

## **SECTION VI: WIC-APPROVED FOOD**

<b>Overview</b>	WIC food is specifically chosen to help reduce complications of pregnancy due to poor nutrition and to promote the healthiest possible birth, growth, and development of infants and children. The retailer's role in ensuring WIC customers receive only the food prescribed on the eWIC card is critical.
<b>WIC-approved Food</b>	A complete printed WIC-approved Food List is provided to each retailer on an annual basis or at least 30 days prior to the effective date of a new food list.
<b>Minimum Stock</b>	<p>This section lists the minimum stocking requirements of WIC-approved food. Retailers must maintain the minimum stocking requirement of WIC-approved food in the store at all times.</p> <p>Retailers must maintain adequate inventory records (e.g., invoices and purchase orders) to verify billings made for all WIC food items purchased at any time during the current agreement year, and for the previous three (3) years if a WIC Retailer Agreement was then in effect. This must include, but is not limited to, inventory records required for federal tax reporting purposes.</p>
<b>Store Brand Definition</b>	As a cost containment measure for the WIC program, store brands are utilized where possible. Store brand definition by Private Label Manufacturer's Association: "Store brand products encompass all merchandise sold under a retail store's private label. That label can be the store's own name or a name created exclusively by that store. In some cases, a store may belong to a wholesale buying group that owns labels which are available to the members of the group. These wholesaler-owned labels are referred to as controlled labels."
<b><u>6.1 Formula</u></b>	
<b>Policy</b>	Formula is chosen for specific dietary needs. Therefore, it is imperative that retailers allow WIC customers to redeem only the specific type, size, and quantity of formula issued on an eWIC card.
<b>Primary Contract Formulas</b>	The Missouri WIC program participates in an infant formula rebate contract. The Department contracts with a specific infant formula manufacturer who agrees to give a rebate to the WIC program for each unit of their infant formula redeemed with an eWIC card. The money from this rebate enables the WIC program to serve more WIC participants. The infant formulas included in the rebate contract are called "Primary Contract Formulas."

**Tiered Stocking  
Groups for  
Formula**

The tiered stocking group requirement is designed to reduce formula inventory for retailers that have less WIC customer traffic and to reduce the financial burden of stocking unneeded formula by smaller retail stores. The retailer applicant will initially be placed within Group II, unless the new applicant is a member of a national or regional grocery store chain, in which case they will be placed into Group III. The new authorized retailer will remain in this tiered stocking group for the first six (6) months they are authorized to accept Missouri eWIC cards.

After six (6) months, the retailer will have its tiered stocking group status re-evaluated. Using an extrapolation of the monthly average of the retailer's WIC sales, the Missouri WIC program will determine whether the retailer's current tiered stocking group is appropriate.

Group I and II stores are defined as: A retail store ownership that is a sole proprietorship, franchise supported, a partnership, an L.L.C., or a corporation. If the ownership is an L.L.C. or a corporation, the number of stores in operation is one (1) or more stores that are located in Missouri or are not considered to be a major chain store.

**Tiered Stocking Groups**

- **Group I:** Stores with annual WIC sales of \$85,000 or below.
- **Group II:** Stores with annual WIC sales above \$85,000.
- **Group III:** National and regional chain stores, (e.g., Dierbergs, Dillon's, Gerbes, Hy-Vee, Kroger, Schnucks, and Walmart).

**Concentrates and  
Primary Contract  
Formula**

**WIC authorized retailers are not required to stock** concentrates and ready-to-use primary contract formulas, but these formulas must be made available for a WIC customer within 72 hours if available through the store's wholesaler or formula distributor.

**Non-Primary  
Contract  
Formula**

must be made available for a WIC customer within 72 hours if available through the store's wholesaler or formula distributor. If a requested formula is not available to order through the store's wholesaler or formula distributor, advise the WIC customer to contact their local agency for assistance.

**Special Formula**

All formulas other than the current Missouri primary contract formulas, which may be prescribed on an eWIC card, are called "special" formulas or non-primary contract formulas. Only authorized WIC pharmacies can

accept eWIC cards for these formulas. Pharmacies that are not authorized WIC retailers cannot order special formula to be sold during an eWIC sales transaction. See Section II, 2.3 Selection Criteria of this manual for more information. If a requested formula is not available to order through the store's wholesaler or formula distributor, advise the WIC customer to contact their local agency for assistance.

### **Special Ordered Formula Pricing Limitation**

In the event a WIC customer orders a special formula, the WIC authorized retailer is limited as to the amount they may charge for special formula. The retailer must set the price of the special ordered formula using the following method:

- **The retailer is allowed to mark up the special formulas no more than 10 percent over the retailer's wholesale price.**
- **In the event that the formula has special shipping costs, the actual shipping cost or a maximum of 5 percent of the case price (if the shipping cost is greater), may be added to the case price of the special formula.** The shipping price is then distributed evenly among the number of units ordered.
- The retailer must attach a copy of the invoice and shipping costs to the WIC sales receipt.
- The retailer must attach proof of the special order for a WIC customer. Proof includes the name of the WIC customer, the date the special formula was ordered, and the date of the sale.

The Missouri WIC program will authorize the purchase of special ordered formula only at the price levels indicated above. In the event the retailer's price exceeds the above price levels the retailer should complete the Approval Request For eWIC Transactions form (located in Appendix E of this manual) and attach the following: transaction receipt, a copy of the invoice showing the items and shipping costs, and an explanation of why the cost of the formula being sold exceeds the pricing peer group amount. Submit these items to the Missouri WIC program for review.

This pricing limitation applies to all special ordered formula. Pharmacies may not accept eWIC cards for the primary contract formulas of Similac Advance, Similac Sensitive, Similac Soy Isomil, Similac for Spit Up, and Similac Total Comfort in the concentrate, powder, and ready-to-use varieties.

### **Special Ordered Formula Buyback**

The Missouri WIC program may authorize a "buyback" of special ordered formula using the pricing formula indicated above. This special formula buyback is to be used only when an authorized retailer has ordered a

special formula for a WIC customer and not all the ordered formula is purchased. This buyback is to ensure that no authorized retailer has to absorb the cost of the unpurchased special formula. **No regular contract formula will be included in a buyback.** The formula buyback occurs as follows:

- The retailer contacts the Retailer Manager at the Missouri WIC program.
- The retailer informs the Retailer Manager of the type, size, quantity, and expiration date of the special ordered formula. **Note: Formula that is expired or will be expiring within 60 days of the retailer notifying the Missouri WIC program will NOT be purchased.**
- The retailer must provide the wholesale price and the retail price they have charged for the special formula.
- The Retailer Manager will determine if the formula meets the criteria. If so, an eWIC card will be created for the formula and a Missouri WIC program staff person will pick up the buyback formula.

## 6.2 Tier 1 Stocking Requirements

<b>GROUP I AND GROUP II</b>		
<b>FORMULA</b>		
Similac Advance – Powder – 12 cans  AND  12 cans total (one (1) variety or in any combination of one (1) or more of the below varieties)  Powder Similac Sensitive – Powder Similac Soy Isomil – Powder Similac for Spit Up –  Powder Similac Total Comfort – Powder		
<b>INFANT FOOD</b>		
<b>Infant Fruit</b>	Approved brands only. Any single fruit, mixed fruit, and mixed fruit and vegetable varieties. Only four (4) ounce jars or twin packs of four (4) ounce containers. No added sugars, rice, flour, grains, cereal, seasoning, cinnamon, starches, salt, or DHA/ARA. No organic. No dinners, pasta, or added meats.	Three (3) varieties and 36 total containers. (Jars, twin packs, or a combination.)  Twin packs equal two (2) containers.
<b>Infant Vegetables</b>	Approved brands only. Any single vegetable, mixed vegetables, and mixed fruit and vegetable varieties. Only four (4) ounce jars or twin packs of four (4) ounce containers. No added sugars, rice, flour, grains, cereal, seasoning, cinnamon, starches, salt, or DHA/ARA. No organic. No dinners, pasta, or added meats.	Three (3) varieties and 36 total containers. (Jars, twin packs, or a combination.)  Twin packs equal two (2) containers.
<b>Infant Meat</b>	Any approved brand of single ingredient meat with added broth or gravy in 2.5 ounce jars. No added sugars, starches, salt, or DHA/ARA. No organic. No dinners, pasta, or added fruit and vegetables.	Two (2) varieties and 12 jars total.
<b>Infant Cereal</b>	Any approved brand of plain, dry (no fruit added) in eight (8) ounce and 16 ounce container sizes. No organic, jars, cans, or DHA/ARA enhanced allowed. No cinnamon, nuts, or yogurt.	Two (2) varieties and six (6) boxes, containers, or a combination total.
<b>CEREAL</b>		
<b>Cold Cereal</b>	Any approved brand of cold cereal in a box or bag of 12 to 36 ounce sizes. No individual size servings.	Three (3) varieties and 18 boxes, bags, or a

		combination total.  At least one (1) variety must be a whole grain.
<b>Hot Cereal</b>	Any approved brand of hot cereal in a box or bag of 11.8 to 36 ounce sizes.	Six (6) boxes, bags, or a combination total.
<b>JUICE</b>		
<b>Ready-To-Serve Juice</b>	Approved brands and flavor varieties of 100% fruit or vegetable juice in 64 ounce containers of full strength juice. No juice cocktail varieties. No organic.	Three (3) flavor varieties and 12 containers total.
<b>Frozen Juice Concentrate</b>	Approved brands and flavor varieties of 11.5 to 12 ounce containers of frozen juice concentrates.	Two (2) flavor varieties and 12 containers total.
<b>FISH</b>		
<b>Salmon</b>	Any brand of pink salmon, water packed in five (5) ounce cans. No added flavorings, sauces, or seasonings. No soy or olive oil. No smoked salmon. No foil pouches or individual servings. No multiple packs.	Two (2) varieties of fish and 12 cans total.
<b>Sardines</b>	Any brand of plain sardines, water packed, mustard sauce, or tomato sauce in 3.75 ounce cans. No other added flavorings, sauces, or seasonings. No soy or olive oil. No smoked sardines or fish steaks. No foil pouches or individual servings.	
<b>Tuna</b>	Any brand of plain tuna, water packed in five (5) ounce cans. No tuna packed in oil. No added flavor, sauces, or seasonings. No albacore or white tuna. No multiple packs, foil pouches, or individual servings.	
<b>BEANS AND PEANUT BUTTER</b>		
<b>Canned Beans</b>	Bush's Best Beans brand only of approved varieties of beans in 16 ounce cans. No organic, peppers, onions, other added ingredients, flavorings, seasonings, fats, or oils. No fruit, meat, vegetables, or bean soups.	Two (2) varieties and 24 cans total.
<b>Dried Beans and Peas</b>	Store brand, plain (no flavor additives), one (1) pound packages of dry beans, peas, or lentils.	Three (3) varieties and six (6) bags total.
<b>Peanut Butter</b>	Store brand, 16 to 18 ounce jars, creamy or crunchy peanut butter. No natural or organic brands. No low-fat, added chocolate, honey, jams, jellies, or marshmallows.	Six (6) jars total

<b>CHEESE, EGGS, YOGURT, AND TOFU</b>		
<b>Cheese (Non-National Brands)</b>	Store brand, prepackaged eight (8) or 16 ounce size blocks and packages of shredded plain, natural, domestic cheeses of American (sliced but not individually wrapped), Brick, Cheddar, Colby, Colby Jack, Monterey Jack, Mozzarella, Muenster, Provolone, and Swiss varieties. Marbled and blends of approved varieties are allowed. No individually weighted blocks. No special brands. Low-fat and fat-free cheese is allowed.	Three (3) varieties and nine (9) pounds total.
<b>Eggs</b>	Large, white, grade A or AA eggs. No low cholesterol or specialty eggs, such as free range or organic.	12 dozen
<b>Yogurt</b>	Approved brands and varieties in 32 ounce containers of low-fat or nonfat yogurt.	Where available
<b>Tofu</b>	Azumaya and Nasoya brands in soft and firm blocks of 16 ounce packages. No cubed or added flavors, sauces, or ingredients.	Where available
<b>MILK</b>		
<b>Soy Milk</b>	8 <sup>th</sup> Continent Original Soymilk, 8 <sup>th</sup> Continent Vanilla Soymilk, Silk Original Soymilk, and Great Value Original Soymilk brands in half-gallon containers. No organic. No light varieties or other flavors.	Where available
<b>Whole and 2% Milk</b>	Any brand is allowed. Must be unflavored and vitamin D fortified. No organic or special brand milk products allowed. No glass bottles.	Six (6) gallons total
<b>Skim and 1% Milk</b>	Any brand is allowed. Must be unflavored and vitamin D fortified. No organic or special brand milk products allowed. No glass bottles.	Six (6) gallons total
<b>Dry Milk (Non-fat variety)</b>	Store brand only in an 8 quart, 25.6 ounce, or 1 pound 9.6 ounce box or bag.	Where available
<b>Lactose Free Milk (Whole, 2%, 1%, and Skim)</b>	Any brand of plain varieties in half gallon containers.	Where available
<b>Buttermilk</b>	Any brand of whole and low-fat varieties in quart (32 oz) containers. No organic or special brand milk products allowed. No glass bottles.	Where available

<b>Evaporated Milk</b>	Store brands only of 12 ounce cans of whole fat and skim varieties. <b>Filled evaporated milk is not WIC-approved.</b>	Where available
<b>Goat Milk</b>	Meyenberg brand, 12 ounce can of evaporated whole or nonfat powder.	Where available
Whole fat, reduced fat, and low-fat milk stocking requirement may be a combination of either type of milk. <b><u>Extra Skim milk is NOT an approved WIC food item.</u></b>		
<b>BREAD, PASTA, RICE, AND TORTILLAS</b>		
<b>Whole Grain Breads</b>  Approved brands only. No organic breads. No added seasonings, powdered sugar, nuts, or fruit. No wraps, flatbreads, buns, or rolls. No breads with artificial sweeteners.	16 ounce packages only	Two (2) of the four (4) whole grain types and 12 units total.
<b>Whole Wheat Pasta</b>  Approved brands only. All shapes are approved. No organic pasta. No added sugars, fats, oils, or salt.		
<b>Brown Rice</b>  Store brands only of whole grain brown rice. No instant or organic rice. No added seasonings or flavorings. No individual servings or pouches.		
<b>Tortillas</b>  Approved brands only of soft corn or whole wheat tortillas. No added sugar, fats, oils, salt, nuts, or fruit. No added seasonings or flavorings. No organic tortillas.		



**FRESH AND FROZEN FRUIT AND VEGETABLES**

<p><b>Frozen Fruit and Vegetables</b></p>	<p>Any brand of frozen fruit and vegetables in any size or type of packages.</p> <p>Frozen fruit may contain fruit juice, water, or artificial sweeteners (e.g., Splenda). No frozen fruit with added sugar. No frozen smoothie mixes. No frozen vegetables with added sugar, fats, oils, salt, or flavorings. No single serving packs or packages with added sauces, flavors, or other ingredients. No breaded, seasoned, or flavored vegetables. No french fries, tator tots, potato rounds, diced potatoes with added oils, seasonings, or sugars. No shredded, diced, hash browns, or hash brown patties with added oils, seasonings, or sugars. No packages of vegetables containing pasta, rice, or other ingredients. No packages of vegetables containing cheese, sauces, or gravies. No packages containing meat, poultry, or fish.</p>	<p><b>Frozen Fruit:</b></p> <p>Two (2) varieties and 12 bags, containers (or a combination) total.</p>
	<p><b>Frozen Vegetables:</b></p> <p>Three (3) varieties and 24 bags, containers, boxes (or a combination) total.</p>	
<p><b>Fresh Fruit and Vegetables</b></p>	<p>Any brand and variety of approved whole or cut fresh fruit and vegetables. Fresh garlic and ginger are allowed. Organic fruit and vegetables are allowed. Containers of cut fruit and vegetables must be at least five (5) ounces.</p> <p>No fruit with added ascorbic acid. No fruit with added sugar or caramel. No baked goods with fruit. No condiments or sauces (e.g., fresh salsa, guacamole, pico de gallo). No added lemon or lime juice. No deli, buffet containers, party trays, or baskets of fruit or vegetables. No bagged lettuce or salad greens with salad dressings, cheese, croutons, or other ingredients. No breaded, creamed, or sauced vegetables. No dried fruit, fruit roll-ups, nuts, fruit-nut mixtures, vegetable-nut mixtures or vegetable-grain mixtures. No ornamental or decorative fruit or vegetables (e.g., pumpkins, gourds, Indian corn, or strings of fruit and vegetables.) No dried, pickled, or powdered herbs or spices used primarily as flavoring.</p>	<p><b>Fresh Fruit:</b></p> <p>Four (4) varieties of fruit and five (5) pounds per variety.</p>
	<p><b>Fresh Vegetables:</b></p> <p>Four (4) varieties of vegetables and five (5) pounds per variety.</p>	

**Herbs and Spices NOT Allowed:** Anise, Basil, Bay Leaves, Caraway, Chervil, Chives, Cilantro, Dill, Fenugreek, Horseradish, Lemon Grass, Marjoram, Mint, Oregano, Parsley, Rosemary, Sage, Savory, Tarragon, Thyme, and Vanilla Bean.

### **6.3 Tier 2 Stocking Requirements**

<b>GROUP III</b>		
<b>FORMULA</b>		
<p>Similac Advance – Powder – 24 cans</p> <p>AND</p> <p><u>18 cans total (one (1) variety or in any combination of one (1) or more of the below varieties)</u></p> <p>Similac Sensitive – Powder</p> <p>Similac Soy Isomil – Powder</p> <p>Similac for Spit Up – Powder</p> <p>Similac Total Comfort – Powder</p>		
<b>INFANT FOOD</b>		
<b>Infant Fruit</b>	<p>Approved brands only. Any single fruit, mixed fruit, and mixed fruit and vegetable varieties. Only four (4) ounce jars or twin packs of four (4) ounce containers. No added sugars, rice, flour, grains, cereal, seasoning, cinnamon, starches, salt, or DHA/ARA. No organic. No dinners, pasta, or added meats.</p>	<p>Three (3) varieties and 96 total containers. (Jars, twin packs, or a combination.)</p> <p>Twin packs equal two (2) containers.</p>
<b>Infant Vegetables</b>	<p>Approved brands only. Any single vegetable, mixed vegetables, and mixed fruit and vegetable varieties. Only four (4) ounce jars or twin packs of four (4) ounce containers. No added sugars, rice, flour, grains, cereal, seasoning, cinnamon, starches, salt, or DHA/ARA. No organic. No dinners, pasta or added meats.</p>	<p>Three (3) varieties and 96 total containers. (Jars, twin packs, or a combination.)</p> <p>Twin packs equal two (2) containers.</p>
<b>Infant Meat</b>	<p>Any approved brand of single ingredient meat with added broth or gravy in 2.5 ounce jars. No added sugars, starches, salt, or DHA/ARA. No organic. No dinners, pasta, or added fruit and vegetables.</p>	<p>Three (3) varieties and 48 jars total.</p>
<b>Infant Cereal</b>	<p>Any approved brand, of plain, dry (no fruit added) in eight (8) ounce and 16 ounce container sizes. No organic, jars, cans, or DHA/ARA enhanced allowed. No cinnamon, nuts, or yogurt.</p>	<p>Two (2) varieties and six (6) boxes, containers, or a combination total.</p>

<b>CEREAL</b>		
<b>Cold Cereal</b>	Any approved brand of cold cereal in a box or bag of 12 to 36 ounce sizes. No individual size servings.	Three (3) varieties and 24 boxes, bags, or a combination total.  At least one (1) variety must be a whole grain.
<b>Hot Cereal</b>	Any approved brand of hot cereal in a box or bag of 11.8 to 36 ounce sizes.	Six (6) boxes, bags, or a combination total.
<b>JUICE</b>		
<b>Ready-To-Serve Juice</b>	Approved brands and flavor varieties of 100% fruit or vegetable juice in 64 ounce containers of full strength juice. No juice cocktail varieties. No organic.	Three (3) flavor varieties and 18 containers total.
<b>Frozen Juice Concentrate</b>	Approved brands and flavor varieties of 11.5 to 12 ounce containers of frozen juice concentrates.	Three (3) flavor varieties and 18 containers total.
<b>FISH</b>		
<b>Salmon</b>	Any brand of pink salmon, water packed in five (5) ounce cans. No added flavorings, sauces, or seasoning. No soy or olive oil. No smoked salmon. No multiple packs, foil pouches or individual servings.	Two (2) varieties and 12 cans total.
<b>Sardines</b>	Any brand of plain sardines, water packed, mustard sauce, or tomato sauce in 3.75 ounce cans. No other added flavorings, sauces, or seasoning. No soy or olive oil. No smoked sardines or fish steaks. No foil pouches or individual servings.	
<b>Tuna</b>	Any brand of plain tuna, water packed in five (5) ounce cans. No tuna packed in oil. No added flavor, sauces, or seasonings. No albacore or white tuna. No multiple packs, foil pouches, or individual servings.	
<b>BEANS AND PEANUT BUTTER</b>		
<b>Canned Beans</b>	Bush's Best Beans brand only of approved varieties of beans in 16 ounce cans. No organic, peppers, onions, other added ingredients, flavorings, seasonings, fats, or oils. No fruit, meat, vegetables, or bean soups.	Three (3) varieties and 24 cans total.

<b>Dried Beans and Peas</b>	Store brand, plain (no flavor additives), one (1) pound packages of dry beans, peas, or lentils.	Three (3) varieties and 12 bags total.
<b>Peanut Butter</b>	Store brand, 16 to 18 ounce jars, creamy or crunchy peanut butter. No natural or organic. No low-fat, added chocolate, honey, jams, jellies, or marshmallows.	12 jars total
<b>CHEESE, EGGS, YOGURT, AND TOFU</b>		
<b>Cheese (Non-National Brands)</b>	Store brand, prepackaged eight (8) or 16 ounce size blocks and packages of shredded plain, natural, domestic cheeses of American (sliced but not individually wrapped), Brick, Cheddar, Colby, Colby Jack, Monterey Jack, Mozzarella, Muenster, Provolone, and Swiss varieties. Marbled and blends of approved varieties are allowed. No individually weighted blocks. No special brands. Low-fat and fat-free cheese is allowed.	Three (3) varieties and 12 pounds total.
<b>Eggs</b>	Large, white, grade A or AA eggs. No low cholesterol or specialty eggs, such as free range or organic.	12 dozen
<b>Yogurt</b>	Approved brands and varieties in 32 ounce containers of low-fat or nonfat yogurt.	Six (6) containers
<b>Tofu</b>	Azumaya and Nasoya brands in soft and firm blocks of 16 ounce packages. No cubed or added flavors, sauces, or ingredients.	Where available
<b>MILK</b>		
<b>Soy Milk</b>	8 <sup>th</sup> Continent Original Soymilk, 8 <sup>th</sup> Continent Vanilla Soymilk, Silk Original Soymilk, and Great Value Original Soymilk brands in half-gallon containers. No organic. No light varieties or other flavors.	Recommended six (6) half-gallon containers.
<b>Whole and 2% Milk</b>	Any brand is allowed. Must be unflavored and vitamin D fortified. No organic or special brand milk products allowed. No glass bottles.	12 gallons total
<b>Skim and 1% Milk</b>	Any brand is allowed. Must be unflavored and vitamin D fortified. No organic or special brand milk products allowed. No glass bottles.	24 gallons total
<b>Dry Milk (Non-fat variety)</b>	Store brand only in an 8 quart, 25.6 ounce, or 1 pound 9.6 ounce box or bag.	Where available

<b>Lactose Free Milk (Whole, 2%, 1%, and Skim)</b>	Any brand of plain varieties in half gallon containers.	Where available
<b>Buttermilk</b>	Any brand of whole and low-fat varieties in quart (32 oz) containers. No organic or special brand milk products allowed. No glass bottles.	Where available
<b>Evaporated Milk</b>	Store brands only of 12 ounce cans of whole fat and skim varieties. <b>Filled evaporated milk is not WIC-approved.</b>	Where available
<b>Goat Milk</b>	Meyenberg brand, 12 ounce can of evaporated whole or nonfat powder.	Where available
Whole fat, reduced fat, and low-fat milk stocking requirement may be a combination of either type of milk. <b><u>Extra Skim milk is NOT an approved WIC food item.</u></b>		
<b>BREAD, PASTA, RICE, AND TORTILLAS</b>		
<b>Whole Grain Breads</b>  Approved brands only. No organic breads. No added seasonings, powdered sugar, nuts, or fruits. No wraps, flatbreads, buns, or rolls. No breads with artificial sweeteners.	16 ounce packages only	Three (3) of the four (4) whole grain types and 36 units total.
<b>Whole Wheat Pasta</b>  Approved brands only. All shapes are approved. No organic pasta. No added sugars, fats, oils, or salt.		
<b>Brown Rice</b>  Store brands only of whole grain brown rice. No instant or organic rice. No added seasonings or flavorings. No individual servings or pouches.		
<b>Tortillas</b>  Approved brands only of soft corn or whole wheat tortillas. No added sugar, fats, oils, salt, nuts, or fruit. No added seasonings or flavorings. No organic tortillas.		

**FRESH AND FROZEN FRUIT AND VEGETABLES**

<b>Frozen Fruit and Vegetables</b>	<p>Any brand of frozen fruit and vegetables in any size or type of packages.</p> <p>Frozen fruit may contain fruit juice, water, or artificial sweeteners (e.g., Splenda). No frozen fruit with added sugar. No frozen smoothie mixes. No frozen vegetables with added sugar, fats, oils, salt, or flavorings. No single serving packs or packages with added sauces, flavors, or other ingredients. No breaded, seasoned, or flavored vegetables. No french fries, tator tots, potato rounds, diced potatoes with added oils, seasonings, or sugars. No shredded, diced, hash browns, or hash brown patties with added oils, seasonings, or sugars. No packages of vegetables containing pasta, rice, or other ingredients. No packages of vegetables containing cheese, sauces, or gravies. No packages containing meat, poultry, or fish.</p>	<p align="center"><b>Frozen Fruit:</b></p> <p>Three (3) varieties and 36 bags, containers (or a combination) total.</p>
		<p align="center"><b>Frozen Vegetables:</b></p> <p>Five (5) varieties and 60 bags, containers, boxes (or a combination) total.</p>
<b>Fresh Fruit and Vegetables</b>	<p>Any brand and variety of approved whole or cut fresh fruit and vegetables. Fresh garlic and ginger are allowed. Organic fruit and vegetables are allowed. Containers of cut fruits or vegetables must be at least five (5) ounces.</p> <p>No fruit with added ascorbic acid. No fruit with added sugar or caramel. No baked goods with fruit. No condiments or sauces (e.g., fresh salsa, guacamole, pico de gallo). No added lemon or lime juice. No deli, buffet containers, party trays dips, or baskets of fruit or vegetables. No bagged lettuce or salad greens with salad dressings, cheese, croutons, or other ingredients. No breaded, creamed, or sauced vegetables. No dried fruit, fruit roll-ups, nuts, fruit-nut mixtures, vegetable-nut mixtures or vegetable-grain mixtures. No ornamental or decorative fruit or vegetables (e.g., pumpkins, gourds, Indian corn, or strings of fruit and vegetables.) No dried, pickled, or powdered herbs or spices used primarily as flavoring.</p>	<p align="center"><b>Fresh Fruit:</b></p> <p>Five (5) varieties of fruit and ten (10) pounds per variety.</p>
		<p align="center"><b>Fresh Vegetables:</b></p> <p>Five (5) varieties of vegetables and ten (10) pounds per variety.</p>

**Herbs and Spices NOT Allowed:** Anise, Basil, Bay Leaves, Caraway, Chervil, Chives, Cilantro, Dill, Fenugreek, Horseradish, Lemon Grass, Marjoram, Mint, Oregano, Parsley, Rosemary, Sage, Savory, Tarragon, Thyme, and Vanilla Bean.

## **6.4 Requesting A UPC Be Added To The WIC APL**

If an item is not in the Missouri WIC APL and is not scanning as a WIC item in the POS system, follow one of the steps below. All submitted food items will be reviewed to ensure that they meet nutritional and size requirements, if applicable. Food items that do not meet requirements will not be approved and added to the APL. The WIC program will send notification if the food item is approved or if the food item it determined not to be WIC-eligible.

1. Take a clear picture of the product (include the name of the product, size, UPC code, nutrition facts panel, and ingredients) using a smart phone and email the pictures to [WICFoods@health.mo.gov](mailto:WICFoods@health.mo.gov), or
2. Complete the Missouri WIC Product Submission form (found in Appendix D) and include:
  - a. The product name
  - b. The size of the product
  - c. The UPC (including any leading numbers as well as the final check digit number located at the end of the bar code) The UPC will be between 12-13 digits long.



- d. A copy of the original product label with the following information:
  - Product name
  - Container size
  - Barcode
  - Nutrition information (nutrition facts panel and ingredients)

Submit the form through the WIC website link or email or fax the completed form with a copy of the product label to the state agency at [WICfoods@health.mo.gov](mailto:WICfoods@health.mo.gov) or 573-526-1470, or

3. Submit product information through the Missouri WICShopper app using the “I couldn’t buy this!” link.

## **6.5 Mapping Fresh Produce**

### **Price Look-Up (PLU) Mapping**

Retailer systems must be capable of mapping (linking) any “store assigned” PLU code, any non-IFPS PLU code, and any IFPS generic PLU code (i.e., “any fruit,” “any vegetable”) for a WIC allowable fresh fruit or vegetable to an IFPS PLU that is “product specific” and for a similar or same fruit or vegetable. Missouri retailers are required to complete and maintain full mapping of Missouri WIC-eligible fresh produce.

An IFPS PLU code that identifies a specific fruit or vegetable by name and type is a product specific PLU code (i.e., PLU #4011 for bananas or PLU #94011 for organic bananas). Retailer systems must be capable of mapping UPCs assigned by the distributor or grower for a WIC allowable fruit or vegetable to a product specific PLU code for the same or similar fruit or vegetable. Stores using stand-beside POS systems will map all fresh fruit and vegetables to the generic PLU 4469 or generic organic PLU 94469.

Retailers using PLU codes that are not IFPS PLU codes must either convert and use IFPS PLU codes so cashiers will know what PLU to key-enter at the POS system, or map current non-IFPS PLU codes to IFPS PLU codes.

Retailers must use PLU codes to identify fresh fruit and vegetables in their store and must train the manager(s), cashiers, and possibly others in their use and maintenance.

Retailers using IFPS PLU codes will continue to use IFPS PLU codes; however, if a retailer uses the generic (i.e., “any fruit,” “any vegetable”) or retailer assigned PLU codes, those must be mapped (linked) by the retailer in the POS system to a PLU code identifying a similar or same product. (e.g., a locally grown banana with a retailer assigned IFPS PLU defined in the standard as “any fruit” could be mapped to PLU #4011 or #94011, to denote conventional or organic).

Retailers whose in-store systems generate GS-1 data bars and retailers whose suppliers or distributors deliver fresh fruit and vegetables with GS-1 data bars and packaged fresh fruit and vegetables with barcodes will need to ensure WIC allowable fresh fruit and vegetables with these product identifiers are recognized at the POS system as WIC-allowable, either because the data bar has an IFPS product specific PLU code embedded OR because it is mapped to an IFPS product specific PLU code for a similar or same product.

Retailers selling cut fresh fruit or vegetable medleys (five (5) ounces or greater and not party trays) in which all fruit and vegetables are a WIC



allowable fresh fruit and vegetable must map the retailer assigned code to an IFPS product specific PLU code for any one of the included cut fruit and vegetables.

If all WIC-eligible fresh fruit and vegetables do not have an assigned IFPS PLU or are not mapped to IFPS PLUs, WIC customers will not be able to purchase them. Retailers should contact their POS system provider for support on the procedures.

eWIC Retailer Manual Appendix C contains a listing of all the Missouri WIC-allowable PLU codes. These are the only codes Missouri will recognize and allow for WIC purchases. You must use one (1) of these four (4) or five (5) digit PLU codes when mapping. PLUs for organic items will be five (5) digits long and begin with a nine (9) (e.g., 4011 is the PLU for conventional bananas; 94011 is the PLU for organic bananas).

Examples:

For single item fresh produce, choose one (1) of the product specific PLUs for mapping.

- UPC 033383666044 - Bag of carrots can be mapped to:
- PLU 4094 - CARROTS - BUNCH
- PLU 4560 - CARROTS - BABY (if carrots are baby carrots)
- PLU 4562 - CARROTS - LOOSE (if carrots are loose)
- PLU 4563 - CARROTS - CARROT STICKS (if carrots are cut up)
- PLU 94094 - CARROTS - BUNCH (if carrots are organic)

For mixed fresh produce items, choose one (1) of the product specific PLUs for one (1) of the fruits or vegetables in the package for mapping.

Container (five (5) ounces or larger) of cut fruit (mixture of strawberries, pineapple, and honeydew) can be mapped to:

- PLU 3355 - BERRIES - STRAWBERRIES
- PLU 4029 - PINEAPPLE SMALL
- PLU 4034 - MELON - HONEYDEW/WHITE HONEYDEW LARGE

**Note:** PLUs in the claim file must contain a leading one (1), left padded with zeros, and the check digit on the end (e.g., conventional bananas, PLU 4011 should appear in the claim file as 10000000000040112).

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End of Section VI: WIC-approved Food