



MISSISSIPPI STATE DEPARTMENT OF HEALTH



Vendor Advisory Meeting
Thursday, January 22, 2026 @ 12 pm

MSDH WIC Program
Vendor Management Unit

Welcome

Happy New Year!

- 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
 - **Subject Line: Advisory Meeting Attendance 01/22/2026**
 - **Include store name and person(s) attending and their title**

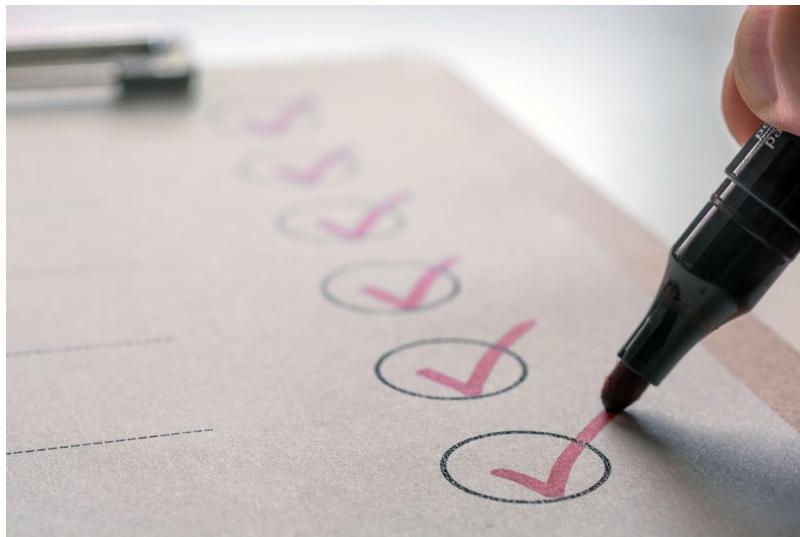


Agenda

- Vendor Requirements & Compliance Reminders
- Infant Formula Requirements
- Program & Policy Updates
- Transaction Troubleshooting
- 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
- **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.



Compliance Alert

- **Infant Formula**
 - **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.**

Infant Formula 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 Gentlelease, Enfamil AR, Enfamil Reguline, and Enfamil Simply Plant-based (Prosobee).

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

- Enfamil Infant → Similac Advance
- Enfamil Gentlelease → Similac Sensitive
- Enfamil AR → Similac Total Comfort
- Enfamil Reguline → Similac Total Comfort
- Enfamil Simply Plant Based (Prosobee) → Similac Soy Isomil

If you have questions or concerns, please contact the **WIC Vendor Management Unit** at 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*

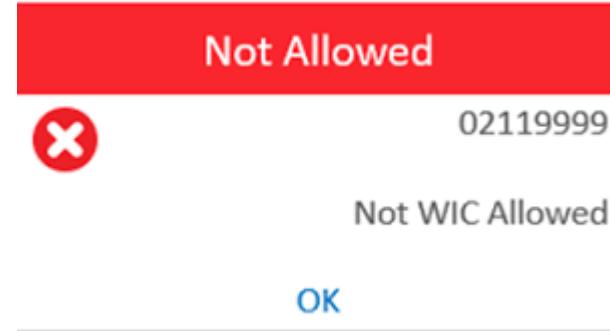
Participant complaints

- All valid complaints will be forwarded to vendors.
- Vendors with more than 9 complaints in a year will be determined to be high risk



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

Vendor Reauthorization

- Current Vendor agreements will expire on **September 30, 2026**.
- To remain a WIC authorized vendor in Mississippi, you will need to reapply.
- The reauthorization process will be discussed in further detail during the March Advisory session.

WIC Online Shopping Project Update

- Target completion: **12/31/2026**.
- Progress with participating authorized vendors continues.
- Implementation timeline coming soon.



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 |
| Juice | October/November 2025 |
| Bread/Whole Grains | November 2025 |



Compliance Reminders

Annual Training

- All vendors are required to participate in annual training
- Annual Training will be in-person this year.

Monitoring Visits

- All vendors are subject to spot checks, routine monitoring, and compliance investigations annually



Vendor Support Tools

- **Ordering supplies**
 - Shelf tags, Decals, Vendor handbook, etc.
 - Materials are available in English & Spanish
 - Send an email to vmu@msdh.ms.gov include quantity and items needed
 - **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

The slide features the Mississippi WIC logo on the left, which includes a stylized 'W' and 'I' in green and blue, with 'MISSISSIPPI WIC' text above it. To the right is the Mississippi State Seal. Below the logo is the text 'MISSISSIPPI STATE DEPARTMENT OF HEALTH'. The main title 'Provide Mapping Information for Integrated Mississippi WIC Retailers' is centered. Below it, a sub-section title 'Mississippi WIC Approved Product List (IAPL)' is followed by a bulleted list of instructions for retailers.

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 issues and participants to the WIC State Office. The VMU 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: <input type="text"/> | Staff Role: <input type="text"/> |
| Phone Number: <input type="text"/> | Email: <input type="text"/> |

Incident Information

Date of Incident: MM-DD-YYYY

* must provide value



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
 - [Additional Store Attachment Form](#)
Form 1167
 - [Verification of Cashier Training](#)
Form 1224
 - [Vendor Technology Survey](#)
Updated May 2024 (Form 1185)
 - [Mississippi WIC Program UPC Submission](#)
Form 1178
- [XLSX \[71KB\]](#)
[PDF \[281KB\]](#)
[PDF \[171KB\]](#)
[PDF \[457KB\]](#)

PRODUCTS

- [Mississippi WIC Approved Products List Updates](#)
Updated June 2025
 - [Mississippi WIC Approved Products List](#)
Updated July 2025
 - [Medical Formulas Available](#)
 - [Medical Formula Amounts Guide](#)
- [XLSX \[11KB\]](#)
[XLSX \[2MB\]](#)
[PDF \[122KB\]](#)
[PDF \[98KB\]](#)

DOCUMENTS

- [WIC Food Guide](#)
 - [WIC Pharmacy Guide](#)
 - [Produce Mapping for Integrated Mississippi WIC Retailers](#)
February 2021
 - [Authorized WIC Vendors](#)
 - [Mississippi WIC Vendor Handbook](#)
November 2024
 - [WIC-Approved Infant Formula Suppliers](#)
 - [WIC Program Minimum Stock Requirements](#)
Form 6044
- [PDF \[258KB\]](#)
[PDF \[247KB\]](#)
[PDF \[210KB\]](#)
[PDF \[544KB\]](#)
[PDF \[17KB\]](#)
[PDF \[1MB\]](#)



Question & Answer Session



MISSISSIPPI
STATE DEPARTMENT OF HEALTH

Next Meeting



March 19, 2026



12:00 PM, CST



Submit any discussion
topics or training needs to
vmu@msdh.ms.gov



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STATE DEPARTMENT OF HEALTH

Contact Us



vmu@msdh.ms.gov



1-800-359-7832



www.freshnewwic.com



Thank You

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



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