



What is WIC?

WIC is the United States Department of Agriculture's Special Supplemental Nutrition Program for Women, Infants, and Children. The program offers families nutrition education, breastfeeding promotion and support, referrals to other health and social programs, and benefits to buy healthy foods and infant formula (that's where you come in). Montana WIC serves over 9,000 families statewide.



WIC'S Spending Impact *July 2024*

7,935 families went shopping
using WIC

183 grocery stores provided
WIC benefits (healthy foods)

There were 31,156
eWIC transactions

Statewide WIC
spending totaled
\$969,875.01



Allowable WIC Foods & New Food List Changes

Individual WIC participants are prescribed different types of foods based on their nutritional needs, which are grouped as a family's available balance on the eWIC card. WIC foods are issued in categories that include allowable brands, sizes, and varieties, each detailed on the WIC Approved Food List, which is updated annually on October 1st. Please keep a copy of the Approved Product List at each register to answer questions if they come up.

There are also changes to how WIC foods are issued in the clinic, that may change demand for some items. For example, all women and children on the program will be receiving fish, which may increase sales of tuna and salmon, and they will receive less juice and milk. Breastfeeding infants will receive less jarred fruits and vegetables, but the higher cash-value fruit and vegetable amount will continue.

Please review the WIC stocking requirements to ensure all the necessary food items are on the shelf for WIC customers when they come in. If you have any question about stocking requirements, please contact us.



MILK – PASTEURIZED AND FORTIFIED		CHEESE – DOMESTIC	
Low-fat (1%)	*Regular Cow's Milk *Lactose-Free Cow's Milk *Meyenberg Goat's Milk	*Fluid-Refrigerated *Evaporated/Canmed *Dried/Powdered	Block, Shredded, Sliced or String Cheese: regular, low-fat or reduced fat 8, 16, or 32 oz. packages Store Brand, Cache Valley, Crystal Farms, Darigold, Dutch Farms, Frigo, Joseph Farms, Kraft, Premium (M&M's), Sargento, Springfield or Tillamook Cheedar Monterey Jack Mozzarella Swiss *May contain any combination of the cheeses listed above (i.e. Cheddar/Jack) No cheese foods, products, spread, cubed, flavor added (i.e. Pepper Jack), imported, service dill, or imitation cheese products
Reduced Fat (2%)	*Regular Cow's Milk *Lactose-Free Cow's Milk	*Reduced fat (2%) can only be purchased if assigned on your benefit.	YOGURT Buy only the fat type specified on benefit 32 oz. containers (quart) Chobani, Danone, Dairigold, Essential Everyday, Food Club, Great Value, Kroger, Lactanet, Mountain High, Open Nature, Our Family, Stonyfield, Tillamook, WicCo, Yami, Yoplait or Zoi Plain, Strawberry, Vanilla, French Vanilla or Vanilla Bean Greek-style approved May be GIG.
Whole Milk	*Regular Cow's Milk *Lactose-Free Cow's Milk *Meyenberg Goat's Milk		SOY BEVERAGE 1/2 Gallon or 16.9oz Milk Pacific, Natural Foods, Ultra Soy Beverage Original flavor only Plan only
Organic Milk Approved: These brands ONLY		INFANT FORMULA Only brand, type and size specified on benefit No enhancements or size	
No grass-fed or high-protein style Full Circle Market, Great Value Organic, Horizon, O Organics, Organic Valley, Simple Truth Organic, Winco, Wild Harvest		INFANT CEREAL Oatmeal, Rice, Whole Wheat, Mixed/Multi Grain 8 and 16 oz. containers Beach-Nut, Earth's Best, or Gerber Plain varieties May be organic No additives, formulas, flavoring, or fruit No squeezers, pouches, jars or packs No enhancements like DHA, prebiotics or probiotics	
WIC Conversion		INFANT MEATS Available to fully breastfed infants only Beach-Nut, Earth's Best or Gerber 2.5 oz. jars Single variety meats only May have added broth or gravy May be organic No dippers or pouches No dinners or meat sticks No enhancements like DHA	
Gallon	1 gallon	INFANT VEGETABLES/FRUITS Beach-Nut, Earth's Best, Gerber, Happy Baby, O Organics or Wild Harvest 2, 2.5, 4, or 5 oz. containers, jars, twin packs or bulk packaging of acceptable sizes Vegetables and Fruit – single or mixed varieties, stages May be organic No squeezers or pouches No dinners, dips, or added cereal No enhancements like DHA	
Half gallon	0.5 gallons		
Quart	0.25 gallons		
16 oz. evaporated/canned	0.183 gallons (5 cans/gallon)		
8 oz. dry/powdered	0.75 gallons (4 boxes for 3 gallons)		
25.6 oz. dry/powdered	2 gallons		
12 oz. powdered goats milk	0.75 gallons (4 cans for 3 gallons)		
BREAKFAST CEREALS FOR WOMEN AND CHILDREN			
COLD CEREAL			
Specified Brands Only #6-68 containers Regular flavor unless specified Essential Everyday Bean Flakes*, Corn Flakes, Corn Squares, Crispy Rice, Frosted Shredded Wheat*, Rice Squares, or Toasted Oats* Food Club Bean Flakes*, Corn Flakes, Corn Squares, Crispy Rice, Frosted Shredded Wheat*, Rice Squares, Toasted Oats*, or Wheat Squares* Great Mills Cheerios* (Plain or Multigrain), Cinnamon Cheer, Corn Cheer, Kix*, Rice Cheer, Total Original*, Wheat Cheer*, or Wheaties Original* Great Value Bean Flakes*, Crunchy Honey Oats, Frosted Mini-Wheats*, or Rice Crispies KIA Bean Flakes*, Corn Flakes, Corn Squares, Crispy Rice, Frosted Shredded Wheat*, Rice Squares, or Tasteoos* Kelllogg's #8 Bran Complete Wheat Bran Flakes*, Corn Flakes, Corn Flakes Cinnamon, Crispix, Rice Krispies, Special K Original, or Frosted Mini-Wheats* Kroger Corn Flakes, Crispy Rice, or Toasted Oats* Milk O-Meal Crispy Rice, or Frosted Mini-Spooners Our Family Corn Flakes, Crispy Rice, or Frosted Shredded Wheat* *Whole grain cereals are marked with * Many cereals are gluten free, please refer to the label to verify.			
Post Grape Nuts* or Honey Bunches of Oats Honey Nuttini Quaker Life Multi-grain* or Oatmeal Squares* (Brown Sugar, Cinnamon, or Honey Nut) Signature Select* Bean Flakes*, Corn Flakes, Corn Pockets, Crispy Rice, Frosted Mini-Wheat*, Nutty Nuggets*, Rice Pockets, or Toasted Oats* WicCo Bean Flakes*, Corn Flakes, Crispy Rice, Frosted Shredded Wheat*, or Toasted Oats* No dried fruit No Fruit Flakes or flavored Frosting No plain shredded wheat biscuits No individual servings			
HOT CEREAL			
Specified Brands Only 12-28 oz containers (except instant oatmeal) Cream of Rice Cream of Wheat Regular Cream of Wheat Multi-Grain* Instant Oatmeal** – Food Club, IGA, Our Family, Kroger, Dairigold, Signature Select, or WicCo Regular or plain 11-12 oz. box or individual packets only			

WHOLE GRAIN CHOICES	WHOLE WHEAT PASTA	TOFU
100% WHOLE WHEAT BREAD 16, 20, or 24 oz. loaf Essential Everyday, Franz, Great Value, Kroger, Montana's Sweetheart, Our Family, Private Selection, Signature Select, Sara Lee Classic, Smith's, Village Hearth, Wild Montana, or Winco	100% Whole Wheat – 16 oz. only Barilla, Essential Everyday, Food Club, GIG Runtz, Great Value, Hodgson Mills, Italian Chef, Kroger, Our Family, Signature Select, or WicCo All shapes allowed No enhancements like DHA or omega-3 added	Azuaya (extra firm, firm and silken), House (medium, firm, extra-firm) House Foods (medium, firm, extra-firm) 16 oz. calcium set blocks
WHOLE GRAIN BREAD Only the choices listed below may be purchased 16, 20, or 24 oz. loaf Montana's Sweetheart: 12-Grain Bread, Multigrain with Flax Bread, or Whole Grain Bread Sara Lee Classic: Delightful Healthy Multi-Grain Bread Wheat Montana: Big Sky 12-Grain, Big Sky Cracked Wheat, Big Sky Honey Wheat, Healthy Loaf Cracked 9-Grain, Healthy Loaf High Fiber Flax and Sunflower, Healthy Loaf, Montana Multigrain, or Healthy Loaf Seed Loaves	LEGUME CHOICES	CANNED TUNA
BROWN RICE Plain, hot or bag Regular cooking: 16 or 32 oz. Quick or instant cooking: 14 – 16 oz. Any Brand	PEANUT BUTTER Unflavored regular or natural – smooth or chunky; salted or unsalted (low sodium) 16 – 18 oz. jar Store Brand, Adams, Peter Pan, If it Sticksy No jelly, honey, honey roasted, chocolate or ketchup flavors added No peanut butter spread No enhancements	Available to fully breastfeeding women only Light Tuna – water packed only, light (solid or chunk) Pink Salmon – water packed, may contain bones and skin Any Brand Plan only No "stuffed" No white, aluminum, or yellow tin linings No salt No "vacuum-sealed" packs
TORTILLAS – SOFT 8, 16, 20, 24, or 32 oz. Yellow Corn – Mission, La Burreta, or Our Family White Corn – Don Pancho, Guerrero, Kroger, or Our Family Whole Wheat – Don Pancho, Essential Everyday, Guerrero, Signature Select, Kroger, Mission or Our Family	BEANS, PEAS, AND LENTILS Canned: 15-16 oz. Dry: 16 or 32 oz. packages or bags Any Brand Includes split peas and lentils No soup mixes, flavorings or meat added (pork & beans, refried) No cans of green or yellow beans	100% JUICE Children – 64 oz. containers or 16 oz. Frozen Concentrate Women – 11.5 – 12 oz. Frozen Concentrate Any Flavor or Blend Apples and Ewe, Campbell's, Essential Everyday, Food Club, Great Value, IGA, Juice Juice, Kroger, Langers, Minute Maid, Minute, Northland, Ocean Spray, Old Orchard, Our Family, Signature Select, Tree Top, V-8, Welch's, and Winco These brands and their products have been found to meet required levels of vitamin C. Must contain at least 80% vitamin C or 30 mg of vitamin C per milliliter *Nectar added (this includes other forms of sugars and syrups) No juice drinks, cocktails or the juice No fusion (for example V-8) No DHA added
	EGGS Large – One dozen white "AA" or "A" Any Brand No brown eggs	
	VEGETABLE AND FRUIT BENEFIT	
	May be any brand, size, or variety	
May be organic May be pre-packaged, pre-cut, sliced, or chopped Garlic and tomato are okay No added fats, oils, or sugars (including syrups, sucrose, fructose and dextrose) No dried vegetables or fruits	No sauces (like cheese), coatings, or packets of sauces and dressings No herbs (like basil, cilantro, parsley) No spices (like vanilla beans or cinnamon sticks) Cannot be mixed with non-fruit/vegetable items (like nuts, peanuts, pasta, rice, crackers, or waffles/croutons) No added salts to fruits	
FRESH VEGETABLES & FRUITS Available to women, children and as a substitute for 9 – 11 month old infants only No fresh salsa or guacamole No party trays, fruit baskets, decorative vegetables and fruits, or items from the salad bar	CANNED VEGETABLES & FRUITS Available to women and children only May be water or juice packed May be regular or low sodium Plain tomatoes may be sliced, whole, crushed, sauce, paste Appetizante and Fruit Blends of Appetizante may be in glass jar or plastic container No tubs, squeezers, pouches, boxes, bags, cartons, glass or plastic (except appetizante) No legumes (beans, peas, and lentils)* No vegetables mixed with legumes *Canned or dry legumes can only be purchased as part of the Legume Choices benefit	
FROZEN VEGETABLES & FRUITS Available to women and children only May be any package type Vegetables may be regular or low sodium Vegetables may be mixed with legumes		
	Montana WIC Program - Approved Food List Questions, call 1-800-433-4298 This institution is an equal opportunity provider.	



Tips for eWIC transactions

DO:

- Treat WIC customers with the same courtesies and considerations as all other customers. This includes the use of any promotions, sales, or incentives. Sale items must be sold to WIC customers at sale prices, and promotions such as Fill it Fresh or Buy One, Get One must also be available.
- Scan food items using only the UPC/PLU attached to that item.
- Provide WIC customers with an available balance printout upon request.
- Provide a mid-transaction receipt so the WIC customer can review the items covered by WIC and approve or deny the transaction.
- Allow WIC customers to purchase non-WIC foods with another form of payment.
- Provide a legible remaining balance receipt after each eWIC transaction.
- Fill out the Program Complaint Form or contact the WIC Program if your staff encounters any rude or disrespectful behavior from a WIC customer.

DO NOT:

- Ask a WIC customer for identification. WIC customers may give permission for anyone to shop on their behalf. The PIN is the only identify verification needed.
- Offer WIC customers incentives that are not available to other customers, such as a free item in exchange for using WIC at your store.
- Provide a cash refund for a WIC transaction.
- Exchange WIC foods unless the item is defective, then exchange that specific item only.

Help Crack Down on Fraud

Buying, selling, or misusing WIC benefits is a crime, and we need your help to ensure everyone is following the rules. If you suspect fraud – either among your store staff or with a WIC customer – please let us know immediately. If you would prefer to submit that information directly to the USDA, you may do so here: <https://www.usda.gov/oig/hotline.htm>.



What if an item doesn't ring up as WIC?

Your store's POS system determines if an item goes through for WIC, and cashiers cannot override this at the time of the transaction. However, there are a few reasons an item will not ring up for WIC:

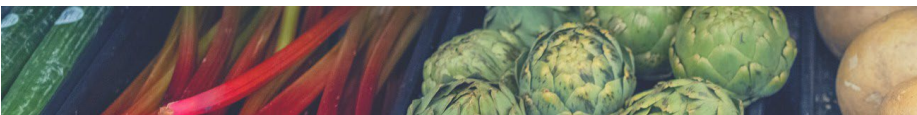
1. The item may not be WIC approved.
2. It may be a WIC item but is not approved for that cardholder's unique balance.
3. It is a WIC item but needs to be added to the Approved Product List (APL).

Please send WIC any UPC that you would like considered to be added to the APL using the form on the WIC website or by emailing: WICUPC@mt.gov



Helpful Information for Retailers

- Montana WIC authorizes retailers with 3-year agreements. There are many criteria for stores, including having a point of sale that can process eWIC transactions, maintaining the minimum stock of required WIC foods, and accepting price adjustments from WIC’s maximum reimbursement rates for each food item. Please contact the WIC program to learn more about authorization criteria and the application process.
- Infant formula is one of the most popular items on WIC, and it must be sourced from safe suppliers. WIC is federally required to ensure all retailers purchase from supplies on the state’s list of approved infant formula wholesalers/distributors/retailers/manufacturers, which is available online. Montana WIC currently contracts with Abbott Nutrition for a competitive price on Similac products and is out to bid for a new contractor that will begin at the end of January 2025. Please be looking out for additional information on this as we finalize the contracting process.
- WIC has violations and sanctions that apply to authorized stores that do not meet WIC requirements. Sanctions for violations can include disqualification and claims repayment for fraud, or warnings and required staff trainings for repeated failures to stock WIC foods or discourteous treatment to customers. Please review the Violations and Sanctions policy for retailers on the WIC website or contact the program if you have any questions.



Where Can you Find More Information?

Visit Montana WIC’s Retailer website:

www.dphhs.mt.gov/publichealth/wic/retailers

Contact your Local WIC Agency or

State Office staff:

Kevin Moore, Vendor Lead 406-444-5530

Glade Roos, Vendor Coordinator 406-444-2841

Lori Reed, Vendor Coordinator 406-444-2740

This institution is an equal opportunity provider.

Montana WIC Program, Dept. of Public Health & Human Services
1625 11th Ave., Helena, MT 59620



Get To Know Your Local WIC Staff - You May See Them This Summer!

Each WIC clinic has a Local Agency Retail Coordinator (LARC) assigned to support the stores in their areas. You may get a visit from your LARC this summer as they are out doing monitoring visits.

They are your first point of contact for program complaints, questions about authorized foods, or other needs that may come up. Reach out to your local WIC clinic to find out who your LARC is and keep their contact information or contact the state office at (406) 444-5530.