



MISSISSIPPI STATE DEPARTMENT OF HEALTH



Vendor Advisory Meeting  
Thursday, March 26, 2026 @ 12 pm

MSDH WIC Program  
Vendor Management Unit

# Welcome

- Please enter your name, title, store name and corporation name in the chat to count towards your attendance at today's session.
- If your chat is not operable, please email [vmu@msdh.ms.gov](mailto:vmu@msdh.ms.gov)
  - **Subject Line: Advisory Meeting Attendance 03/26/2026**
  - **Include store name and person(s) attending and their title**



# Agenda

- Vendor Requirements
- Compliance Reminders
- Program Reminders & Policy Updates
- Reauthorization
- Questions & Answers



# Vendor Requirements



- **Store Closures, Sales, or Ownership Changes:** Vendors must notify the MS WIC Vendor Management Unit within 72 hours of any store closure, temporary closure, sale/transfer, relocation, or name change. Email this notice to [vmu@msdh.ms.gov](mailto:vmu@msdh.ms.gov)
- **Vendor Technology Form:** If your store makes any update to its POS provider, system configuration, lanes, or hardware, please submit an updated Vendor Technology Form immediately. Timely updates prevent transaction errors and ensure compliance.
- **Staff Training:** Ensure staff is trained on the current approved WIC Foods.



# Vendor Requirements

## Minimum Stocking Requirements



### MISSISSIPPI WIC PROGRAM MINIMUM STOCKING REQUIREMENTS

Authorized vendors must stock the varieties and minimum quantities of WIC approved foods as listed in the current WIC approved food list. Only approved foods within the manufacturer's product eligibility date will be counted as part of minimum stock. Vendors cannot use another store's brand items as part of the minimum stocking requirements. Minimum stocking requirements are listed below:

Category	Type or Brand	Minimum Quantity
Infant Formula	12.4 – 12.5 oz. cans powder standard milk-based formula – WIC approved	12 cans
	12.4 – 12.9 oz. cans powder soy formula – WIC approved	9 cans
	12.4 – 12.9 oz. cans powder low lactose milk-based formula – WIC approved	9 cans
	12.4 – 12.9 oz. cans powder low lactose, partially hydrolyzed milk-based formula – WIC approved	9 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. container of dry infant cereal without fruit (Rice, Oatmeal, Multigrain, or Whole Wheat) – WIC approved	6 containers
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
Cheese	16 oz. cheese (Must carry at least two varieties) – WIC approved	8 pounds total
Eggs	Large white eggs, grade A or AA – WIC approved	9 dozen total
Cereal	At least 6 varieties of cold cereal – WIC approved	36 boxes total
	At least 12 boxes of cereals carried must be whole grain – WIC approved	
Bread	16 oz. whole grain bread – WIC approved	4 loaves

Juice	Any combination of tortillas or brown rice – WIC approved	4 packages/bags
	64 oz. bottles of juice in at least two flavors – WIC approved	5 bottles
	48 oz. container or 11.5 – 12 oz. concentrate or frozen juice in at least two flavors – WIC approved	8 containers
Peanut Butter	16 – 18 oz. jars of peanut butter – WIC approved	6 jars
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	
Fruits and vegetables	At least 5 varieties of fresh fruits and 5 varieties of fresh vegetables – WIC approved	\$24 dollar retail value
	At least 5 varieties of canned fruits and 5 varieties of canned vegetables – WIC approved	24 cans total

### Alternative Minimum Stocking Requirements

Category	Type or Brand	Minimum Quantity
Bread	16 oz. whole grain bread, brown rice, or tortillas – WIC approved	4 total
Fruits and vegetables	At least 5 varieties of fresh fruits and 5 varieties of fresh vegetables – WIC approved	\$12 dollar retail value
	At least 5 varieties of canned fruits and 5 varieties of canned vegetables – WIC approved	12 cans total

# Compliance Reminders

## Annual Training

- All vendors are required to participate in annual training
- Annual Training will be in-person this year.
- You can visit [www.freshnewwic.com](http://www.freshnewwic.com) for registration starting 04/01/2026 and more information.

## Monitoring Visits

- All vendors are subject to inventory audits, routine monitoring, and compliance investigations annually.
- These visits are in progress



# Compliance Reminders

## Unauthorized WIC Signage

- Only state-issued WIC materials may be used
- Store-created or altered WIC signage is not permitted

## Examples of Unauthorized Signage

- Handwritten “WIC Approved” signs
- Store-created shelf labels
- Altered or modified WIC materials
- Misleading signage regarding WIC eligibility



## Signage Compliance

- Unauthorized signage may mislead participants
- May result in incorrect purchases and complaints
- May lead to compliance action or sanctions
- Remove unauthorized signage immediately

# Compliance Reminders

- **Infant Formula Requirements**
  - Infant formula must be purchased **ONLY** from an approved infant formula supplier.
  - Purchasing formula from an unapproved supplier may result in sanctions, **including termination of the vendor agreement** with the Mississippi WIC Program.
  - The list of approved infant formula suppliers can be found here: <https://msdh.ms.gov/msdhsite/ static/resources/10249.pdf>

# Compliance Reminders

## Infant Formula Minimum Stock

Type or Brand	Minimum Quantity
12.4 – 12.5 oz. cans powder standard milk-based formula – Similac Advance	12 Cans
12.4 – 12.9 oz. cans powder soy formula – Similac Soy Isomil	9 cans
12.4 – 12.9 oz. cans powder low lactose milk-based formula – Similac Sensitive	9 cans
12.4 – 12.9 oz. cans powder low lactose, partially hydrolyzed) milk-based formula – Similac Total Comfort	9 cans



### MSDH WIC PROGRAM NOTIFICATION: INFANT FORMULA MANUFACTURER CHANGE

August 7, 2025

To: WIC Authorized Vendors

From: WIC Vendor Management Unit

Starting **September 1, 2025**, the Mississippi WIC Program will transition from **Enfamil** to **Similac** for standard infant formulas. This change does **not** affect any medical formulas. If participants were issued benefits for Enfamil formula on their eWIC card for **August 2025**, they can still use those benefits to purchase Enfamil until they expire in **September**.



#### What's Changing:

The following **Enfamil** formulas will no longer be offered: **Enfamil Infant**, **Enfamil Gentlease**, **Enfamil AR**, **Enfamil Reguline**, and **Enfamil Simply Plant-based** (Prosoabee).

The above-mentioned **Enfamil** formulas will be replaced with these **Similac** formulas:

- **Enfamil Infant** → **Similac Advance**
- **Enfamil Gentlease** → **Similac Sensitive**
- **Enfamil AR** → **Similac Total Comfort**
- **Enfamil Reguline** → **Similac Total Comfort**
- **Enfamil Simply Plant Based** (Prosoabee) → **Similac Soy Isomil**

If you have questions or concerns, please contact the **WIC Vendor Management Unit** at [vmu@msdh.ms.gov](mailto:vmu@msdh.ms.gov).

# Participant Service Standards

## Remember – participants are the center of the WIC program

- Remember to treat WIC participants with courtesy and respect
- WIC-only lanes are not allowed (*unless you have a single function POS device*)
- *Never deny WIC items*
- *Maintain respectful, judgment-free interactions*



# Participant Complaints

## Participant Complaints

- All valid complaints are reviewed and tracked
- All valid complaints must be resolved by vendors.
- **Vendors with more than 9 complaints in a year will be determined to be high risk**
- Complaints may result in monitoring or compliance investigations

## Responding to Complaints

- Address concerns at the time of transaction when possible
- Respond to emails from the Vendor Management Unit as quickly as possible with as much information as possible
- Escalate unresolved issues to the Vendor Management Unit
- **Do not dismiss or redirect participants without assistance**

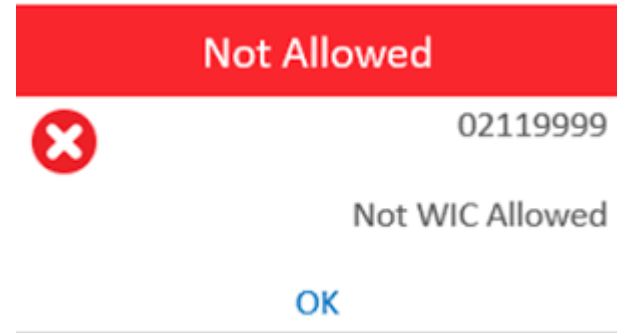
## Preventing Complaints

- Train all staff on current WIC approved foods (required per your vendor agreement)
- Verify WIC foods using the WIC Shopper App – **or** – the Approved Products List
- **Maintain Minimum Stock Requirements**
- Ensure competitive pricing and have WIC approved products tagged on the shelves.



# Transaction Troubleshooting

- “Item Not Allowed” → Check APL sync and shelf tag“
- Invalid UPC” → Missing mapping or outdated store file
- “Insufficient Balance” → Direct participant to clinic/Helpdesk
- POS Errors → Contact your POS provider first, then VMU and include as many details as possible for the error for submission to the EBT Processor for review
- Duplicate redemption attempts



# Program Updates

## *Reauthorization Applications*

### What you need to know

- Current Vendor Agreements expire:  
**September 30, 2026**
- Reauthorization is required to continue participation in the WIC Program
- Vendors must complete and submit a reauthorization application
- Failure to complete reauthorization will result in loss of WIC authorization

### What to Expect

- Reauthorization process will open in April/May 2026
- All applications are due by **05/31/2026**
- Application will require new login by current owner
- Pre-authorization visit may be required
- Additional guidance will be provided by VMU



# Program Updates

## *Reauthorization Documents*

**Grocery Applicants are required to submit the forms listed below.**

- Business License
- Privilege Tax License
- Proof of Ownership (Lease, Deed, or Bill of Sale)
- Form W-9
- Vendor Technology Survey
- Additional Store Attachment: For entities submitting an application for multiple store locations
- Proof of SNAP Authorization
- Grocery Price Survey Form
- Store Brand Declaration Form

**Pharmacy and Grocery-pharmacy applicants are required to submit the forms listed below.**

- Business License
- Privilege Tax License
- Proof of Ownership (Lease, Deed, or Bill of Sale)
- Form W-9
- Vendor Technology Survey
- Additional Store Attachment: For entities submitting an application for multiple store locations
- Proof of SNAP Authorization
- Grocery Price Survey Form \*Pharmacies exempt
- Store Brand Declaration Form \*Pharmacies exempt
- Pharmacy License
- Pharmacy Price Survey



# FINAL RULE:

## *Revisions by Category to the WIC Food Package*

Change	Estimated Timeline
75% of all breakfast cereal varieties must be whole grain	January 2025
Breakfast cereal must contain no more than 6 grams of added sugar	January 2025
Increased amount of infant formula for partially breastfed infants	February 2025
Fresh herbs will be allowed for fresh fruits and vegetables	March 2025
White potatoes will be WIC eligible	March 2025
Canned fish will be added to packages for 1–4-year-olds	July 2025
Increased monthly amounts of canned fish for pregnant, postpartum, and partially (mostly) and fully breastfeeding participants	July 2025
Bread/Whole Grains	November 2025
Juice	April 2026
Milk and Milk Substitutes	April 2026
Increased monthly amounts of infant formula for partially breastfeeding participants	April 2026



# FINAL RULE:

## *Revisions by Category to the WIC Food Package*

***All changes effective April 1, 2026***

### **Juice Changes**

- Removing all 48-ounce juices from WIC approved products
  - UPCs for 48-ounce juice products being removed will be listed on separate document
- All participants will receive 64-ounce juices for their packages
  - UPCs for 64-ounce juice products will be listed on separate document

### **Milk Changes**

- NO chocolate milk
- Added more varieties of plant-based milk
  - UPCs for plant-based milk will be listed on separate document



# Vendor Supplies

- **How to Order Supplies**
  - Submit requests via email to [vmu@msdh.ms.gov](mailto:vmu@msdh.ms.gov)
  - Materials are available in English & Spanish
  - Must include quantity needed
  - Available materials: Door decals, Shelf tags, Food Guides, Vendor Handbook
  
- **Submitting the Request**
  - Include store name, Vendor ID, supplies required, quantity
  - Must allow for processing time of 5-7 business days
  - Order only what you need
  - Report damaged items and order replacements
  - **Do not create or substitute WIC materials**

# Vendor Support Tools

- **Produce mapping**

- ALL produce PLUs must be mapped to a UPC to be scanned at checkout
- Mapping is the responsibility of the store
- Please contact your POS servicer or VAR for assistance with mapping

- **WIC Vendor Complaint Form**

- Available to assist authorized vendors and found at [www.freshnewwic.com](http://www.freshnewwic.com)

**MISSISSIPPI WIC**  
Mississippi State Department of Health

**Produce Mapping Information for Integrated Mississippi WIC Retailers**

The Mississippi WIC Program requires retailers with integrated electronic cash registers and point of sale (ECR/POS) systems to "map" produce to a Mississippi WIC approved Product Looking Code (PLU) prior to eWIC certification. Produce mapping refers to linking packaged fresh fruits and vegetable universal product codes (UPCs) to standard International Federation of Produce Standards (IFPS) PLUs. The Mississippi WIC Approved Product List (APL) contains only IFPS approved PLUs.

*If UPCs or store assigned PLUs for produce are scanned without having been mapped, the ECR/POS system will not identify these products as WIC approved food items and the WIC shopper will not be able to make a produce purchase with their WIC benefits.*

Here are two examples of how to map fresh fruits and vegetables to ensure they can be purchased by a WIC shopper:

- Map the UPC for a single type of fruit or vegetable to a corresponding IFPS PLU. (E.g. A bag of carrots can be mapped to PLU44096 for carrots.)
- Map the UPC for a mixture/medley of fresh vegetables or fruits to the corresponding IFPS PLU for the fruit or the predominant vegetable or fruit item. (E.g. Dole American Blend Salad can be mapped to PLU43007 for lettuce.)

Mapping is an ongoing process since new produce UPCs are added to store inventory frequently. All ECR/POS systems capable of accepting eWIC transactions are capable of mapping produce. Contact your ECR Provider for specific instructions on how to map produce.

The State of Mississippi realizes mapping may present a challenge to some stores. This information guide and the APL posted on [freshnewwic.com](http://freshnewwic.com) has been provided to assist your store with this requirement. Please refer to the IFPS website for information regarding PLUs: <http://www.ifpsglobal.com/> and contact The Mississippi WIC Program if you have any questions.

**REMEMBER: if a fresh fruit or vegetable is not "mapped" to an approved IFPS PLU, a WIC shopper will not be able to purchase the fruit or vegetable with WIC.**

Updated 02.23.2021

**MISSISSIPPI WIC**  
Women, Infants and Children  
WIC Vendor Complaint Form

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

Thank you!

**Vendor Information**

Vendor Name   
*\* must provide value*

Vendor ID

**Submitted By**

Name:  Staff Role:

Phone Number:  Email:

**Incident Information**

Date of Incident:  MM-DD-YYYY  
*\* must provide value*

Time of Incident:

# Documentation Reminders

- **Submit These ASAP When Changes Happen:**
  - Vendor Technology Form
  - Location closure or sale notification
  - Store remodel adjustments
  - Contact person changes
  - POS provider updates
  - Banking/EFT info verification
- **Update These ASAP When Received:**
  - Mississippi WIC Approved Product List
  - Medical Formulas Amount Guide
  - Medical Formulas Available
  - Pharmacy Quick Reference Guide

## FORMS

→ WIC Vendor Complaint Form Form 1235	
→ WIC Participant Complaint Form Form 1114	
→ WIC Program Grocery Price Survey Form 1166	
→ WIC Program Pharmacy Price Survey Form 1199	
→ WIC Program Store Brand Declaration Form Form 1112	
D Additional Store Attachment Form Form 1167	<a href="#">XLSX</a> (71KB)
D Verification of Cashier Training Form 1224	<a href="#">PDF</a> (281KB)
D Vendor Technology Survey Updated May 2024 (Form 1185)	<a href="#">PDF</a> (171KB)
D Mississippi WIC Program UPC Submission Form 1178	<a href="#">PDF</a> (457KB)

## PRODUCTS

D Mississippi WIC Approved Products List Updates Updated June 2025	<a href="#">XLSX</a> (11KB)
D Mississippi WIC Approved Products List Updated July 2025	<a href="#">XLSX</a> (2MB)
D Medical Formulas Available	<a href="#">PDF</a> (122KB)
D Medical Formula Amounts Guide	<a href="#">PDF</a> (98KB)

## DOCUMENTS

→ WIC Food Guide	
D WIC Pharmacy Guide	<a href="#">PDF</a> (258KB)
D Produce Mapping for Integrated Mississippi WIC Retailers February 2021	<a href="#">PDF</a> (247KB)
D Authorized WIC Vendors	<a href="#">PDF</a> (210KB)
D Mississippi WIC Vendor Handbook November 2024	<a href="#">PDF</a> (544KB)
D WIC-Approved Infant Formula Suppliers	<a href="#">PDF</a> (17KB)
D WIC Program Minimum Stock Requirements Form 6044	<a href="#">PDF</a> (1MB)

# Question & Answer Session



# Contact Us



[vmu@msdh.ms.gov](mailto:vmu@msdh.ms.gov)



1-800-359-7832



[www.freshnewwic.com](http://www.freshnewwic.com)



MISSISSIPPI  
STATE DEPARTMENT OF HEALTH

# Next Meeting



May 21, 2026



12:00 PM, CST



Submit any discussion  
topics or training needs to  
[vmu@msdh.ms.gov](mailto:vmu@msdh.ms.gov)



MISSISSIPPI  
STATE DEPARTMENT OF HEALTH

# Thank You

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

