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EDMUND G. BROWN JR.  
Governor

December 29, 2017

**VENDOR ALERT 2017 – 09**

TO: ALL WIC VENDORS  
SUBJECT: JUICE VITAMIN C LABEL CHANGE

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**Purpose** Effective February 1, 2018, the front label Vitamin C juice requirement is changing from “120% (or more)” to “80% (or more).”

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**Background** CDPH/WIC currently requires that all WIC-authorized juice products, except 100% citrus juice products, have language indicating they contain at least 120% Daily Value (DV) of Vitamin C printed on the front label. Effective February 1, 2018, CDPH/WIC is changing its Vitamin C minimum DV labeling requirement, lowering it from “120%” to “80%” (or more) for all non-100% citrus juice products. All products must still state “100% Juice” on the front label. Front labels for orange juice and white grapefruit juice do not have to list Vitamin C content.

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**Action for Vendors** Alert your staff to the new labeling requirement. Products with “80% Vitamin C” (or more), e.g., 120% or 130%, on the front label are WIC authorized as long as they meet all other WIC juice requirements. “100% Juice” must still be on the front label. Front labels for orange juice and white grapefruit juice do not have to list Vitamin C content.

Please see the attached insert for the WIC Authorized Food List Shopping Guide and distribute them to your staff. The WIC Mobile Website will be updated on February 1, 2018.

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

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



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# Juice Label Change!

Look for WIC Juice  
Front Label Vitamin C  
Changes Starting  
02/01/2018



- “120% Vitamin C” (or more) front label requirement is changing to **“80% Vitamin C”** (or more)\*
- **Starting 02/01/2018**, juice with 80% Vitamin C on the front label is WIC authorized
- **Products with “80% Vitamin C”** (or more), e.g., 120% or 130%, on the front label are WIC authorized as long as they meet all other WIC juice requirements
- **“100% Juice” must still be on the front label**

\* *Front labels for orange juice and white grapefruit juice do not have to list Vitamin C content*



California Department of Public Health, California WIC Program  
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