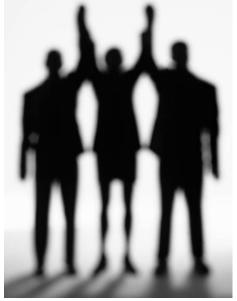
Making the Connection –

Building the Partnership

Local Vendor Liaison Initiative



Making the Connection –

Building the Partnership

Local Vendor Liaison Initiative

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

Making the Connection –

Building the Partnership

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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Local Vendor Liaison Initiative

Next Steps

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

Local Vendor Liaison Initiative

Making the Connection – Building the Partnership

