



March 2026 MS WIC Vendor Advisory Session – Quick Reference Guide

Advisory Session Date: March 26, 2026

Key Vendor Requirements

- Report changes within 72 hours (closure, sale, relocation, ownership, name change) – Email: vmu@msdh.ms.gov
- Update Vendor Technology Form immediately (POS, lanes, hardware, system changes)
- Train staff on current WIC Approved Foods (required)
- Update Approved Product List when received via email

Compliance Reminders

- Annual Training (Required) – In-person for 2026; Registration opens 04/01/2026 at www.freshnewwic.com
- Monitoring Activities – Routine visits, inventory audits, and investigations are ongoing
- Minimum Stock must be maintained at all times

Unauthorized WIC Signage

- Only state-issued materials are allowed
- Do NOT use handwritten signs, store-created labels, or altered materials
- Remove unauthorized signage immediately to avoid sanctions

Infant Formula Compliance

- Must be purchased from approved suppliers ONLY
- Non-compliance may result in termination

Participant Service Standards

- Treat all participants with courtesy and respect
- Do NOT deny WIC items
- No WIC-only lanes (unless single-function POS)
- Maintain a judgment-free experience

Participant Complaints

- All complaints are tracked and must be resolved
- 9+ complaints/year = High Risk Vendor



- Address issues during transaction when possible
- Respond to VMU emails quickly with details

Transaction Troubleshooting

- Item Not Allowed → Check APL sync & shelf tags
- Invalid UPC → Update/store mapping
- Insufficient Balance → Refer to clinic/helpdesk
- POS Errors → Contact POS provider first, then VMU

Reauthorization – Critical

- Current agreements expire: 09/30/2026
- Application Deadline: 05/31/2026
- Process opens April/May 2026
- Failure to apply = Loss of WIC authorization

Program Updates (Effective April 1, 2026)

- Juice: 48 oz removed; 64 oz only moving forward
- Milk: No chocolate milk; expanded plant-based options

UPC Changes

- Added Milk UPCs

UPC/PLU	Product Description	Date Entered
025293600270	Silk Soy Vanilla	3/17/2026
855643006052	Ripple Original	3/17/2026

- 48-ounce juice UPCs to be discontinued 04/01/2026
 - UPCs will be on separate document

Ordering Vendor Supplies

- Email: vmu@msdh.ms.gov
- Include Store Name, Vendor ID, Items, Quantity
- Allow 5–7 business days for processing

Important Reminders

- Map all produce PLUs to UPCs
- Update immediately when changes occur (POS, banking, contact info, store operations)



Need Help?

- Email: vmu@msdh.ms.gov
- Visit: freshnewwic.com