

WIC Vendor Training for Grocery Store Associates

Mississippi State Department of Health
WIC Program | Vendor Management Unit

Updated August 19, 2026



OBJECTIVES

- Understand the purpose of WIC and the role of a WIC authorized vendor.
- Understand current vendor requirements, including minimum stock, approved infant formula sourcing, store-brand requirements, shelf tags, and uniform treatment.
- Understand how the Mississippi WIC Food List, Approved Product List (APL), and participant benefit balance work together.
- Recognize current WIC-approved food categories and important product requirements.
- Understand how to process an eWIC transaction and what to do when an item does not process.
- Understand how MS WIC monitors vendors, addresses complaints, and applies sanctions for program violations.

PURPOSE OF WIC

WIC is a federally funded program, administered at the federal level by the United States Department of Agriculture (USDA) Food and Nutrition Administration (FNA).



PURPOSE OF WIC

The mission of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is to safeguard the health of low-income women, infants, and children up to age five who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care.



MISSISSIPPI WIC PROGRAM



- Established in 1972
- Provides healthy food choices and nutrition education for mothers and families in Mississippi
- The average participation for the Mississippi WIC Program for FFY 2025 was 667,898
- Services are available in all Mississippi counties through a grant from the United States Department of Agriculture (USDA) Food and Nutrition Administration (FNA)

WIC VENDORS



WIC vendors play an important role in the health of WIC participants.

- WIC electronic benefit cards, referred to as eWIC cards, contain a food prescription designed to supplement the WIC customer's nutritional needs. The vendor fills the prescription, ensuring that the participant receives what is prescribed.

VENDOR CUSTOMER SERVICE

- Always treat WIC Participants with courtesy and respect
- WIC Participants must not be discriminated against
- WIC Participants must be able to shop at your store during regular business hours



WIC VENDORS

The Vendor's role is vital to the success of the WIC program because the nutritious WIC foods are designed to promote the healthiest possible birth outcomes, as well as the growth and development of children.

Mississippi WIC appreciates *you* being a partner with *us* in providing nutritious foods to Mississippi families!

WIC VENDOR REQUIREMENTS

MSDH WIC Program requires vendors to meet these requirements:

- Maintain required minimum stock of WIC-approved foods throughout the Vendor Agreement period.
- Purchase WIC-approved infant formula only from approved manufacturers, wholesalers, or distributors.
- Provide WIC participants uniform treatment and access to eligible sales, promotions, coupons, and discounts.
- Follow current shelf-tag and declared store-brand requirements.
- Follow eWIC transaction, recordkeeping, monitoring, training, and other requirements in the Vendor Agreement and Vendor Handbook.

MINIMUM STOCK REQUIREMENTS

All authorized vendors must meet these requirements:

- Keep the required quantities of **WIC-approved foods** in stock.
- Buy **WIC-approved infant formula** only from approved suppliers.
- Treat all WIC participants fairly. Allow them to use the same **sales, promotions, coupons, and discounts** offered to other customers.
- Follow current rules for **shelf tags and store-brand foods**.
- Follow all **eWIC, recordkeeping, monitoring, and training rules** in the Vendor Agreement and Vendor Handbook.

MINIMUM STOCK REQUIREMENTS

All authorized vendors must meet these requirements:

- Minimum stock requirements establish the minimum quantities and varieties of supplemental foods that an authorized vendor must maintain.
- Minimum stock is an ongoing requirement throughout the Vendor Agreement period unless otherwise specified by MS WIC.
- Products counted toward minimum stock must meet current Mississippi WIC food requirements and be available for sale to participants.
- The required infant formula brand and Minimum Stock Requirements have been in effect since **September 1, 2025**.

MINIMUM STOCK REQUIREMENTS

Category	Type or Brand	Minimum Quantity
Infant Formula	12.4 – 12.5 oz. cans powder standard milk-based formula – WIC approved (Similac Advance)	12 cans
	12.4 – 12.9 oz. cans powder soy-based powder infant formula with iron – WIC approved (Similac Soy Isomil)	9 cans
	12.4 – 12.9 oz. cans powder low lactose milk-based formula – WIC approved (Similac Sensitive)	9 cans
	12.4 – 12.9 oz. cans powder low lactose, partially hydrolyzed milk-based formula – WIC approved (Similac Total/Gentle Comfort)	12 cans
Infant fruits and vegetables	4 oz. jars with at least 3 varieties of vegetables and 3 varieties of fruits – WIC approved	48 jars total
Infant Cereal	8 oz. box of dry infant cereal without fruit (Rice, Oatmeal, Multigrain, or Whole Wheat) – WIC approved	6 boxes
Milk	Whole milk – WIC approved	6 gallons total
	1%, or fat free (skim) – WIC approved	12 gallons total
	9.6 oz. Dry milk – WIC approved	3 boxes, bags, or cans
Eggs	Large white eggs, grade A – WIC approved	9 dozen total
Cheese	16 oz. cheese (Must carry at least two varieties) – WIC approved	8 pounds total
Yogurt	16 oz. - 32 oz. Containers Whole milk, Low Fat or Non-Fat (including Greek) – WIC approved	12 Containers. (Any combination of WIC approved products and flavors.)
Cereal	8.9 oz. - 36 oz. of At least 6 varieties of cold cereal – WIC approved At least 12 boxes of cereals carried must be whole grain – WIC approved	36 boxes total
	8.9 oz. - 36 oz. of At least 2 varieties of hot cereal – WIC approved	4 packages
Bread	16 oz. - 24 oz. whole grain bread – WIC approved	6 loaves

MINIMUM STOCK REQUIREMENTS

CONTINUED

Category	Type or Brand	Minimum Quantity
Whole Grain Choices	12 oz. -16 oz. whole wheat and corn tortillas – WIC approved	4 packages
	16 oz. Whole Wheat/Whole Grain pasta – WIC approved	6 packages
	16 oz. Brown Rice – WIC approved	6 packages
Juice	64 oz. bottles of juice in at least two flavors – WIC approved	10 bottles
Peanut Butter	16 – 18 oz. jars of peanut butter – WIC approved	6 jars
Milk	Whole milk – WIC approved	6 gallons total
Dry beans/peas or canned beans/peas	16 oz. package of dry beans/peas in 3 varieties – WIC approved	6 bags
	15 – 16 oz. cans beans/peas in 3 varieties (No Added Flavors) – WIC approved	16 cans
Chunk tuna or pink salmon	5 oz. cans tuna – WIC approved	6 cans
	14.75 oz. cans salmon – WIC approved	6 cans
Fruits and vegetables	At least 5 varieties of fresh fruits and 5 varieties of fresh vegetables – WIC approved	\$24 dollar retail value

MINIMUM STOCK COMPLIANCE

- Monitoring and Compliance Staff from the Mississippi WIC Vendor Management Unit will review minimum stock during authorization, reauthorization, routine monitoring, follow-up visits, or other compliance activity.
- Vendors must correct identified deficiencies as directed by Monitoring and Compliance staff.
- Failure to maintain required minimum stock may result in corrective action or sanctions under the Vendor Agreement, Vendor Handbook, and applicable sanction schedule.
- Refer to the current Mississippi WIC Vendor Handbook and Minimum Stock Requirements for controlling requirements.

INFANT FORMULA SUPPLIER GUIDELINES

An infant formula supplier is a manufacturer, wholesaler or distributor from which infant formula is purchased for distribution to WIC participants.

- All vendors are required to order WIC approved infant formula only from the approved list of manufacturers, wholesalers and distributors provided by the MS WIC Program to ensure product integrity.
- A listing of approved suppliers is posted on our website at: www.freshnewwic.com under the Documents and Forms section.

UNIFORM TREATMENT, SALES, AND PROMOTIONS



- WIC participants must receive the same courteous customer service provided to other customers.
- WIC participants must be allowed to participate in eligible store sales and promotions.
- Eligible coupons, loyalty/store cards, and discounts must be applied in accordance with WIC requirements.
- Do not create separate checkout rules or restrictions solely because a customer is using WIC benefits.

WIC APPROVED SHELF TAGS

- Use MS WIC-approved shelf tags to show shoppers which foods are WIC-approved.
- The store-brand milk, eggs, and cheese selected by your store **must** have approved WIC shelf tags. Tag all approved types and varieties.
- You may use your store's own WIC shelf tags only if MS WIC approves them first.
- WIC shelf tags help participants shop.
- A shelf tag does not mean an item will be approved at checkout.
- The item must also be approved by WIC and included in the participant's benefits.
- Contact the **MS WIC State Office** if you need more WIC shelf tags.



STORE BRAND REQUIREMENTS

- The MSDH WIC Program requires vendors to declare the following store-brand products.
 - Milk
 - Eggs
 - Cheese
- Declared store-brand items must meet current Mississippi WIC food requirements and have the required labels or shelf tags.
- Use the current Store Brand Declaration Form and Vendor Handbook to determine the food categories subject to declaration.



**Images represent examples*

WIC APPROVED FOODS

- WIC-approved foods are established by federal requirements and Mississippi WIC implementation.
- The **eWIC POS system** determines if a food is approved for WIC and included in the participant's benefits.
- Approved brands, sizes, varieties, and package forms may change.
- Use the current Mississippi WIC Food List/Food Guide and the POS system rather than relying on memory or product appearance.
- The **Mississippi WIC Food Guide** explains how to shop with eWIC and shows the types of foods approved by Mississippi WIC.

WIC APPROVED FOODS, APL, AND PARTICIPANT BENEFITS

- The **Mississippi WIC Food Guide** describes the types, brands, sizes, varieties, and characteristics that may qualify for Mississippi WIC.
- The **Approved Product List (APL)** identifies UPC/PLU products recognized by the eWIC system as WIC approved.
- Participant benefit Balance identifies the food categories, quantities, and benefits currently available to that participant.
- For a WIC purchase, the product must be recognized by the system, and the participant must have the applicable benefit available.

WIC APPROVED FOOD CATEGORIES

- Milk
- Eggs
- Cheese
- Beans/ Peas
- Peanut Butter
- Breakfast Cereal
- 100% Fruit Juice
- Fruits and Vegetables
- Canned Fish
- Whole Grains
- Yogurt
- Soy Beverages
- Infant Formula
- Infant Cereal
- Infant Meats, Fruits, and Vegetables

FRESH FRUITS AND VEGETABLES

Any variety of fresh fruits and vegetables are WIC approved including:

- Bagged fruit and vegetables
- Bagged salad greens
- Tubs of cut fruit or vegetables (without dressing or dip)
- Organic fruits and vegetables

- ***All fresh fruits and vegetables must be correctly mapped to the appropriate UPC or PLU.***
- Eligible fresh fruits and vegetables may be purchased with the participant's Cash Value Benefit (CVB) when allowed by current Mississippi WIC requirements.
- The eWIC benefit and POS system determine whether sufficient CVB is available.



FRESH FRUITS AND VEGETABLES **NOT** ALLOWED

- Fruit baskets, party trays, salad-bar items, and products containing non-eligible added ingredients may be excluded.
- Bagged salad mixes with dressing, croutons, nuts or dried fruit
- Peanuts
- Decorative fruits or vegetables (Ex: Painted Pumpkins)

Use the current Mississippi WIC Approved Products List for verification of approved products.



FROZEN FRUITS

Use the current Mississippi WIC Approved Products List for verification of approved products.

ALLOWED

Any brand or package size of whole or cut frozen fruits may be WIC approved when they meet current Mississippi requirements.



NOT ALLOWED

- Fruit bars
- Popsicles
- With sugar or other sweeteners (Example—syrup or Splenda)



**Images represent examples*

FROZEN VEGETABLES

Use the current Mississippi WIC Approved Products List for verification of approved products.

ALLOWED

Any variety of frozen vegetables are WIC approved including:

- **Any brand**, size or package type
- Any plain vegetables or plain vegetable mixtures
- Any beans or mixtures with beans or peas (for example, mixed vegetables with lima beans)



NOT ALLOWED

- With pasta, noodles, nuts, rice, cheese or meat
- With butter, oil, sauces, glazes, breading, herbs or seasonings



**Images represent examples*

CANNED FRUITS

Use the current Mississippi WIC Approved Products List for verification of approved products.

ALLOWED

Any brand and variety of canned fruits are WIC approved including:

- Packed in water, juice or fruit juice concentrate
- Any plain fruit or plain fruit mixture
- Any container type or size
- Applesauce – no sugar added or unsweetened varieties only



**Images represent examples*

NOT ALLOWED

- Cranberry sauce, pie filling
- With any syrup (heavy, light, naturally light or extra light)
- With added sugar (sweetened juice, fruit gel or nectar)
- With artificial sweetener (for example—Splenda or NutraSweet)



CANNED VEGETABLES

Use the current Mississippi WIC Approved Products List for verification of approved products.

ALLOWED

Any variety of canned vegetables are WIC approved including:

- **Any brand** or size
- Plain vegetables and plain vegetable mixtures including green (sweet) peas, green/snap/wax/yellow beans and sprouts



**Images represent examples*

NOT ALLOWED

- Pickles and pickled vegetables
- Creamed vegetables (for example, cream style corn)
- Baked beans, pork and beans, or refried beans
- Chopped garlic in oil
- Soup, ketchup, relish and olives



CANNED TOMATO PRODUCTS

Use the current Mississippi WIC Approved Products List for verification of approved products.

ALLOWED

Any variety of canned tomato products are WIC approved including:

- **Any brand** or size
- Whole, diced, crushed or stewed tomatoes
- Tomato sauce, paste or puree

NOT ALLOWED

- With herbs or seasonings
- Soup, salsa, or ketchup
- With any oil



**Images represent examples of any brand*

BREAKFAST CEREALS

Use the current Mississippi WIC Approved Products List for verification of approved products.

- Breakfast cereal is product-specific; only approved brands, varieties, and package sizes may be purchased.
 - *Specific 8.9 oz. - 36 oz. of varieties of cold cereal are WIC approved*
 - *Specific 8.9 oz. - 36 oz. of hot cereal are WIC approved*
- The current Mississippi WIC Food List and APL identify eligible hot and cold cereals.
- Whole-grain cereal requirements are reflected in the current approved product list.
- Scan the item and allow the POS to determine eligibility.



**Images represent examples of any brand*

MILK

Use the current Mississippi WIC Approved Products List for verification of approved products.

Declared store brand available at time of purchase are WIC approved including:

- Whole (for children 12-23 months only)
- Fat-free
- 1% low-fat
- Lactose-free/reduced
- Calcium enriched

There are branded WIC approved milks as well



**Images represent examples of any brand*

MILK

Use the current Mississippi WIC Approved Products List for verification of approved products.

NOT ALLOWED

The following products are NOT WIC-approved:

- Milk products that do not match the participant's prescribed benefit are not allowed.
- Acidophilus treated
- Condensed
- Organic
- Goat
- Nut-based (Almond, Cashew, Coconut)
- Rice



**Images represent examples*

DRY, EVAPORATED, AND UHT MILK

Use the current Mississippi WIC Approved Products List for verification of approved products.

Approved only when specified on the eWIC card:

- Evaporated (canned milk), 12 oz. can, Carnation and Pet brands only
- Dry Milk (powdered) 9.6 oz. box
- Ultra-high temperature (UHT) milk, quart

UHT, evaporated, and dry milk must meet current Mississippi WIC package, ingredient, and product requirements.

Milk may not contain prohibited sweeteners or additives.



**Images represent examples of any brand*

SOY MILK

Use the current Mississippi WIC Approved Products List for verification of approved products.

The following soymilk products are WIC-approved in refrigerated half-gallon cartons:

Brand	Approved product	UPC
Silk	Vanilla Soymilk	00000025293100916
Silk	Soy Vanilla	00000025293600270
Silk	Soymilk Original	00000025293600393
Silk	UHT Soymilk – Original	00000025293600904
8th Continent	Soymilk Original	00000053859070663
8th Continent	Soymilk Vanilla	00000053859070670
Great Value	Soymilk Original	00000078742093871



*Images represent examples of brand

CHEESE

Use the current Mississippi WIC Approved Products List for verification of approved products.

ALLOWED

Declared store brand at time of purchase, 16 oz. package, are WIC approved including:

- Processed American
- Cheddar
- Colby
- Colby Jack
- Monterey Jack
- Mozzarella
- Swiss



**Images represent examples*

NOT ALLOWED

- Cheese food
- Cheese spread
- Cheese product or imitation
- Cheese from the deli or cheese shop
- Peppers or other added ingredients



EGGS

Use the current Mississippi WIC Approved Products List for verification of approved products.

ALLOWED

Declared store brand available at time of purchase are WIC approved:

- Grade-A, Large, one dozen carton



**Images represent examples*

NOT ALLOWED

- Brown eggs
- Specialty eggs
- Eggland's Best

YOGURT

Use the current Mississippi WIC Approved Products List for verification of approved products.

ALLOWED

16 oz. - 32 oz. Containers Whole milk, Low Fat or Non-Fat (including Greek)

- **Activia**
- **Best Choice**
- **Chobani**
- **Dannon**
- **Food Club**
- **Great Value**
- **Kroger**
- **LALA**
- **Oikos**
- **Simple Truth Organic**
- **Smart Way**
- **Stonyfield Organic**
- **Yoplait**, including **Go-GURT**

Only products/UPCs included in the current APL are authorized.



**Images represent examples*

YOGURT

Use the current Mississippi WIC Approved Products List for verification of approved products.

NOT ALLOWED

- Organic yogurts
- Products with non-eligible mix-ins or added ingredients are not allowed.
- Drinkable yogurt
- Other non-authorized forms are not allowed unless specifically included in the current Food List/APL.



**Images represent examples*

YOGURT

Use the current Mississippi WIC Approved Products List for verification of approved products.

ALLOWED

Whole milk yogurt when specified on the eWIC card, 32 oz. containers, of the following **Approved product brands on the APL:**

- Kroger
- Dannon
- Stonyfield Organic
- **Best Choice:** Whole Milk Greek Plain Yogurt
- **Great Value:** Whole Milk Greek Plain Yogurt
- **Chobani:** Whole Milk Plain Greek Yogurt



**Images represent examples*

Only products/UPCs included in the current APL are authorized.

JUICE

Use the current Mississippi WIC Approved Products List for verification of approved products.

ALLOWED

64 oz. bottles of juice

- Must be 100% juice without added sweeteners
- May contain added calcium
- Approved varieties include apple, orange, grape, cranberry blends, pineapple, grapefruit, tomato, vegetable and other 100% juice products **when listed in the APL**

Only products/UPCs included in the current APL are authorized.



**Images represent examples*

NOT ALLOWED

- 48 oz. bottled juice
- Juice drinks, cocktails, ades, or other products that are not 100% juice
- Pourable juice concentrates are not allowed unless the specific product/UPC is included in the current APL.
- Other non-authorized forms unless specifically included in the current Food List/APL.



FROZEN JUICE CONCENTRATE

Use the current Mississippi WIC Approved Products List for verification of approved products.

ALLOWED

Only **frozen juice concentrate products/UPCs** listed in the current **APL** are WIC-approved.

- Approved varieties currently include **orange, grape, and apple-cherry** frozen concentrates.
- The product must match an **authorized UPC** in the current **APL**.



**Images represent examples*

WHOLE WHEAT BREAD

Use the current Mississippi WIC Approved Products List for verification of approved products.

ALLOWED

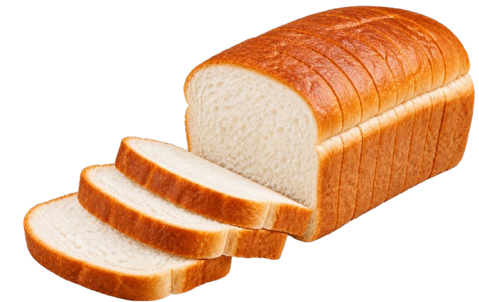
16 oz. - 24 oz. packages of **100% whole wheat and whole grain bread products** include authorized varieties listed in the current APL, such as:

- Whole wheat and whole grain sliced bread
- Whole wheat hamburger buns
- Whole wheat English muffins
- Whole wheat bagels
- Whole wheat and whole grain sandwich thins
- Approved half-loaf varieties
- Other approved whole wheat/whole grain bread products **when listed in the current APL**



NOT ALLOWED

- White bread or other refined-grain bread
- Bread that does not meet WIC whole-grain requirements
- Products with non-approved grain formulations
- Bakery, deli, or freshly baked bread
- Bread products or package sizes **not included in the current APL**
- Any product/UPC **not included in the current APL**



**Images represent examples*

BROWN RICE

Use the current Mississippi WIC Approved Products List for verification of approved products.

ALLOWED

- **Any brand** regular, instant, or boil-in-bag rice in 14-16 oz. bags or boxes is WIC approved.
- No seasoned, white, frozen, gourmet blends, or organic are allowed

Only products/UPCs included in the current APL are authorized.



**Images represent examples*

TORTILLAS

Use the current Mississippi WIC Approved Products List for verification of approved products.

ALLOWED

12 oz. -16 oz. whole wheat and corn tortillas

- Approved products include varieties from:

- Best Choice
- Celia's
- Chi-Chi's
- Essential Everyday
- Food Club
- Kroger
- La Banderita
- Mission
- Tio Santi



**Images represent examples*

- **Only products/UPCs included in the current Approved Products List (APL) are authorized.**

WHOLE WHEAT PASTA

Use the current Mississippi WIC Approved Products List for verification of approved products.

ALLOWED

16 oz. (1 lb.) packages of whole wheat pasta, **any brand or shape** that meet the following requirements:

- 100% whole wheat pasta
- **Whole wheat flour and/or whole durum wheat flour must be the only flours listed in the ingredient list**
- No added sugars, fats, oils, or salt

NOT ALLOWED

- Organic
- Gluten-free
- Pasta made from rice, quinoa, flax, corn, or vegetables
- Pasta containing other flours
- Pasta with added sugars, fats, oils, or salt



**Images represent examples*

BEANS AND PEAS

Use the current Mississippi WIC Approved Products List for verification of approved products.

ALLOWED

16 oz. packages of dry beans/peas AND **15–16 oz. canned** beans/peas

- WIC-approved **mature dried or canned beans, peas and lentils**
- Examples include black beans, black-eyed peas, chickpeas (garbanzo beans), great northern beans, navy beans, kidney beans, mature lima/butter beans, fava beans, mung beans, pinto beans, soybeans/edamame, split peas, lentils and eligible refried beans
- Canned legumes may be **regular or lower sodium**

NOT ALLOWED

- Soups
- Products with added sugars, fats, oils, fruits, vegetables or meat, except where specifically permitted
- Green beans, green peas, snap beans and other immature legumes **as a mature-legume benefit**
(These may qualify under the fruit and vegetable/CVB category.)
- Products not authorized in the current APL



**Images represent examples*

PEANUT BUTTER

Use the current Mississippi WIC Approved Products List for verification of approved products.

ALLOWED

16 – 18 oz. jars of peanut butter

- Any brand
- Creamy, crunchy, or extra crunchy

NOT ALLOWED

- Whipped peanut butter
- Peanut butter spreads
- Omega-3 peanut butter
- Organic peanut butter
- Peanut butter combined with **jelly, honey, marshmallow, chocolate, or similar ingredients**



**Images represent examples*

CANNED FISH

Use the current Mississippi WIC Approved Products List for verification of approved products.

ALLOWED

5 oz., 6 oz., and 7.5 oz. canned Tuna packed in water

5 oz., 6 oz., 7.5 oz. and 14.75 oz. canned Pink Salmon

- Only branded products/UPCs included in the **current Mississippi WIC APL** are authorized.
- Approved products may include **cans, pouches, and multipacks** when **specifically listed in the APL**.
- Participants must purchase products that match their available eWIC benefits.

NOT ALLOWED

- No smoked, solid white, or with other flavorings Tuna varieties
- No red or sockeye Salmon varieties
- Any package, form, or UPC that is not currently authorized



**Images represent examples of brand*

INFANT FORMULA

Only the formula specified on the participant's eWIC benefits is WIC-approved.

- The food prescription identifies the **exact formula, size, form, and quantity** authorized for purchase.
- Vendors must sell the formula that matches the participant's **current eWIC benefits**.
- **No substitutions are allowed.**
- Medical/special formulas are not affected by the standard contract formula change.

INFANT FORMULA

Standard Contract Infant Formulas

- Similac Advance
- Similac Sensitive
- Similac Total/Gentle Comfort
- Similac Soy Isomil



**Images represent examples of brand*

Only the formula, size and form specified in the participant's eWIC benefits may be purchased. No substitutions.

INFANT DRY CEREAL

ALLOWED

8 oz. containers of WIC-approved dry infant cereal

- Rice
- Oatmeal
- Multigrain
- Whole Wheat
- **Organic varieties are allowed when included in the current APL**
- Only approved products/UPCs included in the current APL are authorized.

NOT ALLOWED

- Infant cereal with **fruit**
- Products, varieties, sizes, or UPCs **not included in the current APL**



**Images represent examples of brand*

INFANT FRUITS AND VEGETABLES

ALLOWED

4 oz. jars of 1st and 2nd Stage WIC-approved infant fruits and vegetables

- **Single fruits or vegetables and approved mixed fruit and/or vegetable combinations**
- **Organic varieties are allowed**
- Approved brands/products include **Gerber, Beech-Nut, and Happy Baby Organics**
- Participants must purchase the **approved container/package size identified in the APL**



**Images represent examples of brand*

INFANT FRUITS AND VEGETABLES

NOT ALLOWED

Products containing:

- Added sugars
- Added starches
- Added salt/sodium
- Cereal
- Infant food desserts



**Images represent examples of brand*

INFANT MEATS

ALLOWED

Gerber

- Beef & Gravy
- Turkey & Gravy

Beech-Nut Classics

- Turkey & Broth
- Chicken & Chicken Broth
- Beef & Broth

Earth's Best Organic

- Chicken
- Turkey



**Images represent examples of brand*

- **Only WIC-approved products/UPCs listed in the current APL are authorized.**
- **Infant meats are provided for exclusively breastfed infants.**

INFANT MEATS

NOT ALLOWED

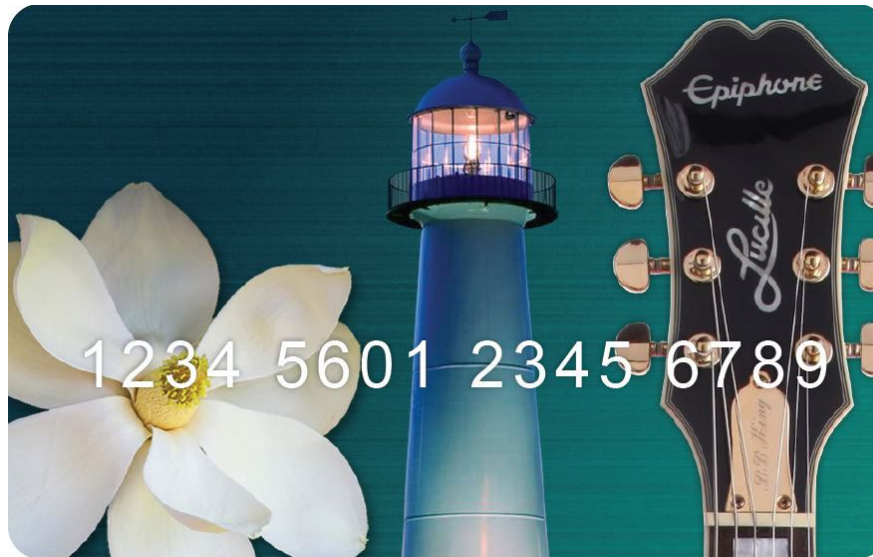
- Dinners
- Graduates
- Sticks
- No meat and vegetable or meat and pasta mixtures
- DHA



**Images represent examples of brand*

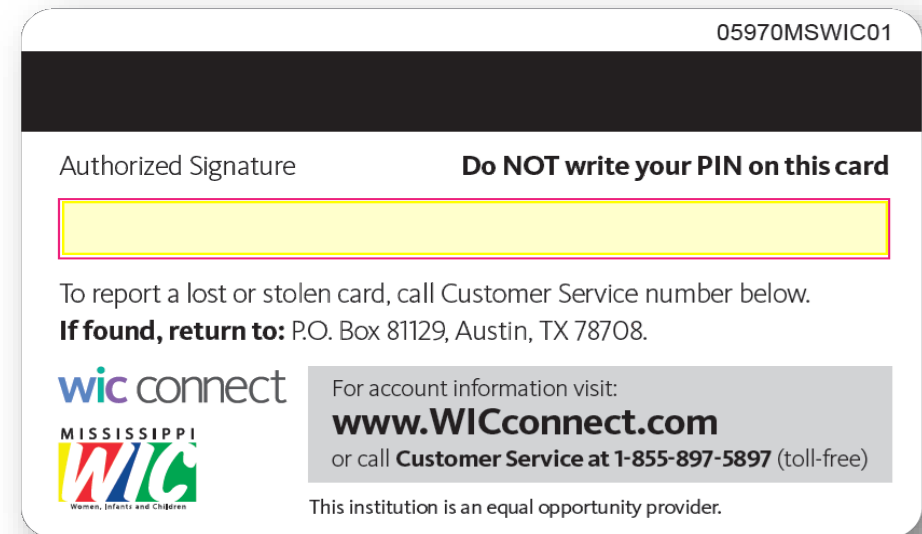
eWIC CARDS

- WIC participants receive an **eWIC card** to access their WIC food benefits and purchase WIC-approved foods at authorized retail grocery stores.
- Mississippi WIC uses an **online eWIC card with a magnetic stripe**. The front of the card displays a unique **Personal Account Number (PAN)**.
- The eWIC card is secured by a **Participant-selected Personal Identification Number (PIN)**.
- Participants must use their eWIC card and PIN to complete an eWIC purchase at the point of sale.



eWIC CARDS

- The back of the eWIC card contains an **Authorized Signature** block and instructions for participants on how to **activate the card and check their benefit balance**.
- The cashier is **NOT** required to verify the signature or request any other form of identification.



eWIC CARDS

- If a participant leaves their eWIC card at the store, **mail the card to the return address printed on the back of the card.**
- **Participants can use their WIC benefits at **any** Mississippi WIC-authorized retailer.**
- Participants do not have to use all their WIC benefits in one transaction.
- Participants may use all or only a portion in a transaction.

05970MSWIC01

Authorized Signature **Do NOT write your PIN on this card**

To report a lost or stolen card, call Customer Service number below.
If found, return to: P.O. Box 81129, Austin, TX 78708.

wic connect
MISSISSIPPI
WIC
Women, Infants and Children

For account information visit:
www.WICconnect.com
or call **Customer Service at 1-855-897-5897** (toll-free)

This institution is an equal opportunity provider.

WIC Differs from SNAP

SNAP

- Participants can purchase most food items, excluding:
 - Alcohol and tobacco products
 - Foods sold hot at the point of sale
 - Vitamins and supplements
- **Dollar-based benefit**
- EBT card/account is used for SNAP benefits

WIC

- Participants can only purchase specific WIC-approved foods included in their prescribed food package
- Item- and quantity-based benefit
- Card is specific to WIC
- **Benefits expire at the end of the 30-day benefit period**

eWIC TRANSACTIONS



How eWIC Works

As the eWIC card is swiped in the point of sale (POS) terminal, and after the customer enters their personal identification number (PIN), the system retrieves the associated food prescription.

The eWIC card may be swiped at any time during the transaction. It is not necessary to swipe the card prior to beginning the transaction unless you are using a stand-beside device.

eWIC TRANSACTIONS



When a food item is scanned, the POS system first checks the internal **Approved Product List (APL)** to validate it as approved for WIC. Then the system verifies that the product is available on the food prescription.

If both of these conditions pass, the product quantity is deducted from the available food prescription when the sale is finalized.

eWIC Transactions

- WIC customers may purchase non-WIC items along with WIC items in the same transaction. This capability is referred to as a **Mixed-Basket Purchase**.
- If non-WIC items are purchased, the POS will first deduct the eligible WIC items from the eWIC account and then display a total remaining balance to be paid for by another tender.
- SNAP EBT cards, credit cards, debit cards, personal checks, or cash may be used to pay the remaining balance.

Point of Sale (POS) Systems

Integrated POS System

- Integrated into the vendor's existing cash register/POS system
- Commonly used by medium-to-large vendors and chain stores
- Supports eWIC transactions through the store's existing system
- WIC-approved foods are identified during the normal checkout process
- **No separate eWIC terminal is needed**
- Provides a more streamlined checkout experience



Stand-Beside POS Device

- **Separate eWIC terminal used alongside the store's cash register**
- **Generally used by authorized pharmacy vendors**
- **Use of a stand-beside device requires Mississippi WIC Program approval**
- WIC items may require a separate scan and manual entry of applicable prices/discounts
- eWIC transactions and settlement are processed separately from the store's regular credit/debit POS system
- Requires a reliable internet connection



eWIC TRANSACTIONS

With Integrated Systems

1. **Scan all food items.**
2. The participant **swipes their eWIC card and enters their PIN.**
3. The **eWIC card must be processed before other forms of payment** when WIC benefits will be used.
4. The participant **reviews and confirms the WIC purchase.**
5. Complete the transaction and provide the participant with the **cash register receipt.** The receipt will show the **remaining WIC benefit balance and benefit expiration date.**

eWIC TRANSACTIONS

With Stand-Beside Devices

1. The participant **swipes their eWIC card and enters their PIN** on the stand-beside device.
2. **Scan each WIC food item** using the stand-beside device.
3. **Enter the price of each item** as required by the device. Enter applicable discounts when required.
4. The participant **reviews and confirms the WIC purchase**.
5. Complete the transaction and provide the participant with the **eWIC receipt** showing the remaining benefit balance and benefit expiration date.
6. Complete any **remaining non-WIC portion of the purchase separately** through the store's cash register/POS system.

eWIC TRANSACTIONS

GIGANTE MARKET
209 B-E NE FRONT STREET
MILFORD, DE 19963

STORE ID: 21272F
TERMINAL ID: E361580003
CLERK ID: 999
DATE & TIME:
SEQUENCE NUMBER: 029
CARD: *****5069
AUTH CODE: 293206

WIC PURCHASE

QTY	UNITS	DESCRIPTION	PRICE
24.00	OZ	Corn Flakes	
		1.00 @ \$5.76	5.76
1.00	BAG	Small Red Beans	
		1.00 @ \$1.10	1.10
1.00	JAR	Creamy Peanut Butter	
		1.00 @ \$1.89	1.89
1.00	PAK	Green Beans	
		1.00 @ \$1.18	1.18
1.00	CAN	Apple Juice	
		1.00 @ \$1.02	1.02
16.00	OZ	Rice Cereal	
		1.00 @ \$4.00	4.00
1.00	DOZ	Large Grade A Eggs	
		1.00 @ \$1.99	1.99
PURCHASE SUBTOTAL			16.94
DISCOUNTS APPLIED			10.65
APPROVED PURCHASE TOTAL			6.28
BALANCE DUE - \$0.00			

The **eWIC receipt** contains two important areas.

The top section displays the products purchased, the amount, and remaining balance of any non-WIC items.

The bottom section displays the benefit expiration date along with the remaining food prescription organized by quantity, package unit, and food category.

Receipt formats may vary by store.

BENEFITS EXPIRE ON

QTY	UNITS	DESCRIPTION
3.00	LB	Cheese
9.00	DOZ	Eggs
6.20	OZ	Adult Cereal
2.00	BAG	Beans Peanut Butter
30.00	OZ	Tuna Salmon
96.00	OZ	infant cereal
115.00	PAK	Infant Fruit & Veg
0.50	JAR	Infant Meats
3.00	PKG	Bread or Tortillas
10.00	CAN	33.8 oz Gerber Soy
0.00	CAN	12.4 Similac Powder
10.00	CAN	Sim Alimentum 12.1oz
16.00	PKG	8 oz PediaSure
3.00	GAL	Whole Milk
21.00	CAN	Evap Milk Whole
1.00	QT	Whole Milk
4.00	GAL	1% or fat free milk
7.00	HGL	Soy Milk-8th Contin
5.50	GAL	lowfat Milk (Dry)
21.00	CAN	Evap Milk 1% or less
24.00	HGL	Lactose 1% or less
11.00	CAN	Frozen Juice
4.00	CTN	Juice Ready to Drink
60.22	\$\$\$	Fresh Fruit & Veg

*** CARHOLIER COPY ***

PLEASE SAVE THIS RECEIPT

eWIC TRANSACTIONS

Checking an Available Benefit Balance

- WIC participants may request an **available benefit balance** before making a purchase.
- The participant can obtain a balance inquiry at the POS by:
 1. **Swiping their eWIC card**
 2. **Entering their PIN**
 3. **Requesting/printing an available benefit balance receipt**
- The receipt shows the **WIC benefits currently available to the household and the benefit expiration date.**
- **No purchase is required to request a balance inquiry.**

BENEFITS EXPIRE ON		
QTY	UNITS	DESCRIPTION
3.00	LB	Cheese
9.00	DOZ	Eggs
6.20	OZ	Adult Cereal
2.00	BAG	Beans Peanut Butter
80.00	OZ	Tuna Salmon
96.00	OZ	infant cereal
115.00	PAK	Infant Fruit & Veg
0.50	JAR	Infant Meats
3.00	PKG	Bread or Tortillas
10.00	CAN	33.8 oz Gerber Soy
0.00	CAN	12.4 Similac Powder
10.00	CAN	Sim Alimentum 12.1oz
16.00	PKG	8 oz PediaSure
3.00	GAL	Whole Milk
21.00	CAN	Evap Milk Whole
1.00	QT	Whole Milk
4.00	GAL	1% or fat free milk
7.00	HGL	Soy Milk-8th Contin
5.50	GAL	Lowfat Milk (Dry)
21.00	CAN	Evap Milk 1% or less
24.00	HGL	Lactose 1% or less
11.00	CAN	Frozen Juice
4.00	CTN	Juice Ready to Drink
60.22	\$\$\$	Fresh Fruit & Veg
**** CARDHOLDER COPY ****		
****PLEASE SAVE THIS RECEIPT****		

eWIC TRANSACTIONS

Item Not Accepted at the POS

- If an item believed to be **WIC-eligible** is not accepted by the POS system:
 - **Do not override the eWIC transaction or substitute another UPC.**
 - Verify that the participant has the appropriate benefit available.
 - Verify the **brand, product type, size, and UPC** against the current Mississippi WIC **Approved Product List (APL)**.
- If the product appears eligible but the UPC is **not included in the APL**, the **Store Manager or Owner** may submit the **Mississippi WIC Program UPC Submission Form** to eWICMS@msdh.ms.gov for review.
 - Mississippi WIC will determine whether the product meets WIC requirements and is eligible.
 - **Products are not authorized for eWIC purchase until the UPC is approved and added to the APL.**

Mississippi WIC Program UPC Submission Form		
Submitter's Information		
Name	Phone Number	
Email	WIC Vendor ID or eWIC card number	
Store or Business Name		
Address	City, State, ZIP Code	
Attach a copy of the product label. It must include the product name, size, manufacturer, nutrition facts, and UPC bar code. Only products with a UPC code denoted on the container will be considered. Manufacturers must provide a list of stores where the product is available.		
Product Information		
Product Type	Product Name	
Product Brand/Manufacturer	Package Size	
UPC Code* (8, 12 or 13 digits) _____		
Fill in the number <u>exactly</u> as it appears on the product label and <u>include all numbers</u> .		
		
For State WIC Use Only		
Date Received	Label Attached ☐ Yes ☐ No	
Date Reviewed	Reviewed By	
☐ Approved	☐ Denied - Reason for Denial	
Category	Subcategory	
Date UPC Entered	Entered By	
Mississippi State Department of Health 01/31/2020 Form No. 1178		

eWIC TRANSACTIONS

Important Things to Know About eWIC Transactions

- Participants may use **another form of payment for any remaining amount owed** after WIC benefits are applied, when applicable.
- Additional payment may include **cash, credit/debit card, SNAP, or other payment methods accepted by the store.**
- **Coupons, promotions, and store loyalty/discount cards must be applied to WIC purchases in the same manner as they are for other customers.**
- **Rainchecks and IOUs are NOT allowed for WIC purchases.**
- **Food or product substitutions are NOT allowed.**
- **Cash or credit refunds are NOT allowed for foods purchased with WIC benefits.**

eWIC TRANSACTIONS

Important Things to Know About eWIC Transactions

- **Scan each item the participant presents for WIC purchase.**
- Cashiers/Store Associates may **not deny an item without verification from the POS system**. Do not deny an item based solely on appearance, brand, or personal knowledge.
- If an item is not accepted, **inform the participant of the POS system message.**
- **Do not override the POS system or substitute another product or UPC.**
- If the participant has questions about their benefits or an item they believe should be WIC-eligible, direct them to their **local WIC clinic** for assistance.

MONITORING

- The Mississippi WIC Program's objective is to maintain a high-quality, compliant vendor network that ensures participants have access to WIC supplemental foods throughout the state.

MONITORING

Three types of monitoring visits:

1. **Pre-authorization Visit**- Conducted before a new vendor is authorized to participate in the Mississippi WIC Program to verify that applicable vendor requirements are met.
2. **Routine monitoring Visit** - Conducted during the vendor agreement period to assess ongoing compliance with WIC Program requirements.
3. **Reauthorization Visit** - Conducted as part of the reauthorization process to verify that an existing vendor continues to meet applicable requirements before a new vendor agreement is issued.

MONITORING

Pre-authorization:

- **WHEN:** Before a new vendor is authorized to participate in Mississippi WIC.
- **PURPOSE:** To verify that the store meets applicable WIC vendor requirements before authorization.
- **WHAT WE REVIEW:**
 - ✓ Minimum stock requirements
 - ✓ Required foods and approved products
 - ✓ Store and inventory conditions
 - ✓ Other applicable vendor requirements
- **KEY POINT:**
Authorization cannot be completed until applicable requirements are met.

MONITORING

Routine monitoring Visit

- **WHEN:** During the vendor agreement period.
- **PURPOSE:** To verify continued compliance with Mississippi WIC requirements.
- **WHAT WE REVIEW:**
 - ✓ Minimum stock requirements
 - ✓ WIC-approved foods and inventory
 - ✓ eWIC/POS and vendor practices, as applicable
 - ✓ Compliance with WIC policies and the Vendor Agreement
- **KEY POINT:**

Vendors are expected to remain compliant throughout the entire agreement period.

MONITORING

Reauthorization Monitoring

- **WHEN:** During the reauthorization process for an existing WIC vendor.
- **PURPOSE:** To verify that the store continues to meet applicable WIC requirements for participation.
- **WHAT WE REVIEW:**
 - ✓ Minimum stock requirements
 - ✓ Required foods and approved products
 - ✓ Store and inventory conditions
 - ✓ Continued compliance with applicable vendor requirements
- **KEY POINT:**
Any identified deficiencies must be addressed as required before the reauthorization process can be completed.

MONITORING

Monitoring may be accomplished through store visits, inventory audits, review of management information reports, and the exchange of information among state, local, and other government agencies (as permitted by confidentiality guidelines for vendor information)

- Visits may be unannounced
- On-site monitoring may happen at any time the store is open
- Purchase records should be on site or readily available

VENDOR SANCTIONS

- Vendor sanctions are penalties set forth by the federal government and State WIC program to respond to violations of WIC policies and procedures
- **Federal Sanctions** are mandated in the federal regulations and have disqualification periods associated with each violation
- **MSDH WIC Program Sanctions** can be applied against a vendor for program violations. Vendor sanctions are penalties set forth by the federal government and State WIC program to respond to violations of WIC policies and procedures
- **Federal Sanctions** are mandated in the federal regulations and have disqualification periods associated with each violation
- **MSDH WIC Program Sanctions** can be applied against a vendor for program violations.

COMPLAINTS

Mississippi WIC strives to make the WIC shopping and transaction experience as smooth as possible. When concerns arise, complaint forms are available for **participants and vendors** to report issues involving WIC services or transactions.



Participant Complaint About A Vendor

The WIC Participant Complaint Form is used for current WIC participants to send complaints about WIC approved grocery stores and pharmacies to the WIC State Office. The WIC team may take up to 5 business days to review and respond to this complaint. If the complaint is about a store experience, the issue will be handled with the store directly.

[Returning?](#)

AAA



WIC Vendor Complaint Form

The WIC Vendor Complaint Form is **ONLY** for use by **current WIC authorized vendors** to send complaints about WIC issues and participants to the WIC State Office. The VMU team may take up to 5 business days to review and respond to this complaint.

Thank you!

Vendor Information

[Returning?](#)

AAA



PARTICIPANT COMPLAINTS

Complaints may include, but are not limited to:

- WIC-approved foods not being available or accepted
- Problems completing an eWIC transaction
- Concerns regarding **store service, policies, or treatment during a WIC transaction**
- Problems or concerns involving **eWIC transactions**
- Concerns involving **store staff or services**
- Inability to purchase medical formula
- Other issues affecting the WIC shopping or service experience



Participant Complaint About A Vendor

The WIC Participant Complaint Form is used for current WIC participants to send complaints about WIC approved grocery stores and pharmacies to the WIC State Office. The WIC team may take up to 5 business days to review and respond to this complaint. If the complaint is about a store experience, the issue will be handled with the store directly.

[Returning?](#)

AAA



PARTICIPANT COMPLAINTS

Mississippi WIC participants may report concerns regarding their shopping experience at a WIC-authorized vendor. **Vendors are expected to cooperate with the complaint process and take appropriate action to resolve identified concerns.**

- **When a participant complaint is received:**
- Mississippi WIC will **review the complaint and contact the vendor**, when appropriate.
- The vendor should **review the concern promptly** and determine what occurred.
- Vendors must **respond to requests for information** from Mississippi WIC and provide any requested documentation.
- If an issue is identified, the vendor is responsible for **correcting the problem and taking steps to prevent it from happening again.**
- Corrective action may include **retraining cashiers or other store personnel** on WIC requirements and store procedures.
- Vendors should ensure that participants are treated **courteously and consistently** when using WIC benefits.
- **Important: Participant complaints may result in additional follow-up when the reported concern indicates possible noncompliance.**

VENDOR COMPLAINTS



WIC Vendor Complaint Form

The WIC Vendor Complaint Form is **ONLY** for use by **current WIC authorized vendors** to send complaints about WIC issues and participants to the WIC State Office. The VMU team may take up to 5 business days to review and respond to this complaint.

Thank you!

Vendor Information

[Returning?](#)

AAA



Complaints may include, but are not limited to:

- Participant attempts to purchase **unauthorized foods** with WIC benefits
- Participant attempts to **return WIC foods for cash, credit, or other unauthorized refunds**
- Concerns involving **Mississippi WIC staff or services**
- Inappropriate behavior toward staff
- Other suspected participant violations of WIC requirements
- Other issues affecting the WIC shopping or service experience

VENDOR COMPLAINTS

If you experience a problem involving a WIC participant or WIC transaction, **please let us know**. Reporting concerns helps Mississippi WIC identify issues, provide appropriate follow-up, and support vendors.

- Complete the **WIC Vendor Complaint Form** with as much detail as possible.
- Vendor Complaint Forms are available at www.freshnewwic.com.
- Provide specific information about the incident to assist Mississippi WIC with appropriate follow-up.
- **Verbal complaints are not accepted.**

Don't hesitate to report a concern. Mississippi WIC will review the complaint and provide appropriate follow-up with the participant when necessary.

VENDOR HANDBOOK

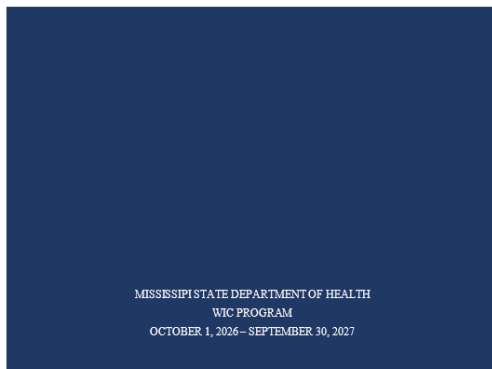
The Vendor Handbook is a document that provides specific guidance to WIC Authorized Vendors regarding WIC Program policies and procedures.

The vendor handbook should be kept on-site at all times.

The MS WIC Vendor Handbook is located on the MSDH website at: www.freshnewwic.com



VENDOR HANDBOOK



APPROVED PRODUCTS LIST

The Mississippi WIC Approved Products List (APL) identifies products authorized for purchase with Mississippi WIC benefits.

- The APL contains **WIC-approved products and their UPCs/PLUs**.
- Vendors should use the **current APL** when verifying whether a product is WIC-approved.
- A product that appears to meet WIC requirements **cannot be purchased with WIC benefits unless it is included in the APL**, when APL inclusion is required.
- Vendors should **not override the POS system or substitute another UPC** when an item is not accepted.
- If an eligible product appears to be missing from the APL, the **Store Manager or Owner** may submit the product to Mississippi WIC for review.
- Because the APL is updated as products are added, changed, or removed, vendors should **always reference the most current version**.

The Mississippi WIC Approved Products List (APL) is located on the MSDH website at: www.freshnewwic.com

USDA NON-DISCRIMINATION STATEMENT

In accordance with federal civil rights law and USDA civil rights regulations and policies, the USDA, its agencies, offices, employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the state or local agency that administers the program or contact USDA through the Telecommunications Relay Service at 711 (voice and TTY). Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, [AD-3027](#), found online at How to File a Program Discrimination Complaint and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

Mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Mail Stop 9410, Washington, D.C. 20250-9410;

Fax: (202) 690-7442; or

Email: program.intake@usda.gov.

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