



MISSISSIPPI WIC VENDOR FOOD GUIDE



WELCOME TO A FRESH NEW WAY TO WIC.

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.

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 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)

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

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

*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.

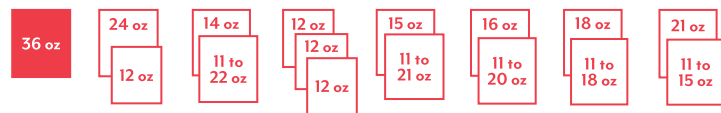


CEREALS

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



Hot Cereals (packets only)

Cream of Wheat Instant

Original Flavor

Quaker Instant Grits

Original Flavor

Quaker Instant Oatmeal

Original Flavor*



Cream of Wheat Instant Original Flavor



Quaker Instant Grits Original Flavor



Quaker Instant Oatmeal Original Flavor

General Mills

Cheerios

Original*

Multigrain*

Chex

Corn

Rice

Kix

Original*

Honey*

Berry Berry

Total*

Wheaties*



Cheerios Regular



Cheerios Multigrain



Chex Corn



Chex Rice



Kix Regular



Kix Honey



Kix Berry Berry



Total



Wheaties

Post

Grape-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*



Grape-Nuts Original



Grape-Nuts Flakes



Great Grains Banana Nut Crunch



Great Grains Crunchy Pecan



Honey Bunches of Oats with Almonds



Honey Bunches of Oats Honey Roasted



Honey Bunches of Oats with Vanilla Bunches



Honey Bunches of Oats Whole Grain Honey Crunch



CEREALS (CONT.)

Malt O Meal

Mini Spooners

- Frosted*
- Strawberry Cream*



Frosted Mini Spooners



Strawberry Cream Mini Spooners

Quaker

Oatmeal Squares

- Brown Sugar*
- Cinnamon*
- Golden Maple*



Oatmeal Squares
Brown Sugar



Oatmeal Squares
Cinnamon



Oatmeal Squares
Golden Maple

Life

- Original*
- Vanilla*
- Strawberry*



Life Original



Life Vanilla



Life Strawberry

Kellogg's

Crispix Original

Special K

- Original
- Multigrain with a Touch of Cinnamon*
- Honey Almond Ancient Grains*



Crispix Original



Special K
Original



Special K Multigrain
with a Touch of
Cinnamon



Special K
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*



Corn Flakes



Rice Krispies
Original



All-Bran
Complete
Wheat Flakes



Frosted Mini
Wheats Original



Frosted Mini
Wheats Little Bites



Frosted Mini
Wheats Filled
Mixed Berry



Frosted Mini
Wheats Blueberry



Frosted Mini
Wheats Strawberry



Frosted Mini
Wheats Pumpkin
Spice



MILK



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



8th Continent Soymilk Original



8th Continent Soymilk Vanilla



Silk Soymilk Original

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



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 OIKOS

Plain Whole Milk Greek

DANNON

All Natural Plain Whole

KROGER

Whole Milk Plain
Whole Milk Vanilla

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

YOPLAIT

Original Strawberry Lowfat

Original Vanilla Lowfat

Original Harvest
Peach Lowfat

Original Strawberry
Banana Lowfat

DANNON

Plain Lowfat

Vanilla Lowfat

YOPLAIT GO-GURT

Any Flavor

Approved Size – Either:
1 - 16-pack (2 oz. servings)
2 - 8-packs (2 oz. servings)

Not Allowed:

YoPlait Go-Gurt Non-Dairy
YoPlait Go-Gurt Slushies

DANNON OIKOS

Plain Greek Nonfat

Vanilla Greek Nonfat

Triple Zero Blended
Greek Vanilla

KROGER

Nonfat Plain

Blended Vanilla Lowfat

Blended Plain Lowfat

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



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 ads.



Dole
Pineapple



Old Orchard
(all flavors)



Seneca
Apple



Any Brand
Orange



Welch's
Grape



Welch's
Apple



Welch's
Tropical Passion

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.



Juicy Juice
(all flavors)



Lucky Leaf
Apple



Northland
Cranberry



Seneca
Apple



Libby's
Pineapple



Welch's
Grape



Welch's
Red Grape



Welch's
White Grape



Any Brand
Orange

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.



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.

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



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
Sungrain 100% Whole Grain



Sara Lee
100% Whole Wheat



Wonder
100% Whole Wheat



Arnold
100% Whole Grain
Sliced Buns

Whole Grain Rice

Allowed:

- 1 pound (14-16 oz.) bag or box.
- Any brand of regular, instant, or boil-in-bag rice.

Not Allowed:

- Seasoned
- White rice
- Frozen
- Gourmet blends
- Organic

FISH

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.

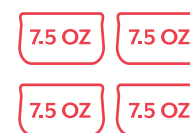
SIX 5 OZ
CANS



FIVE 6 OZ
CANS



FOUR 7.5 OZ
CANS

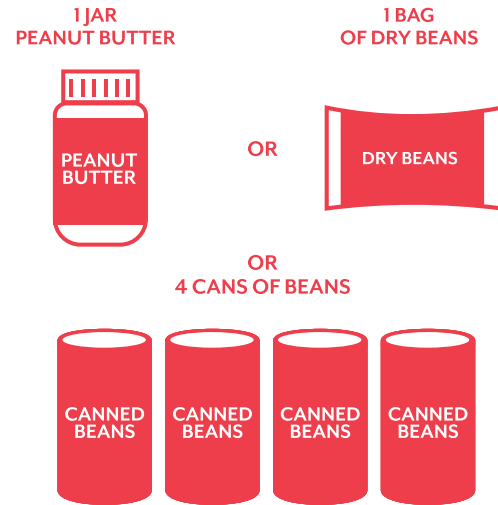


TWO 14.75 OZ
CANS



BEANS, PEAS, AND PEANUT BUTTER

Ways to combine:



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)

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

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.

Dry Infant Cereal

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.



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:

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

Email:

program.intake@usda.gov

This institution is an equal opportunity provider.

WIC VENDOR MANAGEMENT DEPARTMENT

Phone:

1 (800) 359-7832

Email:

vmu@msdh.ms.gov

**WE LOOK FORWARD TO
WELCOMING YOU AS A
RETAIL PARTNER!**

FRESHNEWWIC.COM



MISSISSIPPI STATE DEPARTMENT OF HEALTH

NEW WIC FOODS

The foods listed below are now approved by the Mississippi WIC Program

BREAD

Pepperidge Farm 100% Whole Wheat Light Style Bread, 16 oz

Pepperidge Farm 100% Whole Wheat Very Thin Bread, 16 oz

Pepperidge Farm Soft Wheat Light Style Bread, 16 oz



YOGURT

Lala Low Fat Yogurt Strawberry, 32 oz

Lala Low Fat Yogurt Mango, 32 oz

Lala Low Fat Yogurt Vanilla, 32 oz



CEREAL

Choose 11 oz to 36 oz boxes or bags only, any combination that does not go over 36 oz.

Whole Grain Options *

Quaker

Oatmeal Squares, Brown Sugar *

Oatmeal Squares, Honey Nut *

Life, Multigrain Vanilla *

Mighty Life, Very Vanilla *

NEW WIC FOODS (continued)

The foods listed below are now approved by the Mississippi WIC Program

CEREAL (continued)

Kellogg's

Special K, Original
Special K Protein, Original with Cinnamon *
Frosted Mini Wheats, Original *
Frosted Mini Wheats, Little Bites *
Frosted Mini Wheats Bite Size, Strawberry *
Frosted Mini Wheats, Blueberry Muffin *
Frosted Mini Wheats, Cocoa *
Frosted Mini Wheats, Pumpkin Spice *
Frosted Mini Wheats, Cinnamon Roll *

Complete Bran *
Kashi Cocoa Clusters *
Kashi Blueberry Clusters *
Kashi Hearts and O's, Honey Toasted *
Kashi Hearts and O's, Warm Cinnamon *
Crispix Original
Corn Flakes
Rice Krispies

General Mills

Cheerios *
Multi-Grain Cheerios *
Cheerios Veggie Blends – Apple Strawberry *
Cheerios Veggie Blends – Blueberry Banana *
Kix Original *
Kix Honey *
Kix Berry Berry

Total *
Wheaties *
Bluey *
Chex, Corn
Chex, Rice

Post

Great Grains, Banana Nut Crunch *
Great Grains, Crunchy Pecan *
Grape Nuts, Original *
Grape Nuts, Flakes *

Honey Bunches of Oats, Vanilla Bunches
Honey Bunches of Oats, Honey Roasted
Honey Bunches of Oats, with Almonds

Malt-O-Meal

Mini Spooners *

Mini Spooners, Strawberry *

Grain Berry

Multi Bran Flakes *
Cinnamon Frosted Shredded Wheat *

Original Toasted Oats *
Apple Cinnamon Toasted Oats *