

WIC Food Selection Procedures & Guidelines

The State agency will perform the following:

1. Conduct a review of WIC eligible food items on a biennial basis unless otherwise noted including:
 - a. Products that are currently approved by the Missouri WIC Program; and
 - b. New products to be considered for the Missouri WIC program.
2. Post application packet containing application forms, WIC food selection criteria, submission instructions, and submission periods on the WIC website.
3. Notify persons who submitted applications in the previous WIC food review process.
4. Provide the link to download an application packet containing application forms and instructions to manufacturers and distributors requesting information on the Missouri WIC food selection process.
5. Review applications, determine products for the Missouri WIC approved Food List, and notify the results of evaluation to all applicants.
 - a. Products will not be considered for placement on the Missouri WIC Approved Food List for the specified time period if the applicant:
 - i. Fails to respond to the request within the specified time frame.
 - ii. Fails to include all of the requested information.
 - iii. Fails to use the requested format for submitting information.
 - b. Products will be evaluated for the Missouri WIC Approved Food List based on the following:
 - i. Missouri WIC selection criteria which meets USDA Regulatory Requirements for WIC-Eligible Food
 - ii. Availability in Missouri WIC authorized vendors

Products to be considered for the WIC approved food list must meet the following:

- (a) Product must be available at the WIC authorized vendors in Missouri at the time of submission; AND
- (b) Products other than approved grocery store brands must be available at the time of submission in a minimum of 10% of

total WIC authorized vendors (approximately 670 vendors as of July 2014) in Missouri.

iii. Actual product prices at WIC authorized vendors in Missouri

Note: Actual retail prices will be determined based on shelf price survey conducted by the Missouri WIC program.

c. The State agency reserves the right to limit the number of products for the WIC Approved Food List based on changes in funding appropriations.

Note: A store brand can be the store's own brand or a brand name carried by the store that was created by the wholesaler which supplies the store. The State agency will determine whether the products may be considered as a store brand.

ER 2.06700 (10/14)