

## Applicant Responsibilities

Applicants must comply with the following:

1. Applicants (e.g., grocery vendors, wholesalers, manufacturers, and brokers) must identify the contact person responsible for their brands.  
  
The contact person responsible must assure that application packets for their products are submitted by the application deadline. Applications from individuals who are not the contact person responsible for their brand will not be accepted.
2. Applicants must use the application form(s) provided from the Missouri WIC Program. Additional copies of the form may be made as needed.
3. All applications must be submitted to the Missouri WIC program by the end of application periods.
4. Applicants must complete an application form for each item to be considered for the Missouri WIC Approved Food List. Missing data will disqualify the product for consideration. Applicants must resubmit application packets for the products which are currently in the Missouri WIC Approved Food List.
5. Applicants must submit an empty box/package, label, or layout of package in PDF for each product.
6. Grocery store or grocery store headquarters and wholesaler applicants are requested to communicate with their manufacturers to avoid duplicate submission and/or failure to submit application packets for items.
7. Applicants must contact the WIC State Office at least ninety (90) days prior to warehouse distribution of an approved product that has been reformulated or has undergone a packaging or labeling change.
  - a. A changed product will be reviewed to determine if it still meets the Missouri WIC Program selection criteria.
  - b. If the Missouri WIC Program is not notified within the correct timeframe of the reformulation, packaging, and/or labeling changes, the product will be eliminated from the Missouri WIC Program when it appears in the changed form on store shelves.

ER: 2.06700 (10-2014)