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

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April 25, 2011

VENDOR ALERT 2011-05

TO: ALL WIC VENDORS

SUBJECT: AVAILABILITY OF WIC AUTHORIZED FOOD LIST SHOPPING GUIDE EFFECTIVE JULY 5, 2011

Purpose

The California Women, Infants, and Children (WIC) Program is publishing a revised WIC Authorized Food List Shopping Guide (WAFL SG), effective July 5, 2011. A copy of this document is enclosed for your reference. The revised WAFL SG is posted on the WIC website at www.wicworks.ca.gov and additional hard copies of the WAFL SG will be mailed out to vendors by June 1, 2011.

Background

WIC previously announced that the WAFL SG was being revised and would be effective July 5, 2011. Please see Vendor Alert 2011-02 for details.

Vendor Implications

An initial shipment of hard copies of the WAFL SG will be sent by WIC to vendors. Unless requested differently, large chain stores will receive the initial shipment at their corporate headquarters and will be responsible for forwarding the hard copies to their individual stores.

Please note: The ability to order additional copies of the WAFL SG using the on-line WIC Vendor Materials Form will be temporarily unavailable until August 1, 2011.

Questions

Copies of the April 5, 2010 and July 5, 2011 WAFL SG may be found and downloaded from the WIC Program website at www.wicworks.ca.gov. If you have any questions regarding the WAFL SG or require additional copies, please contact your WIC Vendor Consultant directly or call (916) 928-8705.

Clyde R. Steele, Chief
Vendor Management Branch
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Enclosure: "WIC Authorized Food List Shopping Guide July 5, 2011"