Vendor Frequently Asked Questions (FAQs)

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 California 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.
- Do 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 for help. If a WIC shopper enters the PIN incorrectly four (4) 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.

What if a WIC shopper *leaves 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.

Must WIC shoppers *buy all of their WIC foods in one trip with the WIC Card?*

No. Shoppers may purchase as many (or as few) of their 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.

What to do if a WIC shopper *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 Participant Support Line at **1-800-852-5770** and/or email WIC@cdph.ca.gov and have this information ready:

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

Additional Tip: Shoppers can use their phone to take a picture of the front and back label, ingredients, and UPC/Barcode of the food item they were unable to purchase to provide full information when reporting the problem.



Reading the WIC Card Receipts

WIC participants are responsible for knowing which food benefits are 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 Food Balance, WIC Card, or food purchase, they may **contact their WIC office, call the Participant Support Line at (1-800-852-5770), or contact the phone number listed on the back of their WIC Card (1-844-4MY-FAMILY).**



SAMPLE STORE
123 ANY STREET ADDRESS
ANYTOWN, CA, 99999

TERMINAL ID: 123
MERCHANT TERM ID: NEW123456
CLERK ID: 999
DATE & TIME: 4/12/2021 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 04-27-2021

*****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

CARDHOLDER COPY
PLEASE SAVE THIS RECEIPT

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.
- WIC shoppers 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

Canned Beans

Did you know that canned beans are now authorized as a new option in the legumes category? In the past, canned beans were only approved for a very limited group of WIC shoppers.



As of October 1, 2021, CDPH/WIC expanded the legumes benefit to add canned beans to all WIC Card benefits that currently receive dry beans and/or peanut butter.

With this expansion, you may experience an increase in the sale of canned beans for WIC transactions. WIC shoppers may purchase 1 bag (16 oz) of dry beans, 4 cans of cooked beans, or 1 container of peanut butter. Please see the Legumes Helpful Hints 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 WIC Bulletin Regulations sections 82000–83000. The most recent publication is dated April 2, 2019 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 on [WIC Foods](#)
3. Click on [WIC Authorized Food List Shopping Guide- April 2, 2019](#)



Cage-Free Eggs

Did you know that cage-free eggs are now authorized with California WIC benefits? As of September 1, 2021, WIC shoppers can purchase either white cage-free eggs or white regular eggs.

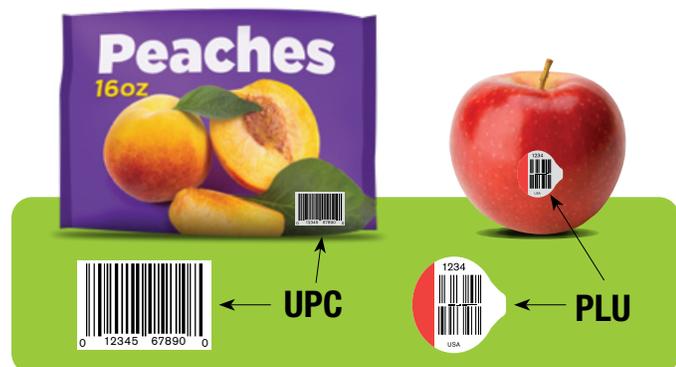
Starting on January 1, 2022, white cage-free eggs will become the only types of eggs WIC shoppers can purchase.

To add cage-free egg UPCs to the APL, submit product information and pictures of the packaging via email to WICFoods@cdph.ca.gov. **Please remember, cage-free eggs must still be large, white eggs. Organic or other specialty eggs, like DHA-enriched eggs, brown eggs, or pasture-raised eggs are not authorized.**

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, product name, size, food category, and subcategory classifications.



Why Do I Need the APL?

When a food item is scanned at the cash register, its UPC or PLU must match one listed 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. In instances when an item is rejected, as long as there is a remaining balance on the WIC Card, the WIC shopper can swap the food item for one that is in the APL.

How Does the APL work?

Keep in mind the APL is a continuously updated file. CDPH/WIC regularly collects new UPCs to review, authorize, and add to the APL to ensure the file is as comprehensive as possible. In addition, food items that no longer meet CDPH/WIC or federal criteria will be removed from the APL. If you find a product you think meets CDPH/WIC requirements that should be in the APL, you can ask for it to be included by visiting www.wicworks.ca.gov, clicking [WIC Foods](#), clicking [UPC Submissions](#), and following the online submission instructions.

If you have questions or concerns about a WIC food item or the APL, email 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 ones with UPCs, in **Integrated** POS systems **must be mapped** to a corresponding PLU. Integrated stores requiring assistance with produce mapping should contact their POS system Provider or corporate office. For more information on produce mapping, please review [Vendor Alert 2020-01](#).

Note: As new fresh produce PLUs 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 to fresh produce may result in fresh produce being rejected.

Cash Value Benefits: Stand-Beside POS system

Stores using **Stand-Beside** POS systems will be prompted on the screen to **enter the dollar amount** for fruit and vegetable purchases. 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 a fruit or vegetable on 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. **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 forty-eight (48) hours of the APL's file creation date and time. For Integrated POS systems, the updated APL should automatically download on a daily basis. For Stand-Beside POS systems, it is critical that the system is left *powered on 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 an automatic nightly download 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 on [WIC Foods](#), click on [CA WIC Authorized Product List](#).

If you have questions or concerns about a WIC food item or the APL, email 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. Authorized [primary contract brand milk-based infant formula](#) in powdered form is part of your [Minimum Stocking Requirements](#).

Therapeutic Formula

Some participants may be prescribed a non-contract therapeutic formula. CDPH/WIC provides some therapeutic formulas for purchase with the WIC Card.

Purchasing Infant Formula From an Authorized Supplier

As a WIC authorized vendor, you must only purchase infant formula from wholesalers, distributors, or retailers having a valid California seller's permit issued by the California Department of Tax and Fee Administration (CDTFA). To verify that wholesalers, distributors, or retailers have a valid seller's permit in California, visit the CDTFA website at: <https://onlineservices.cdtfa.ca.gov/>.



Store Shelves

Minimum Stocking Requirements

As a WIC authorized vendor, you are required to stock the CDPH/WIC authorized foods and quantities listed in WIC Bulletin Regulations 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. 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 on *Authorized Vendors***
4. **Click on *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 WIC Bulletin Regulations section 71900.

Mandatory Shelf Price Submission

The California WIC Vendor Authorization Criteria requires vendors to submit their shelf prices to the Department, as mandated by WIC Bulletin Regulations section 70600, Competitive Price Criteria.

Federal regulations (7 Code of Federal Regulations part 246.12(g)(4)(ii)(B)) and State WIC Bulletin Regulations section 70600 require CDPH/WIC to collect vendor shelf prices every six months to evaluate vendor compliance with cost containment measures. Additional federal regulations (7 Code of Federal Regulations part 246.12(h)(3)(xxv)) require vendors to comply with the vendor selection criteria in place throughout the agreement period, including any changes to the criteria during that timeframe.

When notified by CDPH/WIC, vendors must collect and log into VWIX to submit their lowest and highest shelf prices of 11 market basket items during the 14-Day Vendor Price Collection Period.

Did You Forget Your VWIX User ID or Password?

If you forget your User ID and/or Password, you may call the WIC Information Technology Support Division (ITSD) help desk at 1-800-224-7472 to reset your User ID and/or password. You must be able to provide the following information:

1. VWIX User ID
2. WIC Contract ID number
3. WIC Vendor ID number
4. Name of business

For assistance with retrieving your WIC Contract ID number and/or WIC Vendor ID number, you may contact your Vendor Consultant or call the Vendor Call Center at 1-855-942-7867.

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 prevent confusion at the register. Shelf talkers may only be affixed to store shelves to identify where WIC food items are located or shelved.



To order your free California WIC Shelf Talkers:

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

How to Order FREE Authorized WIC Materials!

As a WIC authorized vendor, you may (free of charge) order WIC materials, such as WIC Authorized Food List Shopping Guides, WIC Card decals, posters, and shelf talkers.

For more information on how to order your free WIC materials, contact your Local Vendor Liaison or:

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



Routine Monitoring Visits

Requirements for Success

As a WIC authorized vendor, you are subject to Routine Monitoring Visits conducted by CDPH/ WIC to ensure program compliance. This 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 the necessary 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 16](#))
- 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 20 (A-50 Stores)

Vendors who receive 50% or greater of annual food sales revenue from WIC redemptions are placed in peer group 20. These Vendors are allowed to offer incentive items to WIC shoppers after receiving written approval from CDPH/WIC. Examples of allowable incentive items include fresh fruit and vegetables, beans, tortillas, whole wheat bread, or canned fish. Vendors should reference WIC Bulletin Regulations section 70800 Incentive Item Requirements.

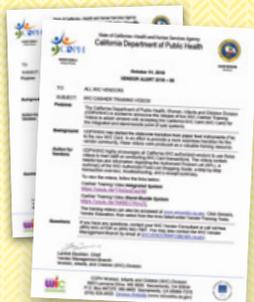
Peer Groups 21–25

Vendors in peer groups 21–25 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 or manufacturer/store coupons.

Latest Changes

Vendor Alerts

Please review summaries of Vendor Alerts issued in 2021 to make sure you are up to date about recent directives and information shared with California WIC authorized vendors.



Vendor Alert 2021-02

On April 1, 2021, CDPH/WIC notified vendors that temporary COVID-19 foods would no longer be available as of June 1, 2021, coinciding with the repeal of the [Temporary WIC Authorized Food List \(WAFL\)](#). CDPH/WIC returned to authorizing regular WIC foods with the ending of the COVID-19 Expanded Authorized Product List. CDPH/WIC asked all vendors to notify employees that the temporary changes to the WIC Authorized Food List would end on June 1, 2021, and COVID-19 foods would no longer be available. Vendors must continue to ensure that the most current APL is downloaded every day, as required.

Vendor Alert 2021-03

On May 27, 2021, CDPH/WIC notified vendors of the [repeal of Temporary Food Delivery Systems](#) regulations affecting Minimum Stocking Requirements. Effective June 1, 2021, all Temporary Food Delivery System Regulations terminated, and all WIC vendors and WIC vendor applicants must meet the Minimum Stocking Requirements specified in WIC Bulletin Regulations section 71100.

Vendor Alert 2021-04

On July 26, 2021, CDPH/WIC notified vendors of the authorization of Cage-Free eggs as of September 1, 2021. CDPH/WIC made this change to comply with Health and Safety Code amendments brought about by Proposition 12. Proposition 12 requires all eggs sold in California come from cage-free hens by January 1, 2022.

Effective September 1, 2021 to December 31, 2021, both regular (non-cage free and cage-free eggs meeting WIC requirements are authorized.

Effective January 1, 2022, WIC shoppers may only purchase WIC authorized cage-free eggs.



On January 1, 2022, UPCs for non-cage-free eggs will be removed from the APL and will no longer be available for WIC purchase. CDPH/WIC asks all vendors to notify employees of these changes to the APL. Vendors must continue to ensure that the most current APL is downloaded every day, as required.

Vendor Alert 2021-05

On September 22, 2021, CDPH/WIC reminded vendors that the California WIC Card must be present at the time of purchase for all WIC transactions. 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 by the cashier after the magnetic swipe read has failed.

Vendor Alert 2021-06

On September 24, 2021, CDPH/WIC notified vendors of the authorization of canned beans for participants over 12 months of age as a new option in the legumes category as of October 1, 2021. CDPH/WIC reminded all vendors to continue to download the APL daily to ensure participants have access to all current authorized foods.

In the past, canned beans were only approved for a very limited group of participants. With the expansion to include more participants who can purchase canned beans, vendors may experience an increase in the sale of canned beans for WIC transactions.

WIC Regulatory Bulletins

Regulatory Bulletin 2021-01

On July 16, 2021, CDPH/WIC released Regulatory Bulletin 2021-01, which amended the WIC Authorized Food List (WAFL)

authorization requirements for eggs to remove the prohibition of cage-free eggs and to additionally require that all eggs sold within California to WIC participants have all legally required labeling, markings, or statements on the package. These changes became effective on September 1, 2021.

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. [WIC Card webpage](#)
4. [Emails from CDPH/WIC](#)
5. [CDPH/WIC website](#)
[\(www.wicworks.ca.gov\)](http://www.wicworks.ca.gov)

If you have questions about the California WIC Card, please send an email to:
WICVendorInfo@cdph.ca.gov

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](#).
3. **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

- 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.

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. Vendor Consultants work with vendors, verbally and in writing, to provide direction and ensure compliance with federal and state regulations and program policies and procedures. To contact your WIC Vendor Consultant, call the Vendor Consultant Main Line at 1-855-942-7867 or email WICVENDORINFO@cdph.ca.gov.

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. They serve vendors by answering questions about recent Vendor Alerts, providing information about new and existing resources, use of the WIC logo, and instructions on how to order WIC vendor materials. LVLs are available to help and support your continued compliance with the rules and regulations of the California WIC Program.

Opening Another Store Location?

Adding another store location to your existing WIC contract is easy!

Here's how to apply:

1. Visit our website at: www.wicworks.ca.gov
2. Left side, find **Grocers**
3. Click on **How to Apply**

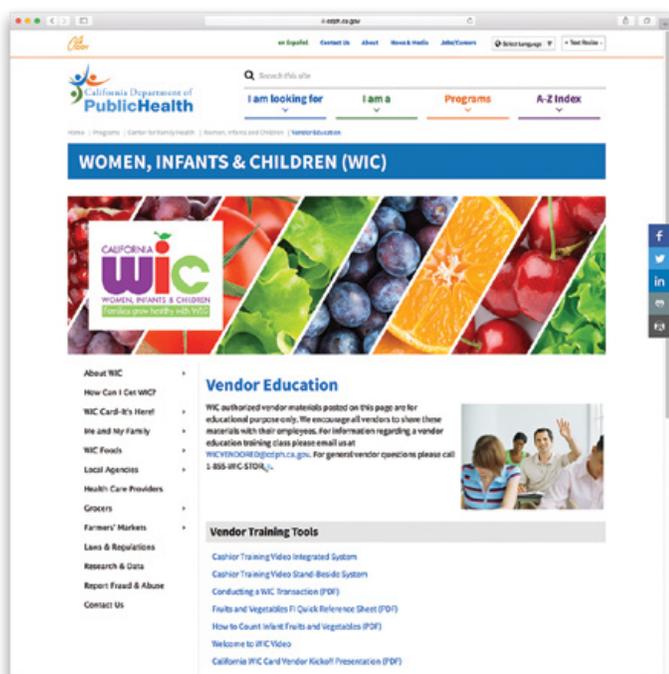
Review the information on how to apply to become a WIC Authorized Vendor. To help get you started, below is a list of Frequently Asked Questions regarding the application process. To learn more about becoming a WIC authorized vendor, please visit the [How to Apply webpage](#).

- A. What is required to be included in the Vendor Application Packet?
 - a. The Vendor Application Packet includes the following documents:
 - [Application for Authorization of Vendor Store \(PDF\)](#)
 - [Vendor Agreement Form \(PDF\)](#)
 - [Application for Authorization of Vendor Store Instructions \(PDF\)](#)
- B. What other documents do I need to provide?
 - a. Submitting all the required items helps expedite the processing of your Vendor Application Packet. Required items are listed below:
 - Health Permit Parent Company Information (if applicable)
 - Additional Vendor Ownership Disclosure Information (if applicable)
 - California Sales and Use Tax Forms
- C. How do I submit my completed application?
 - a. Upon completion of the Vendor Application Packet, please follow the instructions for submitting your Vendor Application Packet.
 - [Application Package Submission \(PDF\)](#)

For questions, please call 1-855-942-7867 or email: WICVENDORINFO@cdph.ca.gov.

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 in order to enhance WIC Program knowledge and customer service.



Vendor Training Tools

[Cashier Training Video Integrated System](#)

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

[Fruits and Vegetables FI Quick Reference Sheet \(PDF\)](#)

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

[Welcome to WIC Video](#)

**Check us out on
Youtube!**

[www.youtube.com/user/
californiawic](http://www.youtube.com/user/californiawic)



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 by:

Phone: (855) 942-7867

Email: 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: (800) 852-5770

Email: WICABUSE@cdph.ca.gov

Online: [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 12/21

