

State of California—Health and Human Services Agency California Department of Public Health



Governor

December 29, 2017 **VENDOR ALERT 2017 – 09**

TO: ALL WIC VENDORS

SUBJECT: JUICE VITAMIN C LABEL CHANGE

- Purpose Effective February 1, 2018, the front label Vitamin C juice requirement is changing from "120% (or more)" to "80% (or more)."
- CDPH/WIC currently requires that all WIC-authorized juice products, except Background 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.
- Action for Alert your staff to the new labeling requirement. Products with "80% Vitamin C" Vendors (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.

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.

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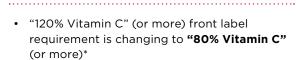
Lantrel Stockton, Chief Vendor Management Branch Women, Infants, and Children (WIC) Division





Juice Label Change!

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



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- **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



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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
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)CDPH

JUICE

80%

VITAMIN C

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list Vitamin C content

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