



MISSISSIPPI STATE DEPARTMENT OF HEALTH



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

MSDH WIC Program  
Vendor Management Unit

# Welcome

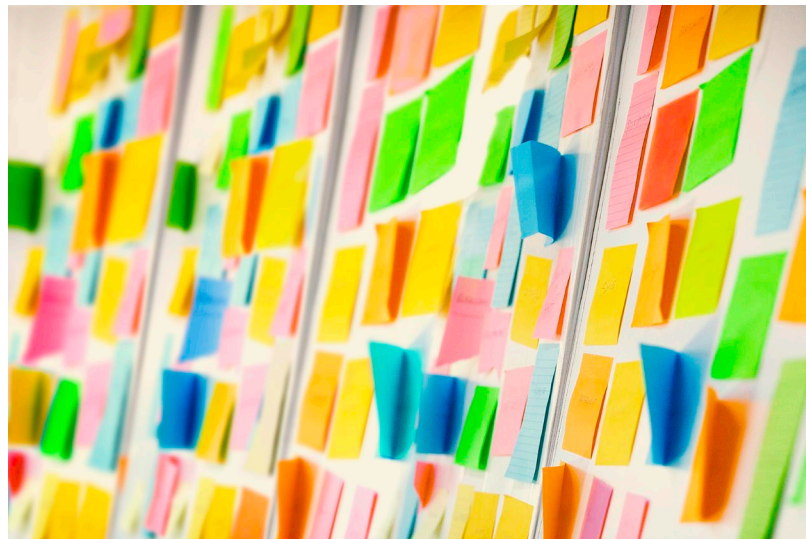
## Happy New Year!

- 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](mailto: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](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.

# 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 Gentlease, 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 Gentlease → 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](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*

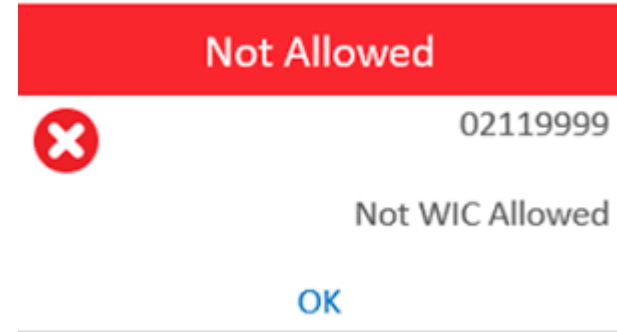
## Participant complaints

- 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**

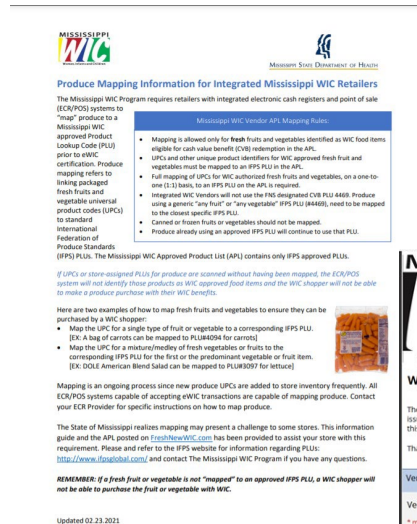
- Shelf tags, Decals, Vendor handbook, etc.
- Materials are available in English & Spanish
- Send an email to [vmu@msdh.ms.gov](mailto:vmu@msdh.ms.gov) include quantity and items needed

- **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](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 Lookcode (PLU) prior to eNIC 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.

**Mississippi WIC Vendor APL Mapping Rules:**

- Mapping is allowed only for fresh fruits and vegetables identified as WIC food items eligible for cash value benefits (CVC) redemption in the APL.
- IFPS and other unique product identifiers for WIC approved fresh fruit and vegetables must be mapped to an IFPS PLU in the APL.
- Full mapping of UPCs for WIC authorized fresh fruits and vegetables, on a one-to-one (1:1) basis, to an IFPS PLU on the APL is required.
- Integrated WIC vendors will not use the 760 designated CUB PLU 4466. Produce using a generic "any fruit" or "any vegetable" IFPS PLU (4446), need to be mapped to the closest specific IFPS PLU.
- Canned or frozen fruits or vegetables should not be mapped.
- Produce already using an approved IFPS PLU will continue to use that PLU.

**IFPS PLU:** The Mississippi WIC Approved Product List (APL) contains only IFPS approved PLUs.

**IFPS PLUs 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:

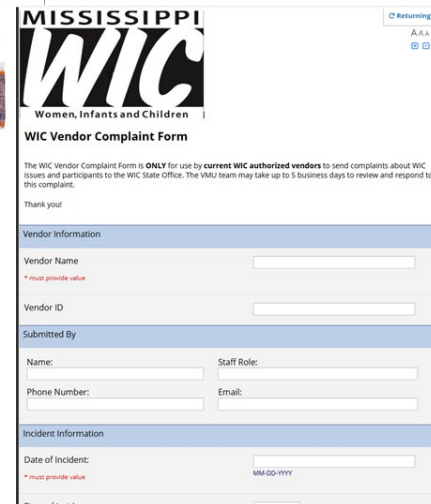
- Map the UPC for a single type of fruit or vegetable to a corresponding IFPS PLU. (E.g. A bag of carrots can be mapped to PLU4808 for carrots).
- Map the UPC for a mixture/medley of fresh vegetables or fruits to the corresponding IFPS PLU for the first or the predominant vegetable or fruit item. (E.g. Dole's American Blend Salad can be mapped to PLU4809 for lettuce).

Mapping is an ongoing process since new produce UPCs are added to store inventory frequently. All ECR/POS systems capable of accepting eNIC 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.freshnewwic.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 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:  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	
📎 Additional Store Attachment Form	<a href="#">XLSX</a> [71KB]
Form 1167	
📎 Verification of Cashier Training	<a href="#">PDF</a> [281KB]
Form 1224	
📎 Vendor Technology Survey	<a href="#">PDF</a> [171KB]
Updated May 2024 (Form 1185)	
📎 Mississippi WIC Program UPC Submission	<a href="#">PDF</a> [457KB]
Form 1178	

## PRODUCTS

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

## DOCUMENTS

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



# Question & Answer Session



# Next Meeting



March 19, 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

# Contact Us



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



1-800-359-7832



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



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# Thank You

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



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