INFORMATION FOR VENDORS

**Authorized Food List**

**Baby Food**

**Gerber or Beech-Nut Brand**

**Organic Gerber, Beech-Nut, Happy Baby**

**Fruits & Vegetables**

- Gerber Brand – 2nd Foods (2 pack)
- Beech-Nut Brand – 2nd Foods (4 oz. jar)
- Organic Gerber Brand – 2nd Foods (4 oz. jar)
- Organic Beech-Nut Brand – 2nd foods (4 oz. jar)
- Happy Baby Brand – 2nd Foods (4 oz. jar)

  - Single or mixed fruits
  - Single or mixed vegetables
  - Fruit and veggie blend

**Cannot Buy:**

- Desserts, dinners, cobblers, delights, custards, yogurts, medleys, added DHA/ARA, or added sugar, starch, or salt

**Meats**

- Gerber Brand – 2nd Foods

  - 2½ oz. containers

  - Single meats with broth
  - Single meats with gravy

**Cannot Buy:**

- Dinners, graduates, sticks, or organic

**Infant Cereal**

**Gerber or Beech-Nut Brand**

Authorized choices of the following single grain cereals:

- Multigrain
- Rice
- Oatmeal
- Whole wheat

**Cannot Buy:**

- Cereal with added fruit, formula, DHA/ARA, or organic

**Infant Formula**

**Only The Brand, Type (Powder, Concentrate or Ready-to-Feed) and Size Prescribed to the WIC Participant.**

**Cannot Buy:**

- Any other brand, type, or size

Refer the participant to their local WIC office for returns or exchanges.

**Breakfast Cereals**

**Cold Cereal**

- General Mills

  - Cheerios
  - Multi-Grain Cheerios
  - Cinnamon Chex
  - Corn Chex
  - Rice Chex
  - Wheat Chex
  - Berry
  - Kix

- Kellogg’s

  - Total Whole Grain
  - Wheaties
  - All-Bran Complete Wheat Flakes
  - Corn Flakes
  - Crispix
  - Frosted Mini-Wheats Little Bites
  - Frosted Mini-Wheats Original
  - Rice Krispies

- Post

  - Grape-Nuts The Original
  - Life Original
  - Oatmeal Squares Brown Sugar
  - Oatmeal Squares Cinnamon

- Quaker

  - Cream of Wheat
  - Whole Grain 2½ Minute
  - Whole Grain Instant (packets)
  - Instant Oatmeal (individual serving packages only)
  - Instant Grits Original

**Hot Cereal**

- B&G

  - Cream of Rice (regular)
  - Cream of Rice (packets)
  - Cream of Wheat Original 2½ Minute
  - Cream of Wheat Original Instant (packets)

**Cannot Buy:**

- Any cereal or brand not listed, or organic cereal

**Cheese**

**Store Brand or Store Designated Brand**

1 lb. or 8 oz. package (8 oz. or 16 oz.)

Authorized choices of the following:

- Pasteurized Processed American
- Cheddar (block or shredded)
- Mozzarella (block or shredded)

**Cannot Buy:**

- Imported cheese, cheese food, product or spread, cheese with added flavors, individually wrapped slices, organic, Velveeta, Cheez Whiz, Kraft Singles, low fat or low sodium products, grated or cheese sticks, deli-sliced cheese, variety packs (i.e., American/Swiss)

**Yogurt**

**32 oz. Containers of Regular or Greek, Plain, or Vanilla Flavors Only**

Whole fat, low fat, nonfat as listed on food package

Other authorized choices and flavors:

- Yoplait Go-Gurt (eight 2 oz. tubes)
- Yoplait Kid (eight 4 oz. cups)
- Activia (four pack 4 oz. cups)

**Cannot Buy:**

- Drinkable yogurts, yogurts with mix-in-ingredients such as: granola, candy pieces, honey, or nuts
WHOLE GRAINS - TORTILLAS, BREAD, PASTA & RICE

100% WHOLE WHEAT OR CORN TORTILLAS

STORE BRAND OR STORE DESIGNATED BRAND

1 lb. (16 oz.) package
• Bowl & Basket 100% Whole Wheat Tortillas
• Chi-Chis 100% Whole Wheat or Corn Tortillas
• Essential Everyday 100% Whole Wheat or Corn Tortillas
• Don Pancho 100% Whole Wheat Tortillas or Corn Tortillas
• Food Lion 100% Whole Wheat Tortillas
• Giant 100% Whole Wheat or Corn Tortillas
• Great Value 100% Whole Wheat

• La Banderita 100% Whole Wheat or Corn Tortillas
• Nature Promise Whole Wheat Tortillas
• Micasa Whole Wheat Tortillas
• Mission 100% Whole Wheat or Corn Tortillas
• Ortega Whole Wheat Tortillas
• ShopRite 100% Whole Wheat Tortillas
• Siempre Autentico Whole Wheat Flour Tortillas
• Signature Select 100% Whole Wheat Tortillas
• Tio Santi 100% Whole Wheat Tortillas
• Weis 100% Whole Wheat Tortillas

100% WHOLE WHEAT BREAD

STORE BRAND OR STORE DESIGNATED BRAND

1 lb. (16 oz.) package
100% whole wheat bread only. Whole wheat flour must be the first ingredient listed.

• 100% Whole Wheat Bread
• Designated Brand
• Store Brand or Store Value

100% WHOLE GRAIN BROWN RICE

STORE BRAND OR STORE DESIGNATED BRAND

1 lb. (16 oz.) package
100% Whole Grain Brown Rice

FRESH FRUITS & VEGETABLES

FRESH FRUITS & VEGETABLES ONLY

• Any variety of fresh, bulk fruits and vegetables
• Bagged fruit
• Bagged salad mixes (no dressing, croutons, nuts, or meat added)
• Bagged and loose vegetables
• Tubs of cut fruit or vegetables (no dressing or dip)
• Organic

CANNOT BUY: frozen fruit, frozen vegetables, canned fruit, canned vegetables, dry fruit, dried vegetables, herbs (i.e., basil, cilantro, parsley), spices (i.e., vanilla bean, cinnamon sticks), or fruit cups (i.e., Del Monte, Dole)

MILK

STORE BRAND OR STORE DESIGNATED BRAND

Product type and size as listed on the current benefits
• Fresh (not flavored)
• Whole, low fat (1%), skim
• Lactose reduced (whole, low fat (1%), skim)
• Evaporated milk (whole, low fat (1%), skim)
• UHT “Ultra High Temperature” (whole, low fat (1%), skim)
• Soy milk (8th Continent: original or vanilla) (Silk: original)
• Dry milk

CANNOT BUY: flavored milk, raw unpasteurized milk, non-dairy milk substitutes, organic, or milk alternatives

DRIED BEANS/PEAS

STORE BRAND OR STORE DESIGNATED BRAND

Product type and size as listed on the current benefits
• Dried beans
• Peas
• Lentils

CANNOT BUY: soup mixes, canned beans, or beans mixed with spices or meat

CANNED FISH

STORE BRAND OR STORE DESIGNATED BRAND

Available to exclusively breastfeeding mothers and pregnant or breastfeeding mothers with twins or triplets.
• Chunk Light Tuna, water packed
• Wild Alaska or Pink Salmon, water packed

CANNOT BUY: Albacore tuna, tuna spreads, or any other type of salmon, lunch packs, or fish with added flavoring

EGGS

STORE BRAND OR STORE DESIGNATED BRAND

One dozen, large, white only

CANNOT BUY: brown, free-range, specialty eggs (Eggland’s Best or EggPlus), or organic

PEANUT BUTTER

STORE BRAND OR STORE DESIGNATED BRAND

16-18 oz. jar
• Creamy
• Crunchy

CANNOT BUY: powdered peanut butter, peanut butter spreads, peanut butter with added flavors or fortified peanut butter, natural, or organic

JUICE

STORE BRAND OR STORE DESIGNATED BRAND

64 oz. plastic bottles or frozen concentrate

100% FRUIT JUICE ONLY
• No sugar added
• No artificial or DHA
• No infant juice
• No juice cocktails, drinks, or ades
• No calcium
• Fiber fortified

WHAT IS WIC?

WIC is a federally funded program that is administered at the federal level by the Food and Nutrition Service (FNS), United States Department of Agriculture. The State of Delaware, Division of Public Health, is responsible for the administration of the Delaware WIC Program. The WIC Administration office is responsible for all the operations of the program in accordance with federal and state rules, regulations, and guidelines.

The purpose of the WIC Program is to make health and nutrition services available to eligible individuals.

Under the WIC Program, authorized health professionals prescribe nutritious supplemental foods and teach nutrition education to pregnant, postpartum, and breastfeeding women, infants, and children to their fifth birthday.

WIC participants receive eWIC benefits (eWIC card) to enable them to purchase WIC approved foods at local retail grocery stores. The eWIC card has a prescription for specific foods selected for the nutritional need of the individual with amounts loaded to the eWIC card.

WHAT ROLE DOES A WIC VENDOR PLAY?

WIC vendors play an important role in the health of WIC participants. eWIC cards contain a food prescription designed to supplement the WIC participant’s nutritional needs. The vendor fills the prescription, ensuring that the participant receives what is prescribed. Vendors act as the final step in the WIC process. The vendor’s role is vital to the success of the WIC program because the nutritious WIC foods are designed to promote the healthiest possible birth outcomes, as well as the growth and development of children. WIC appreciates you being a partner with us in providing nutritious foods to Delaware families!

WHAT DO I NEED TO KNOW ABOUT WIC VENDORS?

• WIC participants pay the remainder of the purchase price, which exceeds the maximum amount allotted on the eWIC card.
• Payment may be made by one of the following methods: cash, credit/debit card, SNAP, or personal/business check.

IMPORTANT

• WIC participant pays the remainder of the purchase price, which exceeds the maximum amount allotted on the eWIC card.
• Payment may be made by one of the following methods: cash, credit/debit card, SNAP, or personal/business check.
**HOW TO COMPLETE AN eWIC TRANSACTION**

1. Scan all food.
2. If the customer identifies themselves as a WIC participant, make sure they use their eWIC card first before any other form of payment.
3. Give the cash register receipt to the WIC participant. The remaining benefit balance and date benefits expire will appear on the receipt.
4. If there are problems with an eWIC transaction, contact your customer service manager or store manager for help.

**FREQUENTLY ASKED QUESTIONS**

**Q:** Can I substitute another brand if our store is out of the brand on the WIC Program Booklet?

**A:** No. Substitutions are never allowed. If your store is out of the specific brand the participant wants, the participant can go to a different WIC authorized vendor.

**Q:** Does the WIC Participant have to show ID/WIC folder for an eWIC transaction?

**A:** No. The eWIC card is the only item required for a successful eWIC transaction.

**Q:** What if my store is out of a WIC food item?

**A:** If your store is out of an authorized WIC food item, you must tell the WIC customer to come back later or go to another store. You may not issue rain checks or IOUs for out-of-stock items.

**Q:** What should a cashier do if a situation arises at checkout?

**A:** Contact your store manager or customer service manager, according to your store policy.

**LET THE WIC SYSTEM DECIDE**

The Point-of-Sale (POS) device will determine if the item is allowed. If it is an allowed item, and the customer has enough in their balance to receive the item, the POS will allow the transaction.

---

**VENDOR RESPONSIBILITIES**

It is the responsibility of the WIC vendor to follow the policies and procedures of WIC. These responsibilities include, but are not limited to, the following:

1. Comply with requirements specified in the Vendor Agreement and the Delaware WIC Vendor Handbook.
2. Purchase infant formula from the Approved List of Infant Formula Wholesalers/Retailers/Manufacturers only.
3. Accept and process eWIC benefits only within the confines of the store.
4. Ensure that a minimum stock of WIC foods with future expiration dates is on the shelves at all times.
5. Post the “We Accept eWIC” door decal in a highly visible location on or near entrances to the store.
6. Vendors may not override any transaction.
7. Give all WIC participants the same service and the same courtesies as non-WIC customers.
8. To make changes to the Approved Product List, the vendor must complete the UPC Application Form available at de.gov/wic.
9. At least one employee is to attend and complete all required training per store. Those employees are then responsible to train all store employees on WIC procedures and distribute WIC materials.
10. Keep the current authorized food list at each cash register.
11. Submit timely, accurate Monthly Self Monitoring checklist of minimum stock food items as required by the State Agency.
12. Cooperate with WIC officials when the store is being evaluated or monitored.
13. Do not use any incentives, “give aways”, specials, or the like, for the purpose of encouraging or otherwise enticing WIC participants to redeem their eWIC benefits at the store.

---

**QUESTIONS?**

Call the state WIC Vendor Unit at 1-800-222-2189 or 1-302-741-2900

The information in this list is subject to change.

This institution is an equal opportunity provider.