



wic WOMEN
INFANTS
CHILDREN
VERMONT DEPARTMENT OF HEALTH

Grocer Advisory Call

September 2025

Agenda

General Program Updates & Reminders

- New Grocer Training Materials – Leslie from Small Mammal will share what they have been creating for us

WIC Program information

- WIC Food Package Changes by Category
- Fresh Herbs
- UPC List, Shelf tagging
- New Minimum Inventory Requirements

Vendor Open Discussion

- Feedback, questions, comments



New Training Materials

Small Mammal to Share

Attending today's call will count as your annual training (need verification that one person per store location has attended or reviewed the presentation before September 30th).

Once the new training materials are finalized and posted on our webpage, you can begin using these for new cashier training and annual training.





New Food Packages

- In April 2024, the USDA released the New Food Package rule
- The new food packages will give families more flexibility and choices
- These new options will be available to participants starting **October 1, 2025**



Vermont WIC Foods and shopping guide

- New Food and Shopping Guide- effective October 1, 2025- September 2027
- Local office staff will deliver printed copies to stores when they are available
- Once you receive, you may recycle any old versions
- Please make sure you have a copy at each register



Infant Foods

Previous

At 9 months of age, half of the jarred infant food benefit could be replaced with fresh fruits and vegetables

January 1, 2025

Infants over 6 months can trade half or all jarred baby food for cash benefit that can be used to purchase fresh, frozen, or canned fruits and vegetables



Fruits and Vegetables – Cash Value Benefit (CVB)

Current

No fresh cut herbs allowed



Updated – October 1, 2025

Fresh cut herbs allowed





Allowed Fresh Herbs

- Basil
- Bay Leaf
- Chives
- Cilantro
- Dill
- Fennel
- Garlic
- Ginger Root
- Lemon Grass
- Marjoram
- Mint
- Oregano
- Parsley
- Rosemary
- Sage
- Thyme
- Tarragon
- Turmeric Root





Plant-based Milk

Current

Soymilk is the only dairy-free option

Updated

Other dairy-free beverages allowed





Plant-based Yogurt

Current

No plant-based yogurt allowed



Updated

Plant-based yogurts allowed



Whole Grains

Current

Whole wheat and whole grain breads, loaves, rolls, and buns

Updated

- New bread options including whole wheat English muffins and whole wheat bagels
- New whole grains including cornmeal, wild rice, and quinoa



Food Guide Snapshot- new whole grains

Bagels



Dave's Killer Bread
Plain Awesome
Bagels
16.75 ounce



Dave's Killer Bread
Cinnamon Raisin
Remix Bagels
16.75 ounce



Dave's Killer Bread
EPIC Everything
Bagels
16.75 ounce



Dave's Killer Bread
Boomin' Berry
Bagels
16.75 ounce



Thomas
100% Whole
Wheat Bagels
20 ounce

Pita



Joseph's
Whole Wheat Pita
11 ounce

Rolls, Buns and Thins



Arnold
100% Whole Wheat
Bread Hamburger
Buns
16 ounce



Arnold
100% Whole Wheat
Sandwich Thins
12 ounce



Dave's Killer Bread
21 Whole Grains
and Seeds
Sandwich Rolls
18 ounce



Dave's Killer Bread
Burger Buns
Done Right
17.6 ounce



Dave's Killer Bread
21 Whole Grains
and Seeds Burger
Buns
17.6 ounce



Dave's Killer Bread
Sandwich Rolls
Done Right
18 ounce



Nature's Own
100%
Whole Wheat
Hamburger
Buns
15 ounce



Signature Select
100% Whole Wheat
Sandwich Thins
12 ounce

English Muffins



Dave's Killer Bread
Rockin' Grains
English Muffins
13.2 ounce



Dave's Killer Bread
Killer Classic
English Muffins
13.2 ounce



Signature Select
100% Whole
Wheat English
Muffins
12 ounce



Thomas
100% Whole Wheat
English Muffins
12 ounce

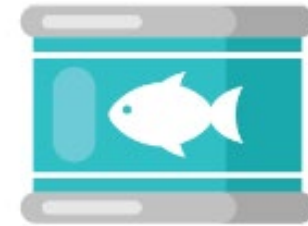
Canned fish

Current

Only allowed for a participant
exclusively
breastfeeding/chestfeeding

Updated

Is available for everyone aged 12
months and older





Legumes

Current

Only peanut butter is allowed



Updated

Nut and seed butters for participants with peanut allergy or household member with peanut allergy



Eggs

Current

Cannot substitute eggs for another food package item



Updated

Instead of eggs, can have more peanut butter, dried beans, or canned beans

Eggs

Swap eggs:



1 dozen eggs



1 jar peanut
butter
(16–18 oz)

or



4 cans beans
(15–16 oz each)

or



Dried beans,
lentils, or peas
(1 lb or 16 oz)

Juice

Current

Cannot substitute juice for another food package item



Updated

Instead of juice, can have an additional \$3 cash benefit for fruits and vegetables

Juice
Swap juice:



\$3 worth of fruits
& vegetables



Updating WIC Shelf Tags

- We will be providing a document with all the UPCs that have been added and de-activated related to the food package changes.

A few notes about items that have been removed:

- Breakfast Cereal- 75% of approved must be whole grain
- Yogurt- new sugar requirements
- Tofu- new calcium specifications



Next Steps:

Mapping of Fresh Herbs that come in packages with UPCs





Minimum Inventory

2 Required Minimum Inventories based on number of cash registers.

- Three or Less Cash Registers
- Four or More Cash Registers

Adjustments made based on new allowed food categories, changes in the marketplace, etc.

Please use these as a checklist in conjunction with the new Vermont WIC Foods and shopping guide to evaluate your stores MI.

If you don't feel that your store can meet the new MI, please reach out to me directly.

REQUIRED MINIMUM INVENTORY

WIC WOMEN INFANTS CHILDREN VERMONT DEPARTMENT OF HEALTH

For Stores with Three or Less Cash Registers

The minimum required inventory refers to specific types, sizes, and amounts of WIC authorized foods that must be available in the grocery store during business hours, either on the shelves or in the stockroom.

Please refer to the Vermont WIC Foods and Shopping Guide for allowed brands, varieties, and other food specifications.

Use this as a resource or checklist to make sure you are meeting mandatory minimum inventory requirements.

ITEM	TYPE	MINIMUM	Y or N
Milk	Whole (1% or skim)	- Gallons: 1 each of whole and low-fat (1%) or non-fat (skim) - Half gallons: 1 each of whole and low-fat (1%) or non-fat (skim)	
	Lactose Free	Optional: whole and low-fat (1%) or non-fat (skim)	
	Plant-Based	Optional: refrigerated or shelf-stable soy milks or other plant-based milks	
Cheese	Block, shredded, sliced (American only)	4 packages total 8 oz and 16 oz packages - Must stock 1 variety	
Yogurt	Whole, Low-fat or fat-free	- Whole fat: 2, 32 oz containers - Low-fat or fat-free: 3, 32 oz containers	
	Plant-Based	Optional 24 oz container	
Eggs		3 dozen total	
Tofu		Optional	

Appendix III: Vermont Minimum Inventory – Three or Less Registers

8/2025



Vendor Open Discussion



Contact Andrea Miller: Andrea.Miller@vermont.gov

Website: www.healthvermont.gov/family/wic/information-grocers



Next Call:

January 2026 – Date TBD

Thank you, Grocers!

