



# **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

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### 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

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### 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

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### 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

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### 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

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### 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

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### 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.

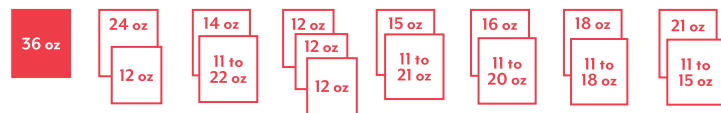


# CEREALS

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 ades.



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.

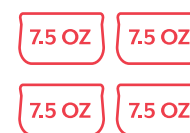
SIX 5 OZ  
CANS



FIVE 6 OZ  
CANS



FOUR 7.5 OZ  
CANS

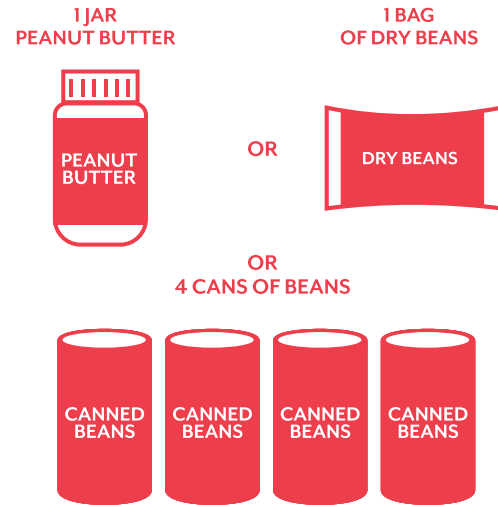


TWO 14.75 OZ  
CANS



# 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

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

## Dry Infant Cereal

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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

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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)

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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](mailto:program.intake@usda.gov)

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# WIC VENDOR MANAGEMENT DEPARTMENT

**Phone:**

1 (800) 359-7832

**Email:**

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



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