



Vendor Minimum Stock Requirements Wisconsin WIC Program

Stock Requirements

Wisconsin WIC vendors must meet the listed minimum stock requirements at all times. Minimum requirements are based on a store's total number of cash registers, including customer service and self-checkout registers. The food categories listed do not include all WIC approved food items. Vendors are encouraged to carry more WIC foods based on customer demand. See the [WIC Shopping Guide](#) for information about WIC approved foods and restrictions on brands and flavors.

Minimum Stock Requirements for stores with 10 or fewer registers

Food Category and Container Size	Required Minimum Stock	Recommended Minimum Stock
Fruit and Vegetables fresh, frozen, or canned	<ul style="list-style-type: none"> Two (2) fruit varieties. Three (3) vegetable varieties. 	<ul style="list-style-type: none"> Same as required, with \$10 retail value worth of fresh fruit and vegetable varieties.
Juice 64 oz.	<ul style="list-style-type: none"> One (1) flavor. 	<ul style="list-style-type: none"> Three (3) flavors.
Nut Butters 12-18 oz. Beans, Peas and Lentils 15-16 oz.	<ul style="list-style-type: none"> One (1) of three (3) types: <ul style="list-style-type: none"> nut butter; or canned beans; or dried peas, beans, or lentils. 	<ul style="list-style-type: none"> Two (2) of three (3) types: <ul style="list-style-type: none"> nut butter; and/or canned beans; and/or dried peas, beans, lentils.
Cereal 12 oz. or larger	<ul style="list-style-type: none"> Two (2) varieties, must include one (1) whole grain variety. 	<ul style="list-style-type: none"> Four (4) varieties, including one (1) whole grain variety.
Whole Grains Sizes and types in WIC Shopping Guide	Not required	<ul style="list-style-type: none"> One type
Milk gallon	<ul style="list-style-type: none"> One (1) gallon, unflavored 1% low fat or fat free skim. 	Same as required
Cheese 8 oz. or 16 oz.	Not required	<ul style="list-style-type: none"> One (1) variety.
Eggs dozen	<ul style="list-style-type: none"> One (1) carton any size egg, any grade. 	Same as required
Infant Cereal 8 oz.	Not required	<ul style="list-style-type: none"> One (1) variety.
Fish cans or pouches	Not required	<ul style="list-style-type: none"> One (1) variety.
Infant Fruits and Vegetables 4 oz. single and 8 oz. 2-packs	Not required	<ul style="list-style-type: none"> Three (3) fruit varieties. Three (3) vegetable varieties.
Infant Formula Only the sizes and varieties listed	Not required	<ul style="list-style-type: none"> Six (6) cans 12.4 oz., Similac® Advance. Six (6) cans 12.6 oz., Similac® Total Comfort or 12.5 oz., Similac® Sensitive.

Minimum Stock Requirements for stores with 11 or more registers

Food Category and Container Size	Required Minimum Stock	Recommended Minimum Stock
Fruit and Vegetables fresh	<ul style="list-style-type: none"> ▪ Two (2) fresh fruit varieties. ▪ Three (3) fresh vegetable varieties. 	Same as required
Juice 64 oz	<ul style="list-style-type: none"> ▪ One (1) flavor. 	<ul style="list-style-type: none"> ▪ Three (3) flavors.
Nut Butters 16-18 oz. Beans, Peas and Lentils 15-16 oz.	<ul style="list-style-type: none"> ▪ Two (2) of three (3) types: <ul style="list-style-type: none"> ◦ nut butter; and/or ◦ canned beans; and/or ◦ dried peas, beans, or lentils. 	<ul style="list-style-type: none"> ▪ All three (3) types: <ul style="list-style-type: none"> ◦ nut butter; ◦ canned beans; and ◦ dried peas, beans, or lentils.
Cereal 12 oz. or larger	<ul style="list-style-type: none"> ▪ Four (4) varieties, must include one (1) whole grain 🌾 variety. 	<ul style="list-style-type: none"> ▪ Four (4) varieties, including two (2) whole grain 🌾 varieties.
Whole Grains Sizes and types in WIC Shopping Guide	<ul style="list-style-type: none"> ▪ Two (2) types. 	Same as required
Milk half-gallon and gallon	<ul style="list-style-type: none"> ▪ One (1) half-gallon, 1% low fat or fat free skim. ▪ One (1) gallon, 1% low fat or fat free skim. ▪ One (1) gallon, Vitamin D whole. 	Same as required
Lactose-Free Milk Quart, half-gallon, 3-quart, and gallon	<ul style="list-style-type: none"> ▪ One (1) container, any size unflavored 1% low fat or fat free skim. 	<ul style="list-style-type: none"> ▪ Any size container, 1% low fat or fat free skim. ▪ Any size container, 2% reduced fat. ▪ Any size container, Vitamin D whole.
Plant-Based Milk half-gallon	<ul style="list-style-type: none"> ▪ One (1) brand. 	Same as required
Yogurt 32 oz. or 32 oz 8-pack	<ul style="list-style-type: none"> ▪ One (1) container whole milk. ▪ One (1) container low-fat or nonfat. 	<ul style="list-style-type: none"> ▪ Whole milk; plain and flavored. ▪ Low fat or nonfat; plain and flavored.
Cheese 8 oz. or 16 oz.	<ul style="list-style-type: none"> ▪ One (1) variety. 	<ul style="list-style-type: none"> ▪ Three (3) varieties.
Eggs dozen	<ul style="list-style-type: none"> ▪ One (1) carton, any size egg, any grade. 	Same as required
Infant Cereal 8 oz.	<ul style="list-style-type: none"> ▪ One (1) variety. 	Same as required
Fish cans or pouches	<ul style="list-style-type: none"> ▪ One (1) variety. 	Same as required
Infant Fruits and Vegetables 4 oz. single and 8 oz. 2-packs	<ul style="list-style-type: none"> ▪ Four (4) fruit varieties. ▪ Four (4) vegetable varieties. 	<ul style="list-style-type: none"> ▪ Six (6) fruit varieties. ▪ Six (6) vegetable varieties.
Infant Meats 2.5 oz.	<ul style="list-style-type: none"> ▪ One (1) meat variety. 	Same as required
Infant Formula Only the sizes and varieties listed	<ul style="list-style-type: none"> ▪ Six (6) cans 12.4 oz., Similac® Advance. ▪ Six (6) cans 12.6 oz., Similac® Total Comfort or 12.5 oz., Similac® Sensitive. 	Same as required