

General Criteria

The Missouri WIC program reviews applications, determines products for the Missouri WIC Approved Food List, and notifies 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:
 - Fails to respond to the request within the specified time frame.
 - Fails to include all of the requested information.
 - 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:
 1. Missouri WIC selection criteria which meets USDA Regulatory Requirements for WIC-Eligible Food
 2. Availability in Missouri WIC authorized vendors
 - i. Number of WIC authorized vendors in Missouri carrying the actual products submitted.

A product must be carried by a minimum of 10% of total Missouri WIC authorized vendors within peer groups I and II as determined by the state.
 - ii. 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.