MISSISSIPPI WIC VENDOR FOOD GUIDE
What is WIC?

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) was designed to help prevent health problems and to improve the health status of women, infants, and children during critical times of growth and development, at no cost to eligible participants. WIC is administered federally by the United States Department of Agriculture (USDA). The Mississippi State Department of Health (MSDH) WIC Program receives funding from the USDA Food and Nutrition Service (FNS) to administer the program. Local health departments and some nonprofit agencies provide WIC services in counties throughout Mississippi. WIC is available to low-income women who are pregnant, breastfeeding, or postpartum; infants; and children up to age 5. To participate in the MSDH WIC Program, participants must currently live in Mississippi, belong in one of the eligible categories, and have a nutrition risk.

Welcome to a fresh new way to WIC.

The MSDH WIC Program provides participants with supplemental nutritious foods, nutrition education, breastfeeding support, and referrals to health and community services. WIC services help participants to achieve optimal growth and development and build a foundation for healthy eating patterns. The goals of nutritional counseling and education provided by WIC are to:

- teach the relationship between proper nutrition and good health;
- achieve a positive change in eating habits; and
- promote the optimal use of WIC supplemental foods and other nutritious foods.

The counseling provided while the participant is receiving WIC services helps families learn healthy eating habits and how to make nutritious food choices they can continue to practice when they are no longer eligible for WIC.

WIC promotes breastfeeding as the normal way of feeding and nurturing infants. WIC provides expert assistance and support to mothers who choose to breastfeed and their infants. Infants who are not breastfed or who are partially breastfed may receive infant formula to supplement their dietary needs.

What role does a WIC vendor play?

WIC vendors play an important role in the health of WIC participants. eWIC cards contain a food prescription designed to supplement the WIC participant’s nutritional needs. The vendor fills the prescription, ensuring the participant receives what is prescribed. Vendors act as the final step in the WIC process. 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. WIC appreciates you partnering with us in providing nutritious foods to Mississippi families.
FRUITS & VEGETABLES

Fresh Fruits & Vegetables

Allowed:
Any variety of whole or cut fresh fruits or vegetables
Bagged vegetables of any size (for example, carrots or salad greens)

Not Allowed:
Items for purchase at a salad bar
Bagged lettuce or salad greens with dressing, croutons, nuts, or dried fruit
Fruit baskets or party trays
Peanuts
Decorative fruits or vegetables (for example, painted pumpkins)
Herbs and spices

Frozen Vegetables

Allowed:
Any size or package type
Any plain vegetables or plain vegetable mixtures without white potatoes
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
Frozen potatoes, sweet potato fries, french fries, hash browns, or shaped potatoes

Frozen Fruits

Allowed:
Any brand or package size of whole or cut frozen fruits

Not Allowed:
Fruit bars, popsicles, or fruit smoothies
With sugar or other sweeteners (for example, syrup or Splenda)

Canned Tomato Products

Allowed:
Any size
Whole, diced, crushed, or stewed tomatoes
Tomato sauce, paste or puree

Not Allowed:
Herbs or seasonings (for example, onions, chilies, or garlic)
Pizza, lasagna, or spaghetti sauce
Soup, salsa, or ketchup
With any oil
FRUITS & VEGETABLES (CONT.)

**Canned Fruits**

**Allowed:**
- Packed in water, juice, or fruit juice concentrate
- Any plain fruit or plain fruit mixture
- Any container type
- Any brand
- Applesauce (no sugar added or unsweetened varieties only)

**Not Allowed:**
- Cranberry sauce, pie filling
- With any syrup (for example, heavy, light, naturally light, or extra light)
- With added sugar (for example, sweetened juice, fruit gel, or nectar)
- With artificial sweetener (for example, Splenda or NutraSweet)

**Canned Vegetables**

**Allowed:**
- Any size
- Plain vegetables and plain vegetable mixtures including green (sweet) peas and green beans, snap beans, wax beans, and yellow beans

**Not Allowed:**
- Pickles and pickled vegetables (for example, sauerkraut)
- Creamed vegetables (for example, creamed corn)
- Baked beans, pork and beans, and refried beans
- Chopped garlic in oil
- Soup, ketchup, relish, and olives
- Canned white potatoes
  *Canned beans, peas, and lentils are allowed in the Beans, Peas, and Peanut Butter section, pgs 24-25. These are not part of the canned vegetable allowance.*
**CEREALS**

Select only the cereals pictured. Select 11 oz.–36 oz. boxes or bags only. Buy any combination that does not go over 36 ounces.

**WAYS TO COMBINE 36 OUNCES OF CEREAL**

*whole grain cereals*

<table>
<thead>
<tr>
<th>Ounces</th>
<th>Cereals</th>
</tr>
</thead>
<tbody>
<tr>
<td>24 oz</td>
<td>Cheerios Original* Multigrain* Chex Corn Rice Kix Original* Honey* Berry Berry Total* Wheaties*</td>
</tr>
<tr>
<td>36 oz</td>
<td>Cheerios Regular Cheerios Multigrain Chex Corn Chex Rice Kix Regular Kix Honey Kix Berry Berry</td>
</tr>
<tr>
<td>12 oz</td>
<td>Grocery Nuts Flakes Original* Flakes* Great Grains Banana Nut Crunch Crunchy Pecan Honey Bunches of Oats with Almonds Honey Roasted With Vanilla Bunches Whole Grain Honey Crunch</td>
</tr>
<tr>
<td>18 oz</td>
<td>Grocery Nuts Flakes Original* Flakes* Great Grains Banana Nut Crunch Crunchy Pecan Honey Bunches of Oats with Almonds Honey Roasted With Vanilla Bunches Whole Grain Honey Crunch</td>
</tr>
<tr>
<td>10 oz</td>
<td>Grocery Nuts Flakes Original* Flakes* Great Grains Banana Nut Crunch Crunchy Pecan Honey Bunches of Oats with Almonds Honey Roasted With Vanilla Bunches Whole Grain Honey Crunch</td>
</tr>
<tr>
<td>9 oz</td>
<td>Grocery Nuts Flakes Original* Flakes* Great Grains Banana Nut Crunch Crunchy Pecan Honey Bunches of Oats with Almonds Honey Roasted With Vanilla Bunches Whole Grain Honey Crunch</td>
</tr>
</tbody>
</table>

Pictures are subject to change. All eligible brands may not be pictured. Products may be added so check the MS WIC app for updates.
Cereals (cont.)

Malt O Meal
Mini Spooners
- Frosted®
- Strawberry Cream®

Quaker
Oatmeal Squares
- Brown Sugar®
- Cinnamon®
- Golden Maple®
- Life
- Original®
- Vanilla®
- Strawberry®

Kellogg’s
Crispix Original
- Special K
- Original
- Multigrain with a Touch of Cinnamon®
- Honey Almond Ancient Grains®

Corn Flakes
- Rice Krispies Original
- All-Bran Complete Wheat Flakes®
- Frosted Mini Wheats
- Original®
- Little Bites®
- Filled Mixed Berry®
- Blueberry®
- Strawberry®
- Pumpkin Spice®

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MILK

1 GALLON

1/2 GALLON

Allowed: Declared store brand of any of the following at time of purchase:

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

Select any combination of gallon and half-gallon sizes. Quarts are available only if specified.

Allowed only when specified:

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

Not Allowed:

- Acidophilus-treated milk
- Condensed milk
- Organic milk
- Goat milk
- Nut milk
- Rice milk

Soy Beverage

Allowed only when specified. These brands and varieties are available in half-gallon, refrigerated cartons:

- 8th Continent (Original or Vanilla only)
- Silk (Original only)

Not Allowed:

- DHA
- Omega-3
- Fat-free
- Light
- Organic
- Quarts or twin packs

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YOGURT

Allowed:
- Choose from the listed brands and flavors.
- Must be 1 quart (32 oz.) containers, except for YoPlait Go-Gurt. See approved sizes for YoPlait Go-Gurt.

Not Allowed:
- Organic
- Drinkable
- Mix-in ingredients (for example, granola, candy pieces, honey, or nuts)

Whole yogurt for children 12–23 months of age.

CHOBANI
- Plain Whole Milk Greek

DANNON
- Plain Lowfat
- Strawberry Blended Greek Nonfat
- Vanilla Blended Greek Nonfat
- Peach Blended Greek Nonfat

DANNON OIKOS
- Plain Whole Milk Greek
- Whole Milk Plain
- Whole Milk Vanilla
- Strawberry Blended Greek Nonfat
- Vanilla Blended Greek Nonfat
- Triple Zero Blended Greek Vanilla

KROGER
- Nonfat Plain
- Blended Vanilla Lowfat
- Blended Plain Lowfat

YOPLAIT
- Original Strawberry Lowfat
- Original Vanilla Lowfat
- Original Harvest Peach Lowfat

YOPLAIT GO-GURT
- Any Flavor
- Approved Size – Either: 1 - 16-pack (2 oz. servings) 2 - 8-packs (2 oz. servings)

DANNON LIGHT & FIT
- Vanilla Nonfat
- Strawberry Nonfat
- Vanilla Greek Nonfat
- Plain Greek Nonfat

GREAT VALUE
- Original Vanilla Lowfat
- Original Strawberry Lowfat
- Original Strawberry Banana Lowfat
- Original Plain Nonfat

Nonfat or lowfat yogurt (0%–2% fat) for women and for children two years of age or older.

CHOBANI
- Plain Nonfat Greek
- Strawberry Blended Greek Nonfat
- Vanilla Blended Greek Nonfat
- Peach Blended Greek Nonfat

DANNON
- Plain Lowfat
- Strawberry Blended Greek Lowfat
- Vanilla Blended Greek Lowfat

DANNON OIKOS
- Plain Greek Nonfat
- Triple Zero Blended Greek Vanilla

DANNON LIGHT & FIT
- Vanilla Nonfat
- Strawberry Nonfat
- Vanilla Greek Nonfat
- Plain Greek Nonfat

KROGER
- Nonfat Plain
- Blended Vanilla Lowfat
- Blended Plain Lowfat

YOPLAIT
- Original Strawberry Lowfat
- Original Vanilla Lowfat
- Original Harvest Peach Lowfat

KROGER
- Nonfat Plain
- Blended Vanilla Lowfat
- Blended Plain Lowfat

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CHEESE

Allowed:
1 pound (16 oz.) package of the declared store brand of any of the following varieties.
Choose any of the following varieties.
• Processed American
• Cheddar
• Colby
• Monterey Jack
• Colby Jack
• Mozzarella
• Swiss

May be block, hoop, cubed, shredded, sliced, or string.

May be low fat, low cholesterol, or low sodium, but you are not limited to these options.

Not Allowed:
• Cheese food, spread, or product
• Mixes, sticks, or crumbles
• Peppers or other added ingredients
• Cheese from the deli or cheese shop

EGGS

Allowed:
• Declared store brand
• Grade-A, large
• One-dozen carton

Not Allowed:
• Brown eggs
• Specialty eggs
• Eggland’s Best
JUICES

Select only the following size(s). Must be 100% juice, without added sweeteners. May contain added calcium. No fruit punch, fruit drink, or drink ades.

11.5 oz.–12 oz. Frozen *For women only
Select only the brands and flavors pictured above. All flavors of Old Orchard Juice (green lid only) are approved.

11.5 oz. Non-Frozen Pourable Concentrate *For women only
Select only the brands and flavors pictured above.

48 oz. Containers *For women only
Select only the brands and flavors pictured above. All flavors of Juicy Juice and Northland Cranberry Juice blends are allowed. Welch’s Grape, Red Grape, and White Grape juices are not available in 48 oz containers.

64 oz. Containers *For children only
Select only the brands and flavors pictured above. All flavors of Juicy Juice and Northland Cranberry Juice blends are allowed.

64 oz. Refrigerated Containers *For children only
Select only 100% orange juice.

Pictures are subject to change. All eligible brands may not be pictured. Products may be added so check the MS WIC app for updates.
WHOLE GRAINS

Whole Wheat Pasta

Allowed:
- 1 pound (16 oz.) package
- Any brand or shape
- 100% whole wheat flour and/or whole durum wheat flour must be the only flours listed on the ingredients list

Not Allowed:
- Organic
- Gluten free
- Pasta made from rice, quinoa, flax, corn, or vegetables
- Added sugars, fats, oils, or salt

Whole Grain Tortillas

1 pound (16 oz.) package. Choose whole wheat or corn tortillas from the brands pictured below.

Allowed:
- 1 pound (16 oz.) package
- Any brand or shape
- 100% whole wheat flour and/or whole durum wheat flour must be the only flours listed on the ingredients list

Not Allowed:
- Organic
- Gluten free
- Pasta made from rice, quinoa, flax, corn, or vegetables
- Added sugars, fats, oils, or salt

CELIA’S
Celia’s Whole Wheat Tortillas
Celia’s Corn Tortillas

LA BANDERITA
La Banderita Whole Wheat Tortillas
La Banderita Corn Tortillas

MISSION
Mission Whole Wheat Tortillas
Mission Corn Tortillas

Pictures are subject to change. All eligible brands may not be pictured. Products may be added so check the MS WIC app for updates.
Whole Grain or Whole Wheat Bread
Whole wheat and whole grain breads. 1 pound (16 oz.) package. Select only the breads pictured below.

- Bimbo 100% Whole Wheat
- Nature’s Own 100% Whole Wheat
- Nature’s Own 100% Whole Wheat with Honey
- Pepperidge Farm 100% Stone Ground Whole Wheat
- Roman Meal 100% Whole Grain
- Sara Lee 100% Whole Wheat
- Wonder 100% Whole Wheat
- Arnold 100% Whole Grain Sliced Buns

For women who exclusively breastfeed.

CANNED TUNA
Allowed:
- Any brand light tuna, chunk style, packed in water.
- 5, 6, and 7.5 oz. cans.

Not Allowed:
- No smoked, solid white, or other flavorings.

CANNED SALMON
Allowed:
- Any brand pink salmon.
- 5, 6, 7.5, and 14.75 oz. cans.

Not Allowed:
- No red or sockeye.

WAYS TO COMBINE FISH
Choose a combination that does not go over 30 ounces.

- SIX 5 OZ CANs
- FIVE 6 OZ CANs
- FOUR 7.5 OZ CANs
- TWO 14.75 OZ CANs

Allowed:
- • 1 pound (14-16 oz.) bag or box.
- • Any brand of regular, instant, or boil-in-bag rice.
- • Seasoned
- • White rice
- • Frozen
- • Gourmet blends
- • Organic

Not Allowed:
- • Seasoned
- • White rice
- • Frozen
- • Gourmet blends
- • Organic

Pictures are subject to change. All eligible brands may not be pictured. Products may be added or changed; check the MS WIC app for updates.
**BEANS, PEAS, AND PEANUT BUTTER**

**Ways to combine:**

1 JAR PEANUT BUTTER  
1 BAG OF DRY BEANS  
OR  
4 CANS OF BEANS

**BEANS AND PEAS**

**Allowed:**  
- Black beans  
- Black-eyed peas  
- Garbanzo beans (chickpeas)  
- Great northern beans  
- Kidney beans  
- Fava and mung beans  
- Pinto beans  
- Split peas  
- Lentils  
- White beans (navy and pea beans)  
- Mature lima beans (butter beans)

**Not Allowed:**

- Added sugar, fat, oil, or meat  
- Soups or baked beans  
- Green (sweet) peas, green beans, snap beans, wax beans, and yellow beans  
- Organic  
- Any brand, may be creamy, crunchy, or extra crunchy  
- No whipped, spreads, omega-3, organic, or combinations with jelly, honey, marshmallows, chocolate, or similar ingredients.

**CANNED BEANS**

**Allowed:**

1 pound (15-16 oz.) can, any brand.

**Not Allowed:**

- Organic  
- Added sugar, fat, oil, or meat  
- Soups or baked beans  
- Green (sweet) peas, green beans, snap beans, wax beans, and yellow beans  
- Organic  
- Any brand, may be creamy, crunchy, or extra crunchy  
- No whipped, spreads, omega-3, organic, or combinations with jelly, honey, marshmallows, chocolate, or similar ingredients.

**DRIED BEANS**

1 pound (16 oz.) bag, any brand.

*Green (sweet) peas, green beans, snap beans, wax beans, and yellow beans are allowed as part of the Canned Vegetable allowance, pg 6-7. These are not part of the bean, pea, and peanut butter allowance.*

**PEANUT BUTTER**

**Allowed:**

1 pound (16 - 18 oz.) container, any brand, may be creamy, crunchy, or extra crunchy.

**Not Allowed:**

- No whipped, spreads, omega-3, organic, or combinations with jelly, honey, marshmallows, chocolate, or similar ingredients.
INFANTS

Infant Formula

The WIC Shopping List shows the brand, size, form (powder, concentrate), and quantity to purchase. No substitutions allowed.

8 oz. containers of Gerber or Beech-Nut.

Allowed:
• Oatmeal
• Rice
• Multigrain
• Whole Wheat

Not Allowed:
No organic, DHA, fruit, or other additives.

Infant Fruits and Vegetables

Select any second-stage, single ingredient infant fruits or vegetables, only in these sizes and brands.

Allowed:
• Beech Nut Nothing Artificial Added – 4 oz. jar
• Gerber - 8 oz (2 packs of 4 oz.)

You can buy infant fruits and vegetables in any combination of packages or jars that add up to the total ounces (oz.) you receive per month.

Not Allowed:
No added sugar, starches, salt, DHA, or organic.

Infant Meats (for exclusively breastfed infants)

Includes chicken, turkey, ham, and beef.

Allowed:
Beech Nut Stage 1
• Meat with broth
• 2.5 oz. container

Gerber 2nd Foods
• Meat with gravy
• 2.5 oz. container

Not Allowed:
No organic, meat and vegetable, or meat and pasta mixtures. No DHA. No meat sticks.

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How to Complete an eWIC Transaction

Integrated Point of Sale System
1. Scan all food.
2. The customer swipes their card and enters their PIN.
   - If the customer identifies himself or herself as a WIC participant, make sure they use their eWIC card first before any other form of payment.
3. Give the cash register receipt to the WIC participant. The remaining benefit balance and the date benefits expire will be printed on the receipt.
4. If there are problems with an eWIC transaction, contact your store manager for help.

Stand-Beside Point of Sale System
1. If the customer identifies himself or herself as a WIC participant, the eWIC card is swiped and the customer enters their PIN.
2. Scan all food.
3. Give the stand-beside point of sale system receipt to the WIC participant. The remaining benefit balance and the date benefits expire will be printed on the receipt.

Vendor Responsibilities
WIC vendors agree to:
1. Comply with the requirements of the Vendor Agreement and the Vendor Handbook.
2. Attend training and train managers and all employees involved in the redemption of eWIC transactions and in federal and state policies and procedures.
3. Stock WIC foods as designated on the current Mississippi WIC Approved Product List. The vendor shall carry at least the minimum stock of each food category as stated in the Minimum Stock Requirements.
4. Ensure WIC foods are not spoiled, expired, or outdated when sold to WIC participants.
5. Provide only WIC foods to WIC participants in exchange for eWIC.
6. Offer WIC participants, parents, caretakers of infant and/or child participants, and proxies the same courtesies offered to other customers, including the issuance of special manufacturer or store promotions and coupons.
7. Never give WIC participants cash in exchange for eWIC benefits.
8. Never substitute one WIC food for another WIC or non-WIC food (e.g., evaporated milk for infant formula).
9. Never allow the return of food purchased with eWIC to be exchanged for cash.
10. Allow the exchange of an identical WIC food when the original food is defective, spoiled, or has exceeded its “sell by,” “best if used by,” or other date limiting the sale or use of the food.
11. Never buy or sell eWIC for cash (trafficking).
12. Clearly mark the price of WIC foods on the shelf under the foods.
13. Always display to the public that the vendor is authorized to participate in the WIC Program and accepts eWIC.
14. Ensure that no conflict of interest exists between the vendor and the MSDH WIC Program or its local agencies as defined by applicable state laws, regulations, and policies.
15. Maintain inventory records used for federal tax reporting purposes, as well as other records the MSDH WIC Program may require.
16. Ensure that WIC participants are not discriminated against on the basis of race, color, national origin, sex, age, or disability.
NON-DISCRIMINATION STATEMENT

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

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 Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at: How to File a 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:

WIC VENDOR MANAGEMENT DEPARTMENT

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

Fax:  
(202) 690-7442

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