



**California Department
of Public Health**



California Women, Infants, and Children (WIC) Program

Vendor Certification Program



Families grow healthy with WIC

What are the benefits of being a WIC vendor?



Some basics.....

- **Purpose of WIC**
- **WIC Goals**



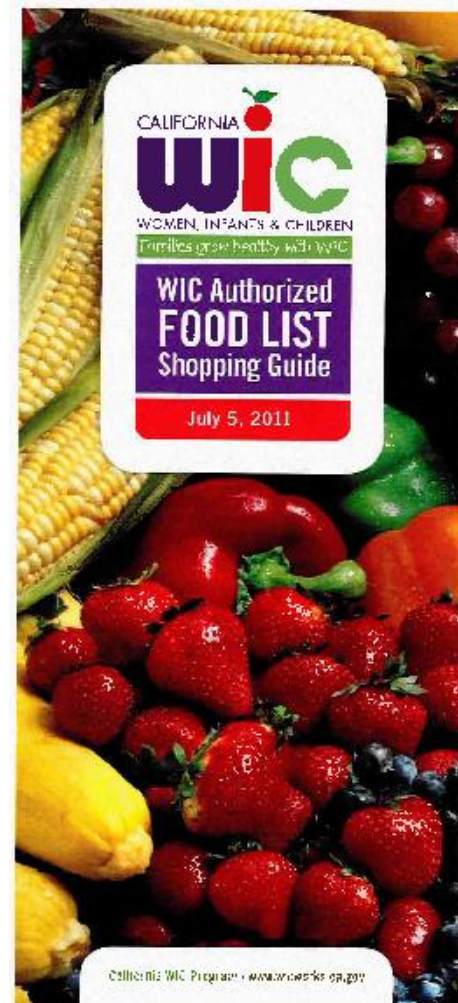
Discussion Question

***What kind of families
come more?***



WIC Authorized Food List Shopping Guide

The "WAFL" Guide!



Elements of the WIC Food Instrument*

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
042913508SG	SELENA BARQUET	JUL 10 11	AUG 08 11	269534015

CALIFORNIA wic
WOMEN, INFANTS & CHILDREN

What to buy:

- 1 (GALLON) AND 1 (QUART) MILK, LOWER FAT
- 1 DOZEN EGGS
- 1 (16 OZ) CHEESE
- 1 (16 OZ) DRY BEANS, PEAS, OR LENTILS
- OR 1 (16-18 OZ) PEANUT BUTTER

State of California WIC Program
VOID IF NOT DEPOSITED WITHIN 45 DAYS OF
"FIRST DAY TO USE." NOT VALID IF ALTERED.

FOOD ITEM NUMBER: 6012

Pay to the order of: WIC Authorized Vendor

USE JULY 15, 2011 WAFL SHOPPING GUIDE

VALID ONLY FOR FOOD ITEMS SPECIFIED IN THE
CALIFORNIA WIC AUTHORIZED FOOD LIST.

700-269534015

90-1342
1211

EXACT PURCHASE PRICE:

MUST NOT EXCEED MAXIMUM ALLOWABLE
DEPARTMENT REIMBURSEMENT RATE

FOOD ITEM NUMBER
6012

NON-NEGOTIABLE

AUTHORIZED SIGNATURE (SIGN AT PURCHASE)


⑈0700⑈ ⑆12113423⑆ 2695340151 ⑈

***Also known as WIC Check**



FRUITS AND VEGETABLES FI

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
701925317MS	MADRID SPAIN	JUL 10 11	AUG 08 11	269534015



What to buy: USE JULY 5, 2011 WAFL SHOPPING GUIDE
\$8 (EIGHT DOLLARS) FRUITS AND VEGETABLES
MAY COMBINE FRESH, DRIED FRUITS, FROZEN, AND CANNED

PARTICIPANT MAY PAY AMOUNT OVER \$8 (EIGHT DOLLARS)

State of California WIC Program
VOID IF NOT DEPOSITED WITHIN 45 DAYS OF
"FIRST DAY TO USE." NOT VALID IF ALTERED.

FOOD ITEM NUMBER: 2006

Pay to the order of: WIC Authorized Vendor

700-269534015

90-1342
1211

EXACT PURCHASE PRICE:

*MUST NOT EXCEED MAXIMUM ALLOWABLE
DEPARTMENT REIMBURSEMENT RATE

FOOD ITEM NUMBER
2006

NON-NEGOTIABLE

AUTHORIZED SIGNATURE (SIGN AT PURCHASE)

⑈0700⑈ ⑈12113423⑈ 269534015⑈



Fruits and Vegetables FI

Amount of the WIC FIs:

- \$ 3
- \$ 4
- \$ 6
- \$ 7
- \$ 8
- \$ 10



The WIC FI Transaction



SCENARIO

A WIC shopper comes to the register to purchase this hot breakfast cereal.



Cream of Wheat
28 oz size

Can the WIC shopper just purchase the 28 oz. box of cereal or does the WIC shopper have to purchase the full 36 oz. stated on the WIC FI?



SCENARIO

Mike, a WIC shopper, is at your cash register. He mentions that he found all the items listed on the WIC FI except for one (1) quart of lower fat milk. Mike wants to know if you have it available.

What would you do if you don't have the item available?



A WIC shopper has a Fruits and Vegetables FI with the denomination of \$6.00 and her purchase total is \$6.50.

What options does the WIC shopper have to complete the WIC FI transaction?




A WIC shopper has a Fruits and Vegetables FI with the denomination of \$8.00 and the purchase total is \$7.50.

Can the cashier give the WIC shopper the remaining monies that's left on the WIC FI?



Infant Formula Food Instrument

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
231900713JD	LISA DOE	JUL 10 11	AUG 08 11	269534015



What to buy: USE JULY 5, 2011 WAFL SHOPPING GUIDE

2 (12 oz.) INFANT FORMULA
ENFAMIL GENTLEASE POWDER ONLY
MUST BUY FULL QUANTITY

State of California WIC Program
VOID IF NOT DEPOSITED WITHIN 45 DAYS OF
"FIRST DAY TO USE." NOT VALID IF ALTERED.

FOOD ITEM NUMBER: 1049

Pay to the order of: WIC Authorized Vendor

700-269534015

90-1342
1211

EXACT PURCHASE PRICE:

*MUST NOT EXCEED MAXIMUM ALLOWABLE
DEPARTMENT REIMBURSEMENT RATE

FOOD ITEM NUMBER

1049

NON-NEGOTIABLE

AUTHORIZED SIGNATURE (SIGN AT PURCHASE)

⑈0700⑈ ⑆121113423⑆ 2695340151 ⑈



How the Maximum Department Reimbursement rate for WIC Fls is set: **Peer Groups**

Peer Groups are based on three **characteristics** of your store:

- **Store Type**



- **Geography**



- **Number of Registers**



Vendor Peer Group Exercise

To determine the Peer Group Number of your store, follow the instructions in the upper yellow box on page 14.

Maximum Allowable Department Reimbursement Rate

“MADR”



Depositing your WIC Fls

1. Endorse the WIC Fls one of the following ways:

- Written Signature
- Store Stamp, or
- Cash Register Stamp



Depositing your WIC FIs

2. Submit the WIC FI Serial Numbers.

There are three methods of submission:

- **Telephone**
- **Internet**
- **Electronic file submission**

3. Check the status of your submission.



Depositing your WIC FIs

4. Ensure successful payment by checking the following:
 - Dates on the WIC FIs,
 - WIC FI MADR
 - Serial numbers

Regarding the serial numbers.....



The serial numbers must match!

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
042913508SG	SELENA BARQUET	JUL 10 11	AUG 08 11	269534015

CALIFORNIA wic WOMEN, INFANTS & CHILDREN

FOOD ITEM NUMBER: 6012

Pay to the order of: WIC Authorized Vendor

What to buy: USE JULY 5, 2011 WAFL SHOPPING GUIDE

1 (GALLON) AND 1 (QUART) MILK, LOWER FAT

1 DOZEN EGGS

1 (16 OZ) CHEESE

1 (16 OZ) DRY BEANS, PEAS, OR LENTILS

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State of California WIC Program

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EXACT PURCHASE PRICE:

MUST NOT EXCEED MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT RATE

FOOD ITEM NUMBER: 6012

NON-NEGOTIABLE

AUTHORIZED SIGNATURE (SIGN AT PURCHASE)

700-269534015

269534015

If the serial numbers do **not** match on a WIC FI, how do you process the WIC FI **differently** to prevent it from being rejected for payment?



5. Deposit the WIC FIs into your financial institution:

- Wait **24 hours** after submitting your serial numbers to deposit.
- Deposit no later than **45 days** from the “first day to use” on the WIC FI.



Preventing Rejected WIC FIs

**Turn to page 18 of your VCP
Workbook and complete the puzzle.**

Hint: Each selection is used only once.



Practice Test



Additional Requirements

- 1. Purchasing Infant Formula from Approved Manufacturers**
- 2. Stocking Requirements**
- 3. Inventory Records**
- 4. Use of the WIC Logo and Acronym**



Unauthorized use of the WIC logo and acronym.





3.69

W.I.C.
100% WHOLE WHEAT



Additional Requirements

1. Purchasing Infant Formula from Approved Manufacturers
2. Stocking Requirements
3. Inventory Records
4. Use of the WIC Logo
- 5. Notification of Changes in your Business**
- 6. Staff Training**



Training your Staff Activity

At your table discuss what WIC topics you are planning for your staff trainings.



Monitoring

Monitoring is conducted in the following ways:

- 1. Pre-authorization on-site visits**
- 2. Compliance buys**
- 3. On-site routine monitoring visits**
- 4. Audits**



Sanctions

- 1. Disqualification from the CA WIC Program**
- 2. Money penalties**
- 3. Claims**
- 4. Filing an appeal**





WIC and the Food Stamp Program

Now called  **BETTER FOOD FOR BETTER LIVING**

California WIC and the CalFresh Program
notify each other of program violations.





Additional Resources

1. WIC Program Website



WIC Home Page - Windows Internet Explorer

http://www.cdph.ca.gov/programs/wicworks/Pages/default.aspx

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WIC Home Page

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- Birth, Death, & Marriage Certificates
- Licensing and Certification
- Pertussis (Whooping Cough)
- WIC

Quick Links

- About Us
- Decisions Pending & Opportunities for Public Participation
- Diseases & Conditions
- Job Opportunities
- Local Health Services
- Newsroom
- Public Availability of Documents

Related Links

- California Health and Human

Home > Programs > Women, Infants and Children Program

Women, Infants and Children Program

WIC is a federally-funded health and nutrition program for women, infants, and children. WIC helps families by providing checks for buying healthy supplemental foods from WIC-authorized vendors, nutrition education, and help finding healthcare and other community services. Participants must meet income guidelines and be pregnant women, new mothers, infants or children under age five. In California, 82 WIC agencies provide services locally to over 1.4 million women, infants and children each month at over 600 sites throughout the State.

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age or disability.

News & Updates

- Another WIC Magazine: Let's Eat!
- Rethink Your Drink Campaign
- California Baby Behavior Campaign
- Breastfeeding Peer Counseling Program includes Administrative Manual and other new program documents
- Online Nutrition Education Pilot: wichealth.org
- Platinum WIC

Program Information

- About WIC & How to Apply
- Welcome to WIC Video
- Contact Us
- Directions to State WIC Office (Google, New Window)
- Find a Local WIC Agency (New Window)

Budget Information

- CDPH WIC 2011-12 May Revise Estimate (PDF, New Window)

CALIFORNIA wic WOMEN, INFANTS & CHILDREN Families grow healthy with WIC

Scrolling down....

WIC Home Page - Windows Internet Explorer

http://www.cdph.ca.gov/programs/wicworks/Pages/default.aspx

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WIC Home Page

Click here!

- Request for Food Policy Changes
- Comments to USDA Regarding New WIC Foods
- Grocers / Vendors**
 - Resources
 - Vendor Alerts
 - WIC EBT
 - Rejected Food Instruments
- Farmers' Markets**
 - Program Overview
 - Farmer Vendor
 - Market Manager
 - Local Agency
- Public Resources**
 - Breastfeeding
 - Cooking Information
 - includes child-friendly recipes
 - Education Materials
 - Immunization Resources
- Professional Resources**
 - Forms
 - includes OSP ordering forms
 - Local WIC Agencies
 - includes education and training resources
 - Health Care Professionals
- Ver la lista de alimentos autorizados por WIC (PDF, New Window)
- Tabla de ingresos de WIC (PDF, New Window)
- Tabla de ingresos de Medi-Cal (PDF, New Window)
- Su salud en su idioma
- Vacunas y mi salud
- Links**
 - California WIC Association - CWA (New Window)
 - National WIC Association (New Window)
 - RSS Feed to Nutrition.Gov (New Window)
 - USDA Food & Nutrition (New Window)
- Research & Evaluation**
 - Program Overview (PDF, New Window)
 - Economics of CA WIC (PDF, New Window)
 - Archives
- Job & Career Opportunities**
 - Information & Development

WIC Vendors Webpage

Resources - Windows Internet Explorer

http://www.cdph.ca.gov/programs/wicworks/Pages/WICGrocerVendorMainPage.aspx

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WICWORKS - Intranet WIC Intranet - Phone Direct... Web Slice Gallery CaDPH Admin Network Access

Resources

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- Diseases & Conditions
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- Public Availability of Documents

Related Links

- California Health and Human

Home > Programs > Women, Infants and Children Program > Resources

Resources

Important Notice To Grocers / Vendors

New VWIX Preventive Maintenance Schedule Effective June 1, 2011

Beginning June 1, 2011, the Office of Technology Services (OTech's) Preventative Maintenance (PM) schedule will be changing. The new schedule will be EVERY Monday from 12:01 a.m. to 4:00 a.m. The Office of Technology Services has notified the WIC Program that they are changing the schedule so that they can do weekly Preventive maintenance during this 4 hour window. During the PM window vendors will be prevented from accessing the VWIX system and disconnect vendors currently in the system when the PM schedule begins. It is suggested that vendors who need to access VWIX do so and log off by 11:45 p.m. the day before. Vendors submitting FTP's during the PM schedule must verify in the Status of Submissions after the PM is complete to ensure their FTP files were accepted and resubmit their FTP files if they are not found.

NOTE: A revised VWIX Downtime calendar for 2011 can be found on the website WICWORKS. The following is the link to this website:
<http://www.cdph.ca.gov/programs/wicworks/Documents/WIC-Grocer-MADRUupdateSystemMaintCalendar2011.pdf>

Moratorium on Accepting New Vendor Location Applications - Effective April 6, 2011

Please see [Vendor Alert 2011-01 \(PDF\)](#) for details on the new vendor location application moratorium.

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Resources - Windows Internet Explorer

http://www.cdph.ca.gov/programs/wicworks/Pages/WICGrocerVendorMainPage.aspx

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Resources

Documents

Related Links

- California Health and Human Services Agency
- Department of Health Care Services (includes Medi-Cal)
- State Agencies Directory

6, 2011

Please see [Vendor Alert 2011-01 \(PDF\)](#) for details on the new vendor location application moratorium.

General Information

- WIC Authorized Food List and Shopping Guide
- What Is An Acceptable Record of Inventory (PDF, New Window)
- Vendor Minimum Stocking Requirement (PDF, New Window)
- WIC Vendor News

Authorized Vendors

- WIC Grocer / Vendor Alerts
- Additional Vendor Store Application Package - TEMPORARILY DISABLED
For applicants who have an existing Vendor Agreement and the ownership on the application is the same as the existing Vendor Agreement
- Food Item Number and Description List (PDF, New Window)
- Food Item Number and Description List (Text, New Window)
- WIC Vendor Materials Form - OSP 508 (PDF, New Window)
- WIC Vendor Report Concerning WIC Participants Form - CHDP 4007 (PDF, New Window)
- Cashier Tools

New Vendors

- New Vendor Application Package - TEMPORARILY DISABLED

Farmers Market

- Farmers Market Nutrition Program

Contact Us

- WIC Technical Support
- Report WIC Fraud / Program Abuse

VWIX / FTP

- Vendor WIC Information eXchange (VWIX) Website
- MADR Rate Update and Planned VWIX System Downtime Schedules 2011 (PDF, New Window)
- VWIX 2011 Training Schedule
- VWIX User ID Request Form (PDF, New Window)
- VWIX Website Serial Number Entry Instructions - August 10, 2010 (PDF, New Window)
- User Guide to the New VWIX Website - April 25, 2008 (PDF, 1.4 MB - New Window)
- FTP Submission in the New VWIX Environment - Rev April 24, 2008 (PDF, New Window)
- Get Started Quick with the New VWIX Website - April 22, 2008 (PDF, New Window)

Archives

- Vendor Forum Summary (PDF, New Window)
- New Food Package FAQs - October 1, 2009
- Overview of Food Package Vendor Change - October 1, 2009 (PDF, New Window)
- Vendor Advisory Forum Presentation - July 9, 2008 (PDF, New Window)

https://VWIX.ca.gov

Welcome - VWIX - Windows Internet Explorer

https://vwix.ca.gov/VWIX/SignIn.aspx

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Welcome - VWIX

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Vendor WIC Information eXchange

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Office of Governor
Jerry Brown
[Visit his Website](#)



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- [About WIC](#)
- [How to become a WIC Vendor](#)
- [Farmers Market Nutrition Program](#)



Healthy lifestyles mean healthy families and California WIC plays a key role in encouraging families to be active and eat well.

California WIC partners with our grocer community to make a difference in the lives of our WIC families. Over 5,000 grocery stores in California are authorized to accept WIC and assist WIC participants in providing nutritious meals for their families.



Thank you for helping to make a difference in the lives of our California WIC families!



User ID:

Password:

Sign In: [Helpful sign in tips](#)

☐ Remember my User ID on this computer?



Additional Resources

1. WIC Program Website
- 2. Newsletter**
- 3. Vendor Complaint Process**



Additional Resources

1. WIC Program Website
2. Newsletter
3. Vendor Complaint Process
- 4. CA WIC Vendor Consultants**
- 5. Local Vendor Liaisons (LVL)**



Test and Evaluation

Thank you!

