



Welcome to the annual WIC training for stand-beside vendors. At least one person from each store is required to watch this annual WIC training and share the information as needed. You do not need to contact the WIC office when the training is completed.

My name is lysha Harris-Glosson. I am the WIC compliance manager, and I be will hosting today's training.

## About WIC

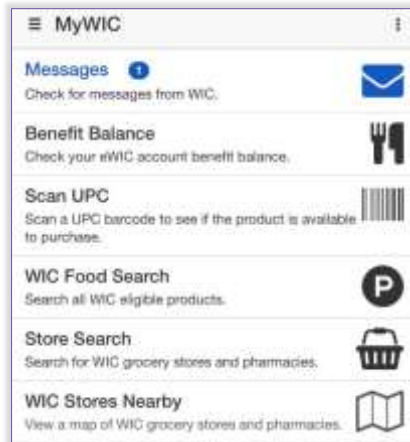


WIC is the Special Supplemental Nutrition Program for Women, Infants and Children. WIC provides limited-income families with nutritious foods, information on healthy eating, breastfeeding support, and healthcare referrals. It is a short-term intervention program and is aimed to help improve the health of pregnant and breastfeeding women, new mothers, infants, and children up to age 5. WIC serves around half of all infants born in the United States.

WIC benefits are issued to families by local WIC clinic agencies. The benefits issued are unique for each family based on factors, such as the age and number of children, and whether mom is pregnant or has recently given birth.

WIC helps moms and dads, working families, single parents, foster parents, military families, students and many more. WIC helps these families stay healthy during hard times and avoid having to make hard choices, like paying rent or buying food.

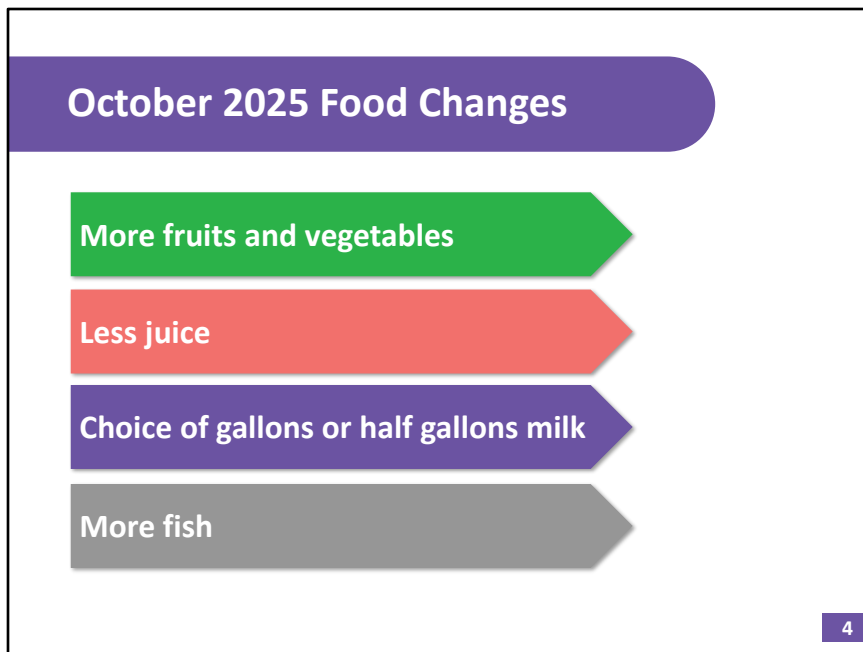
## Shopping Guide and MyWIC App



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Selecting healthy, WIC-approved foods can be challenging, but the program provides some tools to help. The WIC Shopping Guide is a great resource for participants and store associates to identify WIC-approved foods because it includes allowed and not allowed items in each food category. WIC families can also use the MyWIC app to check their benefit balance and scan the UPC bar code to determine if the item is allowed or not.

The Approved Products List, also called the APL, contains all the approved UPC and PLU codes. These codes are downloaded into the stand-beside device. Only the system determines what WIC will buy. Associates cannot override the system.



In October 2025, Wisconsin WIC implemented the first phase of changes required by the US Department of Agriculture. These changes provide WIC participants with a wider variety of types and quantities of foods that align with the latest nutritional science. Here's a summary of the changes.

Overall, WIC is providing more dollars for fruit and vegetable purchases. Families no longer receive juice unless they ask their local WIC office to exchange some fruit and vegetable dollars for juice. The exchange cannot be made by vendors. Because of this change, stores are no longer required to have frozen juice concentrate and 48 oz. containers of juice. Families also can ask WIC to exchange infant foods to get fruit and vegetable benefits.

Families choose if they want to buy milk in gallon or half gallon containers.

All participants more than 12 months old have fish in their benefits. Sardines were added to offer more choices. Families can choose fish in pouches, cups, or cans.

## April 2026 Food Changes



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In April, there were many more changes. WIC participants have a wider variety of foods to select. These changes add flexibility for special diets, as well as cultural and personal food preferences.

New shopping guides were shipped to all stores. The changes we will discuss next are included in the new guide. The UPCs for the new foods were added to the Approved Products List. Your stand-beside device will continue to determine which foods are allowed in the WIC shopper's benefits.

You don't need to take notes about the upcoming food changes. A link to an electronic version of the Shopping Guide will be provided at the end of the training.

## April 2026 Food Changes

### Fruits and vegetables:

- Fresh herbs



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Fresh herbs, like cilantro, basil, and rosemary, have been added to the allowed fruits and vegetables.

## April 2026 Food Changes

### Juice:

- 59 – 64 oz. refrigerated orange juice
- Mott's 100% juice – all flavors except "natural" apple



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Orange juice may be purchased in 59 - 64 oz. containers. Allowing 59 oz. containers expands the choices available for refrigerated orange juice. All flavors of 100% Mott's juice are allowed, except natural apple, which isn't Vitamin C fortified.

## April 2026 Food Changes

### Nut butter:

- Almond butter and cashew butter added:
  - 12 – 16 oz. allowed
  - Good & Gather, Sam's Choice, and Simple Truth brands only
- Peanut butter:
  - 15.5 – 18 oz.



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This category is renamed as nut butter because cashew and almond butter have been added. Only Good & Gather, Sam's Choice, and Simple Truth brands in 12 – 16 oz. are allowed for cashew and almond butter.

Peanut butter in 15.5 – 18 oz. containers are allowed.

## April 2026 Food Changes

**WG**

Find this symbol  
for options in the  
WIC Shopping  
Guide!

### Whole grain cereals:

- 21 new whole grain cereals added
- Some brands of non-whole grain cereal were removed



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State WIC agencies are required to have 75% of all breakfast cereals to be whole grain. Twenty-one new whole grain cereals have been added and are marked with the letters WG in the Shopping Guide. Some brands of non-whole grain cereal were removed to comply with the new requirement.

## April 2026 Food Changes

### Whole grains:

- 100% whole wheat bagels, English muffins, and pita bread
- Corn masa flour
- Wild rice
- Quinoa



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Several new whole grain foods are available. One hundred percent whole wheat bagels, English muffins, and pita bread are new options. Corn masa flour, wild rice, and quinoa provide more choices for personal and cultural preferences. A wider range of sizes are now offered for other whole grain foods, too. Check the WIC Shopping guide for more details.

## April 2026 Food Changes

### Plant-based milk:

- Silk Soy – vanilla, unsweetened
- Silk Kids – original
- Ripple – original, unsweetened
- Ripple Kids – original, unsweetened



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The soy beverage category has been renamed to plant-based milk. There are several new options including Silk Soy, Silk Kids, Ripple, and Ripple Kids. These products can be found in the refrigerated section.

## April 2026 Food Changes

### Infant fruits and vegetables:

- Good & Gather
- Wild Harvest



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Good & Gather and Wild Harvest are two new brands of infant fruits and vegetables families can purchase.

## April 2026 Food Changes

### Yogurt:

- New requirements limit sugar
- Some flavored yogurts removed



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The new WIC regulations decrease the amount of added sugar in yogurt. Many flavored yogurts no longer meet the requirements and have been removed. Activia, Chobani, and Yoplait are some brands of flavored yogurt which meet the new guidelines. The Shopping Guide provides a complete list of brands and flavors. Your stand-by-side device will only allow approved brands and types for WIC purchases.

## Vendor Minimum Stock



One important way you can support WIC families is to stock the WIC foods they need. Maintaining a variety of WIC foods in appropriate quantities allows for more sales and better customer service.

New minimum stock requirements became effective April 1<sup>st</sup>, 2026. The WIC Program requires all grocery stores to meet the minimum stock requirements. There are six required food categories which must always be on the shelf in all stores. Failing to meet the minimum stock requirements may result in program sanctions, including losing your WIC authorization.

Only approved foods are counted to meet the requirement. Next, we'll discuss which foods are approved and the minimum stock requirement for each category. You don't need to worry about writing down these details. We'll provide you with a link for this information at the end of the training.

We also recommend stocking any additional types of WIC foods when requested by WIC families, such as infant formula. Feel free to ask families if they have preferred brands or flavors. Adding more food choices creates opportunity for more repeat sales.

## Vendor Minimum Stock

### Fruits and vegetables:

- 2 fruit and 3 vegetable varieties required
- Fresh, canned, or frozen



Let's take a few minutes to talk about the foods your store is required to carry.

Two varieties of fruit and three varieties of vegetables are required. The minimum stock requirement for vegetables has changed from two to three required varieties. Your store can meet the requirement with fresh, frozen, or canned fruits and vegetables, including organic options.

## Vendor Minimum Stock

### Juice:

- 1 variety
- 64 oz. container



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One variety of 64 oz. juice is required in all stores.

## Vendor Minimum Stock

### Nut butter, beans, peas, and lentils:

- Considered 1 category
- 1 type required



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Peanut, almond, and cashew butter, in addition to canned and dried beans, peas, and lentils are combined into one group. Your store must stock one of these foods. You do not need to carry all types.

## Vendor Minimum Stock

**WG**

Remember to  
find this symbol  
for options in the  
WIC Shopping  
Guide!

### Cereal:

- 12 oz. or larger cold cereals
- Any size hot cereals
- 2 varieties
- 1 variety must be whole grain



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Only the 12 oz or larger cereals meet the minimum stock requirements for cold cereal, but WIC families may choose approved cereals in smaller packages. Any package size is allowed for hot cereal.

Your store is required to have two varieties of approved cereal on the shelf. At least one variety must be a whole grain cereal. Whole grain varieties are marked in the WIC Shopping Guide with the initials WG, as shown on this slide.

It's easy to meet this requirement since there are 46 different whole grain cereals listed in the WIC Shopping Guide, including Cheerios, Frosted Mini Wheats, Chex, and instant oatmeal. Look for the WG symbol to find options.

## Vendor Minimum Stock

### Milk:

- Must be unflavored
- 1% or skim gallons



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Milk must be unflavored. All stores are required to carry 1% or skim gallons.

## Vendor Minimum Stock

### Eggs:

- 1 dozen white eggs required
- Any size and grade allowed
- May be regular or cage free



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All stores are required to stock one dozen of white eggs. Any size or grade is allowed and may be regular or cage free.

## Formula Name Change

Similac Total Comfort = Similac Gentle Comfort



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Many stores stock infant formula in addition to the required foods. Please note, the manufacturer is changing the name of Similac Total Comfort to Similac Gentle Comfort soon. The package looks very similar and there is no change in the size or UPC.

## Approved Suppliers



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Stores may purchase WIC foods from reputable food retailers and distributors.

Formulas and medical nutrition products must be purchased only from the suppliers named on the WIC Authorized Infant Formula Suppliers list. These suppliers have demonstrated a safe supply chain for obtaining formula from the manufacturer.

An updated list of authorized suppliers may be found on the DHS WIC Vendor website, which we will link to at the end of the training. You also may request a copy be sent to you.

## eWIC Transactions



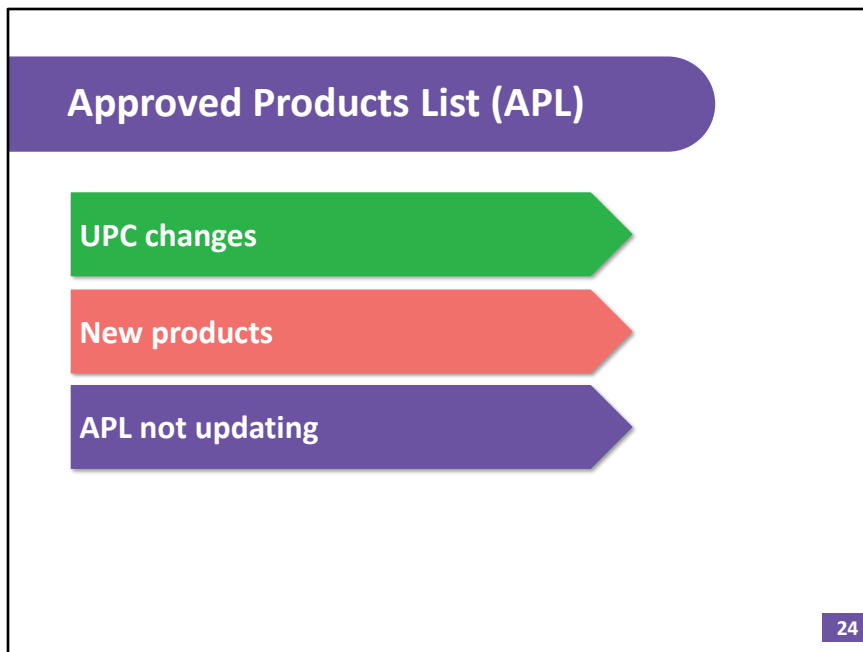
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eWIC is the most complicated payment type and only WIC-certified systems can be used.

The system must rapidly determine if:

- The store is an authorized vendor
- The eWIC card is active
- The correct PIN was entered
- The UPC is a WIC approved item
- The item is available in the WIC benefits

All of this happens *before* the system approves the payment.



Sometimes WIC-eligible items may not be in the Approved Products List because the UPC changed or new products are introduced. If you think a food should be added to the APL, you can request to have it reviewed. Email a photo of the food item and the UPC to the WIC Vendor and Integrity Unit. Our contact information will be shown at the end of the training.

Your stand-beside device should automatically update with new APL downloads. If you have an issue with these new foods not being approved in WIC purchases, your store's APL is likely not up-to-date. If this happens, you will need to contact FIS for assistance.

## Shelf Talkers

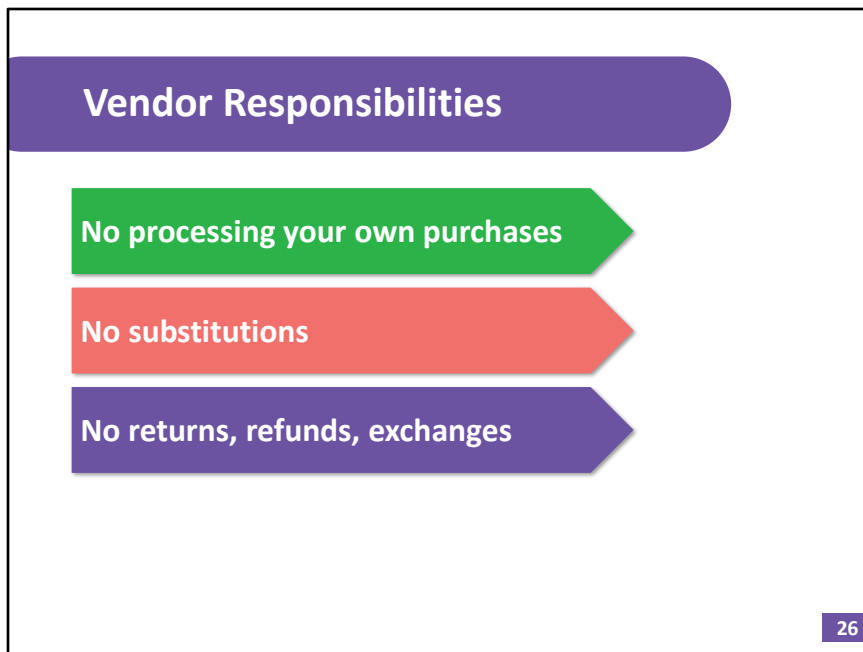


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Families recognize the WIC logo and report a more positive shopping experience when shelf talkers are used. These tags identify approved foods and make it easier to select the right foods. Shelf talkers are especially helpful in the juice, cereal, infant foods, bread, and other whole grain sections.

Please only use the shelf talkers provided by WIC and make sure to identify all eligible products in the section. Because WIC customers can choose any approved product, it is not appropriate to promote some approved brands and not others.

Some stores identify WIC items on their electronic or printed shelf tags instead of using the WIC shelf talkers. The WIC Vendor and Integrity Unit will provide the image for your shelf tags.



Store owners and managers are responsible for the actions of their employees. Employees who also are WIC participants must not process their own WIC purchase unless they are using a self-checkout register.

A vendor cannot redeem WIC benefits issued to themselves or any relative at their store. This rule doesn't apply if there is no other WIC authorized grocery store within a 10-mile radius from the vendor location.

Substitutions are not allowed. If a customer has questions or issues with the foods on their benefits, they must contact their local WIC office to discuss their concerns. You are not allowed to provide anything other than the product that was scanned and approved by the system.

Refunds, returns, or exchanges also are not allowed. There is an exception – if the product was past its expiration date when it was purchased, you must replace it with the exact same product in the same size container.

Contact the WIC Vendor and Integrity Unit if you're unable to properly replace the product.

## Scan Every Product UPC



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You must scan the UPC barcode on the label of the item being purchased to help ensure the customer is provided with the correct items. You may not use the quantity key or scan the UPC from a similar item or reference sheet.

Let's run through a quick example to help avoid potential errors. A customer is attempting to buy 8 containers of Similac Advance and 1 container of Similac Total Comfort formula using WIC benefits, but only one type of formula is approved for this family. Instead of scanning each product, you assume all 9 cans of formula are the same and enter the quantity, resulting in a food substitution, which is not allowed.

It is important to train store staff to scan each item to help prevent food substitutions like this.

## Receipts



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There are few other things you need to know about WIC .

Make sure to provide the customer with a printed or electronic receipt.

Receipts include important information, including items paid by WIC and a list of the customer's remaining WIC benefits.

Remember to provide a WIC customer's benefit balance upon request, even if there is no purchase.

## eWIC Card Must Be Present



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The physical eWIC card must be present for all transactions. Electronic wallets or pictures of the card cannot be used to manually enter the card number.

However, if a family swipes the card 3 times and the pin pad doesn't read the card, you must manually enter the card number.

The customer must enter their own PIN. You should never ask for a cardholder's PIN, another form of identification, or keep a customer's WIC card.

If a customer forgets their eWIC card at your store, destroy the card or mail the card back to the State WIC office using the PO box listed on the back of the card.

## No Incentives



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Vendors are prohibited from offering any incentives requiring WIC benefits to be used.

This includes offering cash, credit, or other items only available to customers paying with WIC.

However, you are required to offer participants the same courtesies offered to other customers, including money-saving promotions like coupons, price matching, free ounces, “buy one, get one free deals” and reward programs.

There is more information about this in the Vendor Manual, which is a linked resource at the end of this presentation.

## Claims



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The WIC Program may adjust payments or request repayment.

Vendors must charge competitive prices comparable with the average price charged by like-sized vendors. Vendors who continually charge maximum prices may be subject to a vendor claim or other sanctions.

All WIC food items have a not-to-exceed value (or NTE), which is the most WIC will pay for that item. The system will automatically adjust the price and will not reimburse more than the maximum amount. WIC can adjust the maximum price if there is a sudden price increase, like egg shortages.

You may contact the WIC Vendor and Integrity Unit if you feel a price adjustment was done incorrectly. However, the Unit's decision is final and cannot be appealed.

## Complaints

### Vendors and participants

- May report concerns using the Wisconsin WIC Program's Vendor/Participant Complaint, [F-44322](#)
- Do not ask for personal identifying information
- Save and use receipt details or note the date and time



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We expect WIC customers to treat store personnel with the same courtesy and respect we expect of vendors. If you have an issue with a participant, we'd like to know about it.

The Vendor/Participant Complaint form may be used to report WIC participants who mistreat staff, ask to violate program rules (such as asking for food substitutions), or cause other issues at your store. The form is linked at the end of this presentation for your convenience.

You may not ask WIC participants for their personal identifying information, such as their name, phone number, and address. However, if you have an issue with a WIC customer, please save the transaction receipt or note the date and time. The Vendor Unit will use the information to identify the individual.

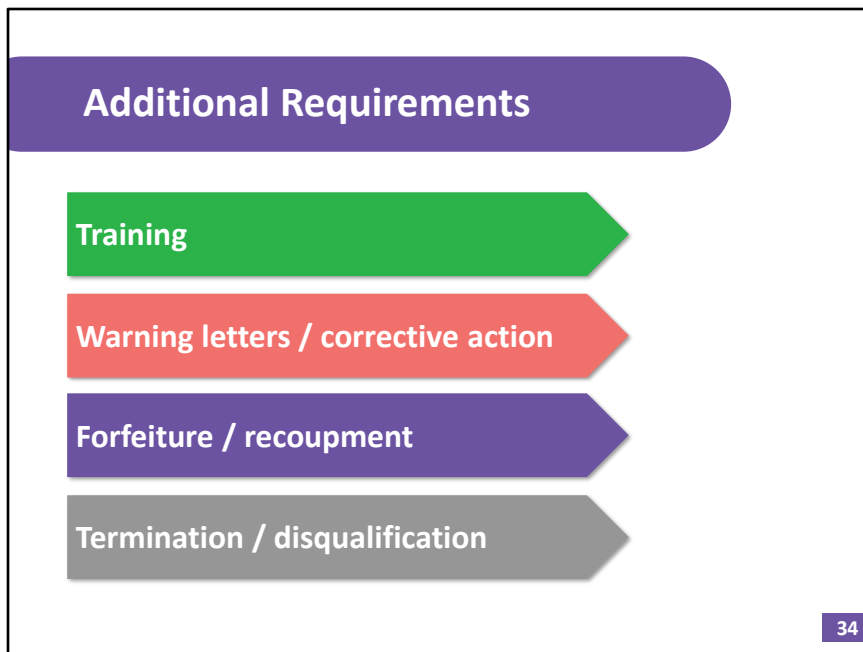


Other requirements of vendor authorization include demonstrating business integrity and complying with all federal, state, and local health laws and ordinances.

Vendors must remain current and in good standing with the Wisconsin Department of Financial Institutions (DFI) as this defines the business entity. Any changes to ownership or business entity must be reported to the WIC Vendor and Integrity Unit within 15 days.

Additionally, vendors must remain in good standing with the Wisconsin Department of Revenue (DOR). Tax delinquency may affect your eligibility for WIC vendor authorization.

Vendors also must maintain a current food retail license to sell potentially hazardous foods, such as milk and eggs. Food retail licenses are generally issued by the city or county health department.



Vendors who are found to have violated WIC program rules and regulations may be sanctioned based on the severity of the issues identified. This includes but is not limited to:

- Attending training;
- Receiving a warning letter or be required to implement a corrective action plan;
- Paying a forfeiture and/or recoupment; or
- Being terminated or disqualified from WIC.

Providing cash, alcohol, or tobacco in exchange for WIC benefits will result in termination and disqualification with immediate suspension of WIC authorization. Disqualification from the WIC program also may result in disqualification from SNAP.

## Communications



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The state WIC office supports retailers by keeping you updated. We'll provide you information through training sessions like this one, in letters, or email messages.

## Key Resources

- Visit the WIC Vendor Home Page for more information:  
<https://www.dhs.wisconsin.gov/wic/vendor/index.htm>
- MyWIC App:  
<https://www.dhs.wisconsin.gov/wic/vendor/mywicapp.htm>

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Vendors are encouraged to visit the WIC Vendor Home Page for more resources.

In addition, Wisconsin's MyWIC app is free and works for vendors, too! The app works on Android or Apple devices and may be downloaded from the [Google Play](#) or [Apple App](#) stores.

The vendor website will be posted at the end of this training so you can access these webpages.

## Key Publications

- WIC Shopping Guide:  
<https://www.dhs.wisconsin.gov/publications/p4/p44578.pdf>
- Vendor Manual:  
<https://www.dhs.wisconsin.gov/publications/p4/p44537.pdf>
- Minimum Stock Requirements:  
<https://www.dhs.wisconsin.gov/publications/p0/p00371.pdf>
- Authorized Infant Formula Suppliers:  
<https://www.dhs.wisconsin.gov/publications/p4/p40146.pdf>
- Vendor/Participant Complaint:  
<https://www.dhs.wisconsin.gov/forms/f4/f44322.pdf>

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Here are some links to helpful publications on our website.

## Contact Information

- Contact the WIC Vendor and Integrity Unit at (608) 266-6912 or [dhswicvendor@wisconsin.gov](mailto:dhswicvendor@wisconsin.gov).
- Report suspected WIC fraud by calling the hotline at (866) 260-1727.

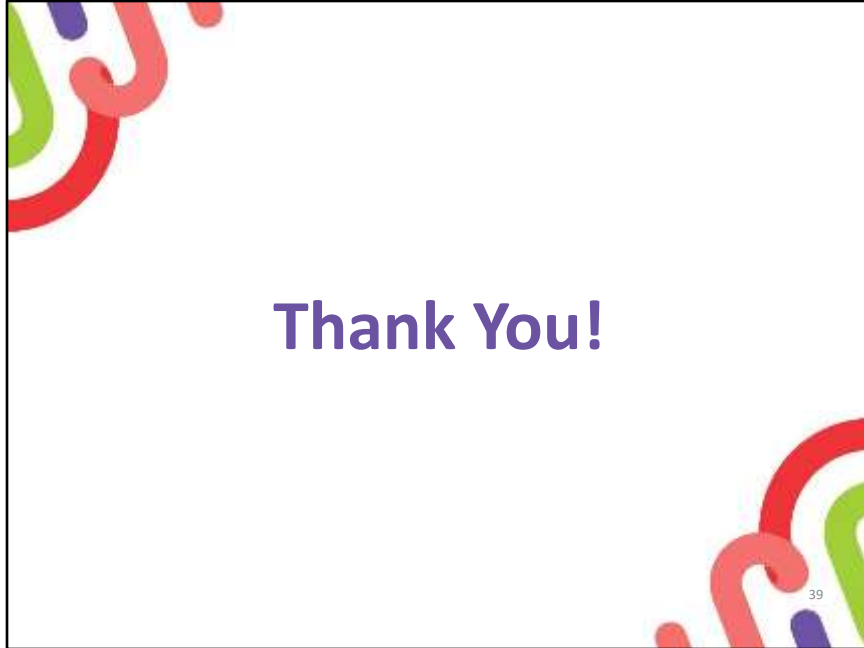
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If you have questions or need assistance, please contact the WIC Vendor and Integrity Unit by:

Calling (608) 266-6912 or

Emailing D H S WIC Vendor @ Wisconsin.gov

We also encourage you to report suspected WIC fraud by calling our hotline at (866) 260-1727.



WIC families depend on you to provide the foods they need. Thank you for all you do to help!

This concludes today's training. We appreciate your participation.