

Vermont WIC
Annual Grocer Training
Effective October 2020

MODULE 2
Know the
WIC Foods



1. Stock Approved Foods



1. Stock Approved Foods

Food Categories and Sub-categories

Fruits and Vegetables

- Fresh
- Frozen
- Canned

Whole Grains

- Bread
- Whole Wheat Pasta
- Tortillas
- Brown Rice
- Oatmeal

Dairy

- Eggs
- Soymilk Beverage
- Milk
- Cheese
- Tofu
- Yogurt

Peanut Butter and Beans

- Peanut Butter
- Canned Beans
- Dried Beans, Lentils, and Peas

Cereals

- Hot Cereal
- Cold Cereal

Juice

- Child's Juice
- Women's Juice

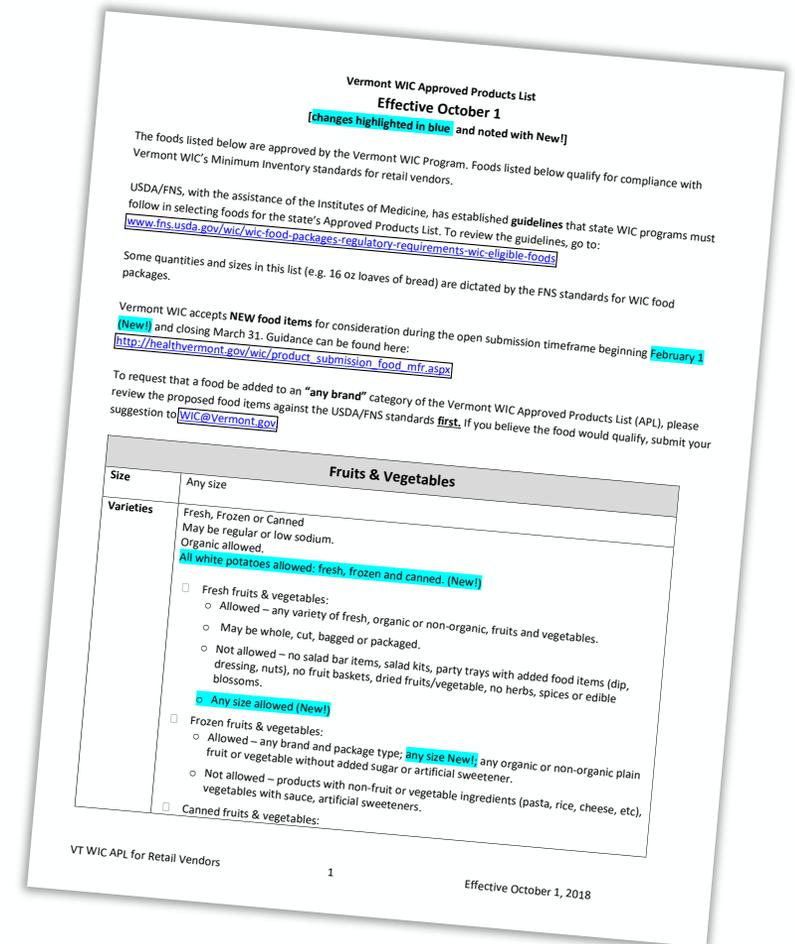
Infant Foods

- Infant Fruits and Vegetables
- Infant Cereal
- Infant Meats
- Canned Fish
- Infant Formula

1. Stock Approved Foods

Approved Products List (APL)

- VT WIC has approved specific brands and products within each food category and sub-category
- This list is the Approved Products List (APL)
- Each WIC item on the APL has a UPC in the WIC system
- The eWIC card system will only accept UPCs for foods on the APL



1. Stock Approved Foods

Minimum Inventory

- Defines the types and quantities of foods that must be stocked at all times
- Vermont WIC retail grocers must stock the Minimum Inventory year-round
- Minimum Inventory must be met with WIC-approved products only

Appendix B: VT WIC Minimum Inventory Standard for Small Independent Grocers and Small Co-ops

Use this checklist to determine if your store meets VT WIC's required minimum inventory, and to periodically check/monitor your stores compliance with the standards.

Date _____ Store _____ Reviewer _____

CATEGORY SUBCATEGORY	QUANTITY REQUIRED ON SHELF	SIZE/CONTAINER	TYPE	TOTAL THIS CATEGORY	Met Quantity Requirement? Y/N	Met Variety Requirement? Y/N	If marginal, Delivery frequency?	Met MI Standard? Y/N
FRUITS & VEGETABLES								
NOTE: All WIC eligible FRESH Fruits and Vegetables are mapped to PLU code 4469. It is important to update your store's POS on in conjunction with produce deliveries to be sure all fresh produce items eligible for WIC are mapped correctly.								
Fruits				Total Any Quantity of 8 Varieties				

Appendix B: VT WIC Minimum Inventory Standard for Chains, Large Grocers and Large Co-ops

Use this checklist to determine if your store meets VT WIC's required minimum inventory, and to periodically check/monitor your stores compliance with the standards.

Date _____ Store _____ Reviewer _____

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FRUITS & VEGETABLES								
NOTE: All WIC eligible FRESH Fruits and Vegetables are mapped to PLU code 4469. It is important to update your store's POS on in conjunction with produce deliveries to be sure all fresh produce items eligible for WIC are mapped correctly.								
Fruits				Total Any Quantity of 16 Varieties				
Fresh	8 varieties	Fresh	Any WIC approved fresh fruits	Any quantity of 8 varieties				
Canned or Frozen	8 varieties	Canned or frozen	Any WIC approved canned or frozen fruits	Any quantity of 8 varieties				
Vegetables				Total Any Quantity of 16 Varieties				
Fresh	8 varieties	Fresh	Any WIC approved fresh vegetables	Any quantity of 8 varieties				
Canned or Frozen	8 varieties	Canned or frozen	Any WIC approved canned or frozen vegetables	Any quantity of 8 varieties				

VT WIC Minimum Inventory Standard for Chains, Large Grocers and Large Co-ops Page 1 of 6 JULY 2018

1. Stock Approved Foods

WIC Minimum Inventory Example

Whole Grains

Small Independent Grocers and Small Co-ops

- Must stock at least 3 subcategories
- Must stock at least 2 units each for a minimum of 6 whole grain units



Bread



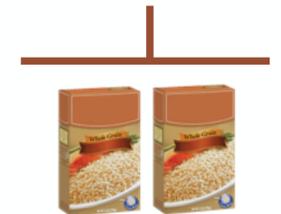
Pasta



Tortillas



Rice



1. Stock Approved Foods

WIC Minimum Inventory Example

Whole Grains

Chains, Large Grocers and Large Co-ops

- Must stock 12 loaves of bread on the shelf at all times, and
- Must stock all 4 subcategories with a minimum of at least 30 whole grain units



Bread



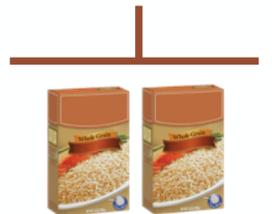
Pasta



Tortillas



Rice



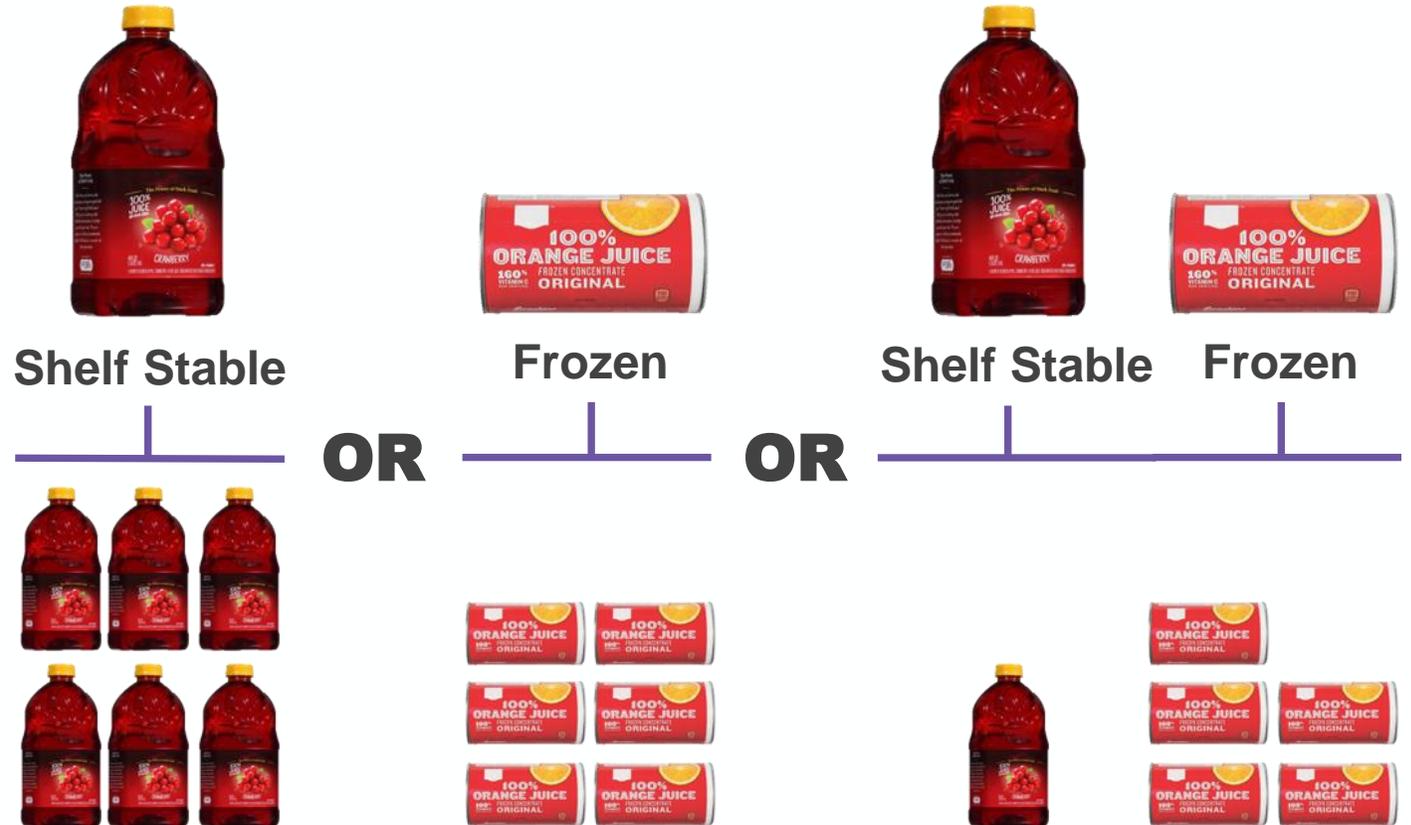
1. Stock Approved Foods

WIC Minimum Inventory Example

Women's Juice

Small Independent Grocers and Small Co-ops

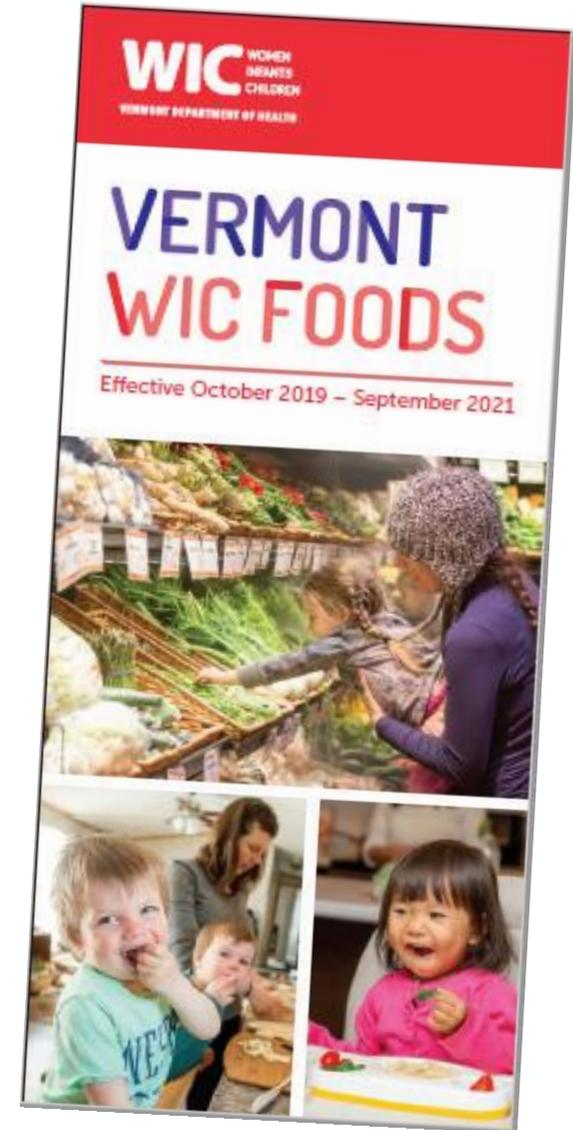
- Must stock at least 6 units total
- Minimum may be all 48oz shelf-stable, all 11.5-12oz frozen, or combined



1. Stock Approved Foods

VT WIC Foods Guide

- Details all the Vermont WIC-Approved food products
- Includes sizes, packaging, brands, varieties, and any restrictions for each WIC food category
- Updated every other year (effective October 1); Insert on non-updated years
- **WIC Grocer Liaison distributes updated food guides for customer service and cashiers in September**

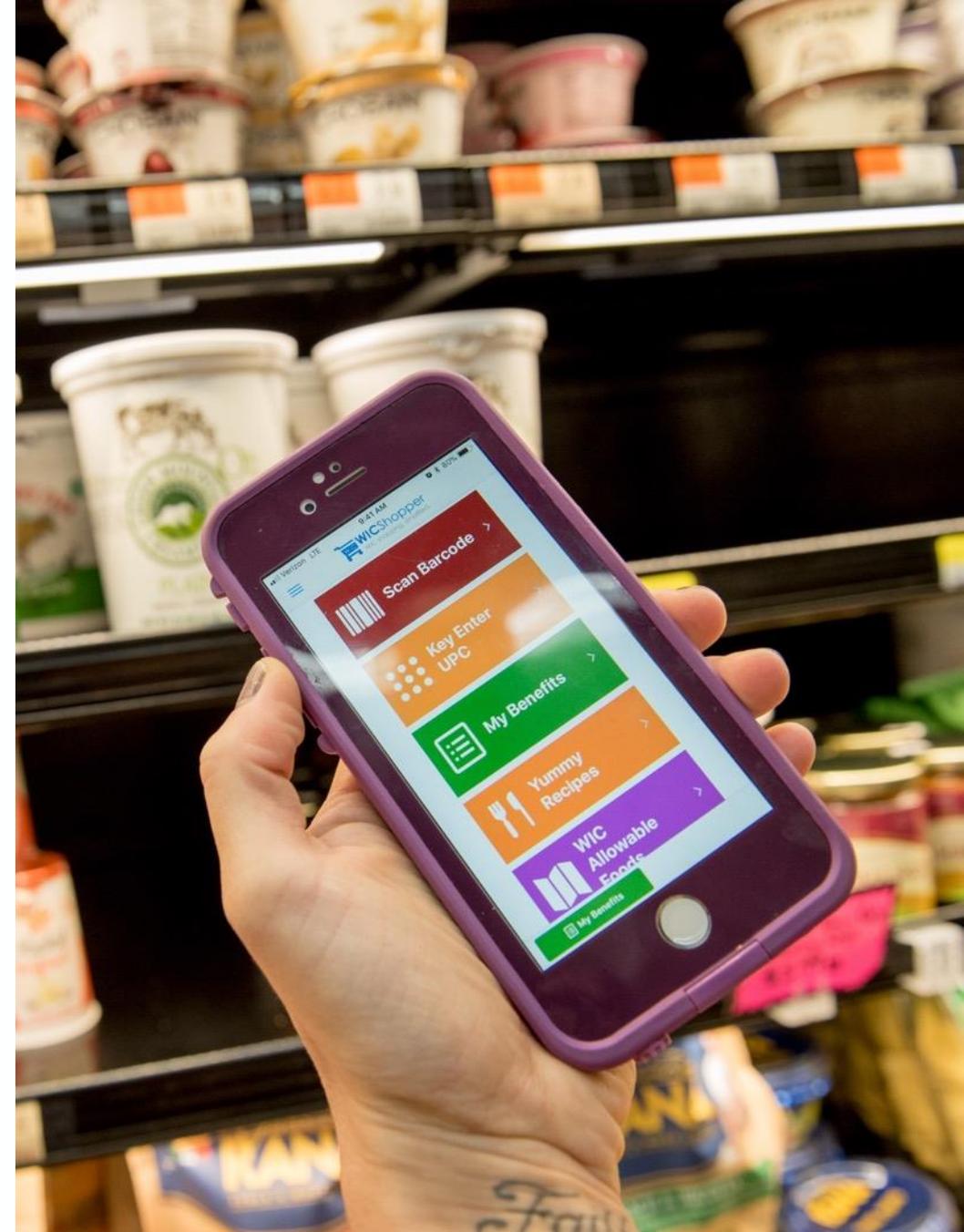


1. Stock Approved Foods

WICShopper App



- Free smartphone app (download and choose “Vermont”)
- Scan barcodes or you can key in UPC
- Grocers can use this for both customer service assistance (if allowed) or to assist with shelf tagging to identify if a food is Vermont WIC approved or not.



2. VT WIC Approved Foods

Effective
10/01/20



2. VT WIC Approved Foods (Effective 10/01/20)

Fresh Fruits & Vegetables



WIC-Approved

- Any size
- Whole, cut, bagged or packaged
- Organic allowed

Brands

- Any Brand



Not Allowed

- Added sugars, fats and oils
- Salad bar items
- Dried fruits or vegetables
- Edible blossoms
- Salad kits or party trays with added food items (dip, dressing, nuts, etc.)
- Fruit baskets
- Herbs or spices

2. VT WIC Approved Foods (Effective 10/01/20)

Frozen Fruits & Vegetables



WIC-Approved

- Any size
- Any package type (bag, box, etc.)
- Organic allowed

Brands

- Any Brand



Not Allowed

- Added fats or oils
- Added sugar, dextrose or artificial sweetener
- Non-fruit or non-vegetable ingredients (pasta, rice, cheese, etc.)
- Vegetables with sauce

2. VT WIC Approved Foods (Effective 10/01/20)

Canned Fruits & Vegetables



WIC-Approved

- Any size
- Any container (can, jar, plastic)
- Organic allowed

Brands

- Any brand
- Packed in water or juice



Not Allowed

- Fruit cocktails in syrup
- Added sugars, fats or oils
- Pickled vegetables
- Creamed vegetables
- Salsa
- Sauce (pizza, spaghetti or tomato)
- Stewed tomatoes or tomato paste
- Guacamole

2. VT WIC Approved Foods (Effective 10/01/20)

Bread



WIC-Approved

- 16 ounce (1 pound) loaves
- Whole Wheat
- Whole Grain

Brands

- Specific National Brands
- Specific Local Brands
- Specific Store Brands



Not Allowed

- Loaves larger than 16 ounces (1 pound) not WIC-approved

2. VT WIC Approved Foods (Effective 10/01/20)

Whole Wheat Pasta



WIC-Approved

- 16 ounce (1 pound) packages
- Any shape
- 100% Whole Wheat
- 100% Whole Grain

Brands

- Specific National Brands
- Specific Local Brands
- Specific Store Brands

2. VT WIC Approved Foods (Effective 10/01/20)

Tortillas



WIC-Approved

- 16 ounce (1 pound) packages
- 100% Whole Wheat
- Corn

Brands

- Specific National Brands
- Specific Local Brands
- Specific Store Brands

2. VT WIC Approved Foods (Effective 10/01/20)

Oatmeal



WIC-Approved

- 16 ounce (1 pound) packages
- 32 ounce (2 pound) packages
- Organic allowed

Brands

- Specific National Brands



Not Allowed

- Added sugars, fats, oils or salt

2. VT WIC Approved Foods (Effective 10/01/20)

Brown Rice



WIC-Approved

- 14–16 ounce packages
- 28–32 ounce packages
- Bags, boxes, and plastic jars
- Organic allowed

Brands

- Any Brand



Not Allowed

- Added sugars, fats, oils or salt

2. VT WIC Approved Foods (Effective 10/01/20)



Customer Benefit Choice

WIC customers can choose a mix of **bread, pasta, tortillas, oatmeal and rice** to add up to the total number of ounces of **Bread-Whole Grains-Pasta** on their Family Food Benefits list. Here are two examples:



+



= **32 oz**

One 16 ounce
loaf bread

One 16 ounce
package tortillas



+



= **48 oz**

One 16 ounce
package pasta

One 32 ounce
package rice

2. VT WIC Approved Foods (Effective 10/01/20)

Eggs



WIC-Approved

- Whole dozen
- Medium, large, extra large, jumbo
- Brown and white



Not Allowed

- Organic

Brands

- Any Brand

2. VT WIC Approved Foods (Effective 10/01/20)

Cheese



WIC-Approved

- 8 ounce and 16 ounce packages
- Regular
- Low-fat
- Blocks
- American slices

Brands

- Specific National Brands
- Specific Local Brands
- Specific Store Brands



Not Allowed

- Imported or deli
- Individually wrapped slices
- Organic
- Flavored
- String
- Specialty or special reserve

2. VT WIC Approved Foods (Effective 10/01/20)

Cow's Milk



WIC-Approved

Fluid

- Gallon, ½ gallon, quart
- Whole, Low-fat, Nonfat

Shelf-Stable

- Quart

Nonfat Dry Milk Powder

- 25.6 ounce (makes 2 gal)

Brands

- Any Brand

Not Allowed

- Enhanced or specialty
- Reduced-fat (2%)
- Organic
- Flavored
- Glass bottles

Notes

- Whole milk approved only for children 12-24 months
- Low-fat (1%) and Nonfat (skim) milk for women and children 2-5 years

2. VT WIC Approved Foods (Effective 10/01/20)

Goat's Milk



WIC-Approved

Fluid

- ½ gallon, quart (Whole)
- Quart (Low-fat)

Powdered

- 12 ounce (makes 3 qt)
- Whole, Nonfat

Brands

- Meyenberg Brand Only

Not Allowed

- Enhanced or specialty
- Reduced-fat (2%)
- Organic
- Flavored
- Glass bottles

Notes

- Whole milk approved only for children 12-24 months
- Low-fat (1%) and Nonfat (skim) milk for women and children 2-5 years

2. VT WIC Approved Foods (Effective 10/01/20)

Yogurt



WIC-Approved

- 32 ounce tubs
- 8-packs and 16-packs of 2-ounce tubes
- Organic allowed

Brands

- Specific National Brands
- Specific Local Brands
- Specific Store Brands



Not Allowed

- Pouches
- Artificial sweeteners



Notes

- Whole milk yogurt approved only for children 12-24 months
- Low-fat and nonfat yogurt for women and children 2-5 years
- Additional restrictions on some national and store brands

2. VT WIC Approved Foods (Effective 10/01/20)

Soymilk Beverage



WIC-Approved

- **Refrigerated**
32 ounce (1 quart)
64 ounce (½ gallon)
- **Shelf-stable**
32 ounce (1 quart)

Brands

- Specific National Brands



Not Allowed

- Organic

2. VT WIC Approved Foods (Effective 10/01/20)

Tofu



WIC-Approved

- 8 ounce, 14 ounce, and 16 ounce packages
- Organic allowed

Brands

- Specific National Brands
- Specific Local Brands

2. VT WIC Approved Foods (Effective 10/01/20)



Customer Benefit Choice

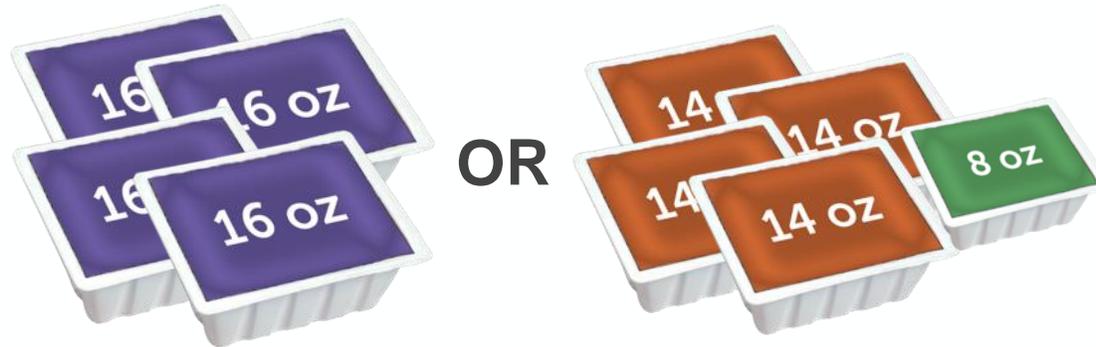
WIC customers can **combine tofu packages** to add up to the total number of pounds on their Family Food Benefits list.

1 lb (16 oz)



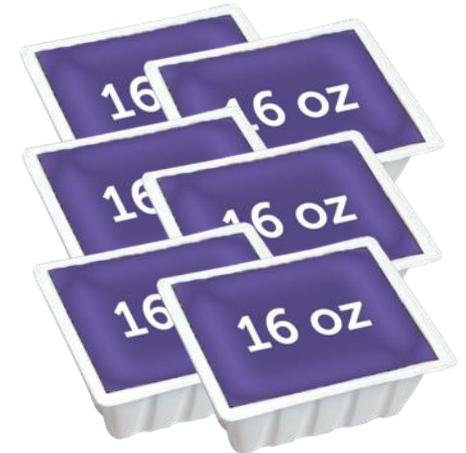
One 16 oz
OR
Two 8oz

4 lb (64 oz)



Four 16 oz
OR
Four 14oz + One 8oz

6 lbs (96 oz)



Six 16 oz

2. VT WIC Approved Foods (Effective 10/01/20)

Peanut Butter



WIC-Approved

- 16–18 ounce jars
- Smooth / Creamy
- Chunky / Crunchy
- Plastic or glass jars

Brands

- Specific National Brands
- Any Store Brand



Not Allowed

- Reduced fat
- Low sodium
- Organic
- Specialty peanut butters
- Peanut butter spreads
- Flavored or mix-in ingredients



Notes

- Additional restrictions on some national brands

2. VT WIC Approved Foods (Effective 10/01/20)

Canned Beans



WIC-Approved

- 15–16 ounce cans
- Regular
- Low-sodium
- Organic allowed

Brands

- Any Brand



Not Allowed

- Added sugars, fats or oils
- Added vegetables, fruits or meats
- Added flavors, herbs or spices
- Refried beans

2. VT WIC Approved Foods (Effective 10/01/20)

Dried Beans, Lentils and Peas



WIC-Approved

- 1 pound packages
- Organic allowed

Brands

- Any Brand



Not Allowed

- Added sugars, fats or oils
- Added flavors, herbs or spices
- Soup mix

2. VT WIC Approved Foods (Effective 10/01/20)



Customer Benefit Choice

1 Peanut Btr/Beans/Peas on a Family Food Benefits list means the WIC customer can buy:



One 16–18 oz jar of peanut butter

OR



Four 15–16 oz cans of canned beans

OR



One 16 oz package of dry beans, lentils, peas

2. VT WIC Approved Foods (Effective 10/01/20)

Hot Cereal



WIC-Approved

- Various sizes per brand (11.8–36 ounce boxes)
- Whole grain
- Gluten-free

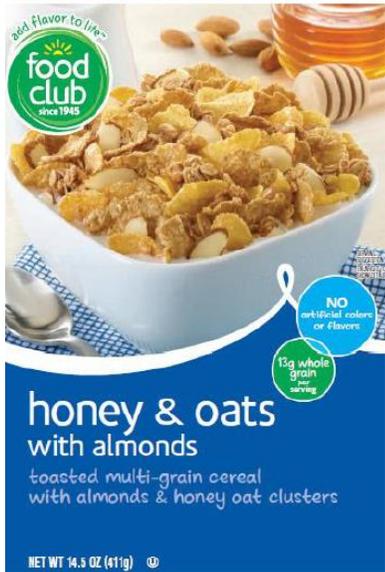


Brands

- Specific National Brands
- Specific Store Brands

2. VT WIC Approved Foods (Effective 10/01/20)

Cold Cereal



✓ WIC-Approved

- Various sizes (9–36 ounce boxes)
- Whole grain
- Gluten-free

Brands

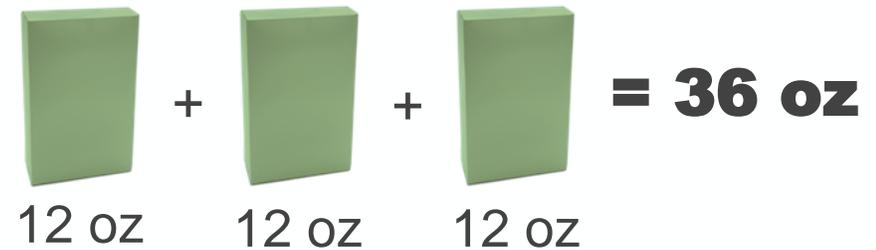
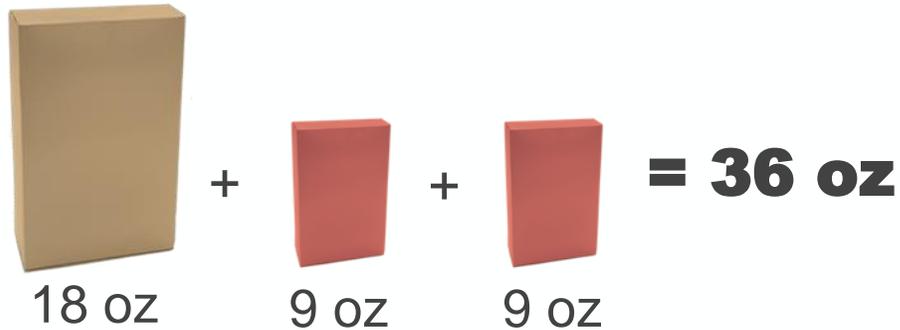
- Specific National Brands
- Specific Store Brands

2. VT WIC Approved Foods (Effective 10/01/20)



Customer Benefit Choice

WIC customers can **combine hot or cold cereal packages** to add up to the total ounces on their Family Food Benefits list.



2. VT WIC Approved Foods (Effective 10/01/20)

Child's Juice



WIC-Approved

- **Shelf-stable 100% Juice:**
64 ounce bottles
- **Orange Juice**
Frozen: 16 ounce cans
Refrigerated: 64 ounce bottle

Brands

- Specific National Brands
- Specific Local Brands
- Specific Store Brands



Not Allowed

- Organic



Notes

- Additional restrictions on some national brands

2. VT WIC Approved Foods (Effective 10/01/20)

Women's Juice



WIC-Approved

- **Shelf-stable 100% Juice**
48 ounce bottles
- **Frozen**
11.5–12 ounce cans

Brands

- Specific National Brands
- Specific Local Brands
- Specific Store Brands



Not Allowed

- Organic



Notes

- **Shelf-stable: Only 48 oz**
bottles approved for women

2. VT WIC Approved Foods (Effective 10/01/20)

Infant Fruits and Vegetables



WIC-Approved

- 4 ounce containers (single and 2-packs)
- Stage 1 and Stage 2 (4 oz packaging only)
- Any variety fruit or vegetable
- Any variety mixed fruits
- and mixed vegetables

Brands

- Specific National Brands
- Specific Store Brands



Not Allowed

- Added sugars, salt, starches or rice
- Dinners
- Pouches
- Desserts



Notes

- 1 transaction has limit of **50 WIC items**. Keep this in mind if a customer is purchasing many infant foods.

2. VT WIC Approved Foods (Effective 10/01/20)

Infant Cereal



WIC-Approved

- 8 ounce and 16 ounce packages
- Single and multigrain
- Organic allowed



Not Allowed

- Added fruit, formula or vegetables

Brands

- Specific National Brands

2. VT WIC Approved Foods (Effective 10/01/20)

Infant Meats



WIC-Approved

- 2.5 ounce jars
- Select variety packs
- Stage 1 or 2nd Foods
- Any variety

Brands

- Specific National Brands



Not Allowed

- Added sugar or salt
- Dinners



Notes

- 1 transaction has limit of **50 WIC items**. Keep this in mind if a customer is purchasing many infant foods.

2. VT WIC Approved Foods (Effective 10/01/20)

Canned Fish



WIC-Approved

- **Chunk Light Tuna**
5 ounce cans
- **Sardines**
3.75 ounce cans
- **Salmon**
5, 6 and 7.5 ounce cans

Brands

- Specific National Brands



Not Allowed

- Albacore tuna
- Chunk **white** tuna
- Pouches

2. VT WIC Approved Foods (Effective 10/01/20)

Infant Formula



WIC-Approved

- Infant formula must be purchased from an authorized source
- Standard contract formulas allowed
- Specialized medical formulas allowed by prescription (e.g. Pediasure)

Brands

- Contract Brand Only – Gerber



Notes

- Only exact type and size container listed on WIC customer's Family Food benefits list approved

3. Keep UPC Data Current



3. Keep UPC Data Current

VT WIC Documentation Available

- Visit healthvermont.gov/wicgrocers for:



Approved Products List (APL)

- Effective October 1
- Updated Annually



Minimum Inventory Standards

- For Small Independent Grocers and Small Co-ops
- For Chains, Large Grocers and Large Co-ops



UPC Database

- Contains all active WIC UPCs
- Updated Monthly