

# *Transforming the Retail Environment*

Making the Connection –

Building the Partnership

## **Local Vendor Liaison Initiative**



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## **Local Vendor Liaison Initiative**

- **Representatives from all 82 Local WIC Agencies**
- **All California Counties**

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## **Local Vendor Liaison Initiative**

- **Representatives from 82 Local WIC Agencies**
- **All California Counties**
- **3800 WIC authorized stores**

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### **Phase I**

- **Initiate contact with the approximately the neighborhood markets**

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### **Next Steps**

- **Role in food package implementation**
- **Working together at the local level**

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