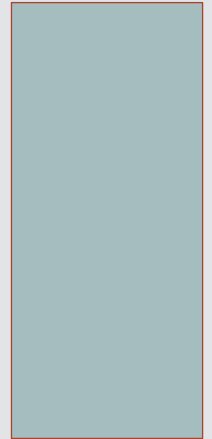


CALIFORNIA LOCAL VENDOR LIAISON PROGRAM

KIM FRINZELL, RD
DEPUTY DIVISION CHIEF, CALIFORNIA WIC PROGRAM





2008

A comprehensive approach to the new WIC foods:

- Local agency staff training
- Participant education
- Medical community outreach
- Vendor readiness assessment



WIC Authorized Food List Shopping Guide

October 2009

NEW WIC
FOODS FOR A
BETTER YOU



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PROMOTING A POSITIVE SHOPPING EXPERIENCE





Try adding
chopped
apples to
your oatmeal.



Funded by the U.S. Department of
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POS-919/Ver. 12/07

VENDOR BOOM



REVISED LVL ROLE



Verification

Observation

Summary

INFRASTRUCTURE AND SUPPORT



LESSONS LEARNED



If you think you're too small to have
an impact, try going to bed with a
mosquito in the room.

--Anita Roddick

For more information about the
California LVL Program:

www.wicworks.ca.gov

Or

kim.frinzell@cdph.ca.gov