

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



EDMUND G. BROWN JR  
Governor

March 18, 2011

## VENDOR ALERT 2011-04

**TO:** ALL WIC VENDORS

**SUBJECT:** MODIFICATION TO MORATORIUM ON ACCEPTING NEW VENDOR LOCATION APPLICATIONS EFFECTIVE APRIL 6, 2011

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**Purpose** In response to concerns expressed by a number of our vendors, the California Women, Infants, and Children (WIC) Program is modifying the April 6, 2011 new vendor location application moratorium. The purpose of this modification is to minimize the impact of the moratorium on vendors that have already identified a location for a new store, but will not be ready to submit an application by the April 6 start date of the moratorium.

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**Background** A temporary moratorium on accepting new vendor location applications will be effective April 6, 2011. Please see Vendor Alert 2011-01 for more details.

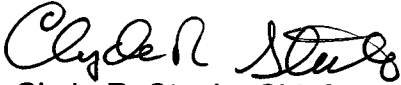
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**Vendor Implications** If a vendor anticipates applying for WIC authorization for a store location that they have identified, but will not be ready to submit an application by the April 6, 2011 start date of the new vendor location application moratorium, the vendor may submit a letter to the Vendor Management Branch (VMB), at the address below, requesting that the vendor and store location be placed on WIC's moratorium exception list. **This letter must identify the address of the new store location and must be postmarked by April 6, 2011.**

When the vendor is ready to submit an application, and if the moratorium is still in effect, the vendor will need to submit a written request for an application to the WIC Program VMB for the exact location that was provided in the exception request. An application will be provided to the vendor. The usual application process will be followed and all authorization criteria in effect at the time of the WIC Program VMB's receipt of the completed application will be applicable.

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**Questions** If you have any questions, please contact your WIC Vendor Consultant directly or call (916) 928-8705.

  
Clyde R. Steele, Chief  
Vendor Management Branch  
California WIC Program



Women, Infants, and Children (WIC) Program Division  
3901 Lennane Drive, MS 8600, Sacramento, CA 95834  
P O Box 997375, MS 8600, Sacramento, CA 95899-7375  
(916) 928-8500 Internet Address: [www.wicworks.ca.gov](http://www.wicworks.ca.gov)