



Food and Cashier Guide
Effective June 1, 2025



Maine



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CONTACT WIC

FOR LOST OR FOUND EWIC CARDS, OR QUESTIONS,
Please Call: **207-287-3991**

Or email: WICVendor@Maine.gov

Your role as a WIC Vendor

WIC benefits include foods that help improve the health of Maine WIC families. WIC foods are chosen because they support healthy growth and development of children and promote healthy birth outcomes for women and their babies.



Your store plays a key part in the work of the WIC program. You act as the final step in the WIC process by making sure that your WIC customers receive the foods listed on their benefits.

Thank you for providing this great service.



Good to know

- Give all WIC customers the same service and courtesy as non-WIC customers.
- Only one eWIC card can be used per transaction.
- The WIC customer does not need to present an ID. If the customer has an eWIC card and the correct PIN, they can purchase WIC foods using the eWIC card.
- Never ask for or enter the WIC customer's confidential PIN. If the customer asks you to enter their PIN, politely advise them that they should not provide it to anyone.
- Scan or enter the UPC barcode that is affixed to the actual product being purchased. Do not use UPC barcodes from a sheet, cell phone or another product. If the UPC does not work, call for a manager.
- Use the WIC Shopper App (if allowed by your management) for a list of all WIC approved foods. The app also has a "Scan Barcode" and "I couldn't Buy This!" feature to report an item that you believe should be WIC approved.
- If the internet is down, there is no offline option.





Non-Discrimination Notice

NON-DISCRIMINATION NOTICE:

In accordance with Federal and state law and U.S. Department of Agriculture policy, this institution is prohibited from discrimination against certain protected classes. This notice is available in alternate formats, upon request.

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Questions, concerns, complaints or requests for additional information regarding the ADA and hiring or employment practices may be forwarded to the DHHS ADA/EEO Coordinators at 11 State House Station, Augusta, Maine 04333-0011; 207-287-4289 (V); 207-287-1871 (V); or Maine Relay 711 (TTY). Questions, concerns, complaints or requests for additional information regarding the ADA and programs, services, or activities may be forwarded to the DHHS ADA/Civil Rights Coordinator, at 11 State House Station, Augusta, Maine 04333-0011; 207-287-3707 (V); Maine Relay 711 (TTY); or ADA-CivilRights.DHHS@maine.gov.

Individuals who need auxiliary aids for effective communication in program and services of DHHS are invited to make their needs and preferences known to the ADA/Civil Rights Coordinator.

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To file a program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](#), (AD-3027) found online at: <https://www.usda.gov/oascr/how-to-file-a-program-discrimination-complaint> , and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights 1400 Independence Avenue, SW Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov.

This institution is an equal opportunity provider.

BABY CEREAL

ALLOWED:

8 oz or 16 oz containers of the following brands:

- **Earth's Best Organic**
- **Gerber (Original, Organic)**

TYPES:

- Multigrain
- Oatmeal
- Rice
- Whole Wheat

BABY CEREAL

NOT ALLOWED:

- Baby cereal with added formula, milk, fruit, or other ingredients

INFANT FRUITS & VEGETABLES

ALLOWED:

2 oz or 4 oz container single or multipack or 2 packs of 2 oz net wt 4 oz:

- Conventional or Organic
- Jars and plastic tubs
- Any state of infant fruit or vegetable, or blends of fruits and/or vegetables
- Textures may range from strained to diced
- Package must say "baby", "infant" or "stage 1" or "stage 2"

Containers of infant fruits and/or vegetables in the following brands

- **Beech-Nut (Classics, Naturals, Organic)**
- **Earth's Best Organic**
- **Gerber (Natural, Organic)**
- **Happy Baby Organic**
- **Nature's Promise**
- **O Organics**
- **Parent's Choice**
- **Plum Organics**
- **Tippy Toes (Regular, Organic)**

INFANT FRUITS & VEGETABLES

NOT ALLOWED:

- Fruits or vegetables mixed with meat, pasta, rice, cereal, yogurt, spices, or seeds
- Fruits or vegetables with Beta Glucan

INFANT MEATS

ALLOWED:

2.5 oz containers single or multipack of the following brands:

- **Beech-Nut**
- **Gerber**

TYPES:

- Conventional
- Beef
- Chicken
- Turkey
- Ham

INFANT MEATS

NOT ALLOWED:

- Diced meats or meat sticks
- Baby food combinations or dinners (for example, spaghetti and meatballs, or meat and vegetables)

INFANT FORMULA

ALLOWED:

Brand, type and size listed on benefit.

BREAST MILK

Complete nutrition for your baby.



Fruits and Vegetables

Benefit will say “Fruits and Vegetables”

Fresh fruits and vegetables benefit can be used with **WIC Farmers** year-round!

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FRESH

ALLOWED:

- Any type or variety
- Conventional or Organic
- Bagged fruits and vegetables
- Cut fruit and vegetables (without dip)
- Garlic (not on a string)
- Herbs cut at the root or root intact



FRESH

NOT ALLOWED:

- Pickled vegetables or olives
- Items from the salad bar
- Party trays or fruit baskets
- Decorative vegetables and painted pumpkins
- Herbs must be fresh and not dried
- Potted plants

FROZEN

ALLOWED:

- Any package size, brand or mixture
- Conventional or Organic



FROZEN

NOT ALLOWED:

- Vegetables with added cheese, sauce, pasta, rice, nuts, breading, or oil
- Fruits or vegetables with added sugars or flavoring
- French fries, tater tots or twice-baked potatoes
- Sorbet or fruit bars

CANNED

ALLOWED:

- Any package size, brand or mixture
- Conventional or Organic
- May be in pouches, metal cans, or glass or plastic jars
- Fruit must be packed in water or 100% fruit juice, without salt
- May contain dried herbs and spices as long as it is not the primary ingredient
- Vegetables may have salt, sea salt, reduced salt, no salt or sodium



CANNED

NOT ALLOWED:

- Pie filling
- Marinated or in cheese sauce
- Home-canned vegetables
- Sauces, pasta, spaghetti, or marinara
- Cream style corn or olives
- Cranberry sauce, soup, ketchup
- Fruits or vegetables with added sugars, fats/oils
- Fruits in gel, gelatin or syrup

DRIED

ALLOWED:

- Any type of dried fruits and/or vegetable



DRIED

NOT ALLOWED:

- Added sugars, fats/oils, or salt
- Loose bulk (self weighed)
- Dried option is not available for infants under 1 receiving CVB

Milk and Plant-Based Beverages

MILK

ALLOWED:

- Fat content listed on benefit:
 - 1% or skim
 - 2% or 1½%
 - Whole
- Organic milk quarts, half gallons or gallons
- Any mix of allowed container sizes to reach the amount listed on the benefit



QUART
(0.25) gallons

HALF GALLON
(0.50) gallons

ONE GALLON
(1.00) gallons

MILK

NOT ALLOWED:

- Pints
- Flavored or raw milk
- Milk not from cows or goats
- Milk in glass bottles

LACTOSE FREE AND ACIDOPHILUS MILK

NOT ALLOWED:

- Pints

LACTOSE FREE AND ACIDOPHILUS MILK

ALLOWED (2% ONLY ALLOWED IF ISSUED):

- Lactose Free milk is available in quarts, half gallons or ¾ gallons
- Acidophilus milk is available in half gallons and gallons
- Fat content listed on benefit:
 - 1% or skim Lactose Free/ Acidophilus milk (can be purchased with a "1% or Skim Milk" benefit)
 - 2% (Only Lactose Free). Lactose Free must appear on benefit
 - Whole Lactose Free/ Acidophilus milk (can be purchased with a "Whole Milk" benefit)

WHOLE GOAT MILK

- Whole goat milk may be purchased with a "Whole Milk" benefit
- May be powdered or liquid

BREAST MILK

Complete nutrition for your baby.

SHELF STABLE MILK

ALLOWED (2% ONLY ALLOWED IF ISSUED):

- Powdered Nonfat Dry Milk in 3.2 oz, 9.6 oz,, 12.8 oz, 16 oz, 25.6 oz, 32 oz and 64 oz containers and can be purchased with a regular "1% or Skim Milk" benefit. Dry milk does not need to be issued
- UHT - Ultra High-Temperature Pasteurized Milk in half gallons or quarts with fat content listed on benefit
 - Fat content listed on benefit:
 - 1% or skim UHT (can be purchased with a "1% or Skim Milk" benefit)
 - 2% (UHT must appear on benefit)
 - Whole UHT (can be purchased with a "Whole Milk" benefit)

SOY & PLANT BASED BEVERAGE

ALLOWED IF LISTED ON THE BENEFIT:

- Plant-based may be flavored or unflavored
Containers of soy beverage available in the following sizes and brands:
- **Silk Aseptic** (shelf stable, quart)
 - **Silk Original** (half gallon)
 - **Pacific Ultra** (shelf stable, quart)
 - **8th Continent** (half gallon)



Cheese, Tofu, Yogurt

CHEESE

ALLOWED:

- 8 oz, 12 oz, 16 oz, 24 oz, and 32 oz packages

ALLOWED:

- Block, shredded, sliced, sticks, strings, crumbles, balls or cubes
- Regular, reduced-fat, 2%, or fat-free
- Regular or organic
- Plant based cheese
- The following flavors (may be single flavor or blended):
 - American
 - Cheddar
 - Colby Jack
 - Monterey Jack
 - Mozzarella
 - Muenster
 - Provolone
 - Swiss



CHEESE

NOT ALLOWED:

- Package sizes other than 8 oz, 12 oz, 16 oz, 24 oz, and 32 oz
- Cheese sliced at the deli counter
- Dips, whips, spreads, curd cheese or cheese with seasoning
- Imported cheese
- Sliced cheese labeled "cheese product" or "cheese food"

TOFU

ALLOWED:

- 8 oz or 14 to 16 oz packages

ALLOWED:

- Conventional or organic
- Cubed, blocks, silken, vacuum packed or sprouted



TOFU

NOT ALLOWED:

- Flavored or baked

YOGURT

ALLOWED:

- 8 oz, 16 oz, 24 oz, and 32 oz container or multipack

ALLOWED:

- Lactose Free
- Fat content listed on benefit
 - Whole milk yogurt
 - Low fat or Nonfat Yogurt
- Greek or regular
- Organic or regular
- Plant-based yogurts



YOGURT

NOT ALLOWED:

- Package sizes other than 8 oz, 16 oz, 24 oz, and 32 oz
- More than 16g of sugar per 1 cup (8 oz)
- Drinkable yogurt
- Yogurts with mix-in's

Breads

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If a WIC approved bread is not available when choosing your Whole Grain Item, consider purchasing WIC approved whole wheat pasta, oatmeal, tortillas or brown rice.

WHOLE GRAIN and WHOLE WHEAT BREAD

NOT ALLOWED:

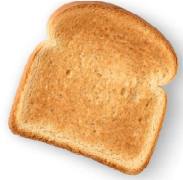
Store-made breads Breads with enriched flour as first ingredient

WHOLE GRAIN ** and WHOLE WHEAT BREAD

ALLOWED BREAD SIZES:

12 - 32 OZ BREAD

- 100% Whole Wheat Breads, Buns, or Rolls with "whole wheat flour" and/or "bromated whole wheat flour" as the only flour listed in the ingredients
- Whole Grain Breads, Buns, or Rolls with at least 50% whole grains with the remaining grains being either enriched or whole grains
- Whole grain pita, English muffin, bagels, naan
- 24 oz packages for women breastfeeding multiples
- 12-16 oz packages for all other women and children.



** For allowable whole grain bread, please use the WICShopper barcode scanner or contact your local agency for an Approved Product List.

Other Whole Grains

OATS & RICE

ALLOWED:

- 14 – 32 oz packages
- Regular or organic
- Instant, quick or regular cooking
- Oats and rice



OTHER WHOLE GRAINS

NOT ALLOWED:

- Added fats, sugars, oils or sodium
- Individual/Single-serve packages
- Flavored
- Rice that is white or seasoned
- Frozen, single-serve, or ready to serve packets

GRAIN OPTIONS

ALLOWED:

- 14 – 32 oz packages of regular or organic
- Instant, quick or regular cooking
- Quinoa, bulgur, whole-grain barley, millet, triticale, amaranth, cornmeal, (including blue), corn masa flour, buckwheat, teff, kamut, or sorghum, wheat berries, and other intact whole grains (e.g., freekeh, spelt, farro, etc.)

GRAIN OPTIONS

NOT ALLOWED:

- Added fats, sugars, oils or sodium

WHOLE WHEAT PASTA

ALLOWED:

- 12 – 32 oz. packages of any shape 100% whole wheat pasta including organic



WHOLE WHEAT PASTA

NOT ALLOWED:

- Added fats, sugars, oils or sodium.
- Pasta with flours other than "whole wheat flour" and/or "whole durum wheat flour"

TORTILLAS **

ALLOWED:

- 8 – 32 oz packages of whole wheat or soft corn tortillas
- Regular or organic brands
- Soft corn tortilla made with ground masa flour (corn flour) whole corn, corn (masa), whole ground corn, corn masa flour, masa harina, and white corn flour.



Juice – 64 oz Bottles

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WIC cannot pay the 5-cent bottle deposit. WIC participants must pay the deposit for each bottle of juice.

100% JUICE

ALLOWED 100% JUICE SIZES:

- 64 oz bottles of juice

64 OZ BOTTLES JUICE

- **Apple And Eve** Apple, Cranberry, Cranberry Apple, Cranberry Grape, Cranberry Pomegranate, Natural Apple, Naturally Cranberry, Pineapple Tangerine
- **Best Yet** Apple, Grape, Grapefruit, Pineapple, Tomato, Vegetable, White Grape
- **Campbells** Tomato, Low Sodium Tomato
- **Food Club** Apple, Grape, Tomato, Vegetable, White Grape
- **Freedoms Choice** Apple, Grape
- **Great Value** Apple, Cranberry Grape Blend, Cranberry Blend, Cranberry Pomegranate, Grape, Guava, Low Sodium Vegetable, Mango Peach, Not From Concentrate Apple, Orange, Pear, Pineapple, Tomato, Vegetable, White Grape, White Grape Peach

64 OZ BOTTLES JUICE (continued)

- **Hannaford** Apple, Cranberry Grape, Grape, Honeycrisp Style Apple, Low Sodium Vegetable, Pineapple, Vegetable, Ruby Red Grapefruit
- **IGA** Apple, Grape, Vegetable, White Grape
- **Juicy Juice** 100% Juice All Flavors
- **Langers** 100% Juice All Flavors except some Plus juices which don't add Vitamin C
- **Market Basket** Apple, 880 Cranberry Grape Blend, Cranberry Raspberry Blend, Cranberry Red Delicious Apple Blend, Grape, White Grape, White Grape Peach Blend
- **Motts** Apple Cherry, Apple, Apple Mango, Apple White Grape
- **Ocean Spray** 100% Juice All Flavors
- **Old Orchard** 100% Juice All Flavors
- **Sesame Street** Big Bird Apple, Elmos Fruit Punch
- **Signature Select** Apple, Apple Cider, Cranberry Grape, Cranberry, Cranberry Raspberry, Grape, Grapefruit, Low Sodium Vegetable, Pineapple, Tomato, Vegetable, White Grape
- **That's Smart** Grape
- **Tipton** Grove Apple, Cranberry, Grape, Pineapple, White Grape
- **V8** Low Sodium Vegetable, Original Vegetable, Spicy Hot Vegetable
- **Welch's** Grape (regular, with Calcium, with Fiber), Red Grape, White Grape, White Grape Peach



100% JUICE

NOT ALLOWED:

Juice drinks with added sugar

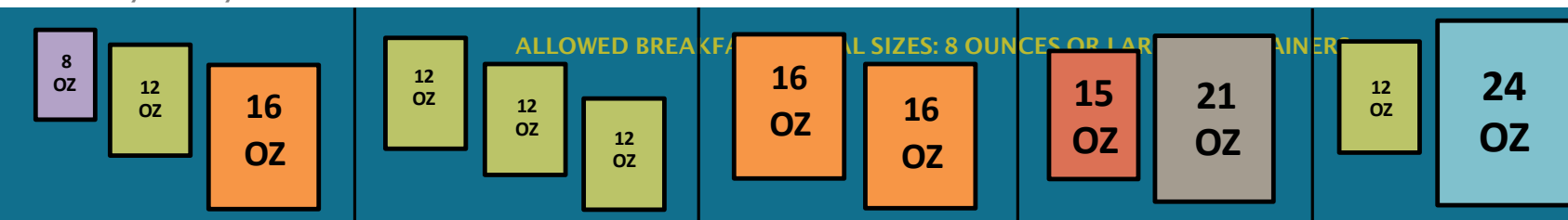
Juice Cocktails

Participants are encouraged to purchase the least expensive brand available.

Cereal (Whole Grain Options) <

Participants are encouraged to purchase the least expensive brand available.

Some ways to buy 36 oz of cereal



Cereal selection continued on next page.

WHOLE GRAIN BREAKFAST CEREALS

- **Best Yet** Bite Size Frosted Shredded Wheat, Bran Flakes, Bite Size Strawberry Shredded Wheat, Toasted Oats
- **Cream Of Wheat** Whole Grain Cereal 2 ½ Minutes and Instant**
- **Food Club** Bran Flakes, Toasted Oats
- **Freedoms Choice** Bran Flakes, Frosted Shredded Wheat, Toasted Oats
- **General Mills** Berry Berry Kix, Cheerios (Regular, Oat Crunch Berry, and Vanilla Spice), Fiber One Honey Clusters, Honey Kix, Kix, Multigrain Cheerios, Wheat Chex, Wheaties, Whole Grain Total
- **Great Value** Bran Flakes, Frosted Shredded Wheat, Frosted Mini Wheats Golden Honey, Toasted O's,
- **Hannaford** Bite Size Frosted Shredded Wheat, Wheat, Frosted Shredded Wheat, Multigrain Tostitos Cereal, Tostitos, Toasted Wheat, Wheat Flakes, Enriched Wheat Bran
- **IGA** Bite Size Frosted Shredded Wheat and Toasted Oats
- **Kashi** Organic Honey Toasted Hearts and O's, Organic Warm Cinnamon Hearts and O's
- **Kellogg's** All Bran Complete Wheat Flakes, Frosted Mini Wheats (Regular, Blueberry, Cinnamon Roll, Little Bites, Pumpkin Spice, Strawberry, Chocolate Little Bites), Special K (Protein, Original, Multigrain, Touch of Cinnamon)
- **Kiggins** Frosted Shredded Wheat (Bite Size)
- **Malt O Meal** Mini Spooners (Frosted, Strawberry Cream), Original Hot Wheat Cereal**
- **Market Basket** Bite Size Shredded Wheat (Blueberry, Frosted, Strawberry), Enriched Bran Flakes, Nutty Nuggets, Oat Squares, Tostitos, Wheat Biscuits
- **Post** Grape Nuts (Flakes and Original)
- **Quaker** Oatmeal Squares (Brown Sugar, Cinnamon, Honey Nut), Life (Original, Strawberry, Vanilla)
- **Signature Select** Bite Size Frosted Shredded Wheat, Bite Size Shredded Wheat, Bran Flakes, Toasted Oats

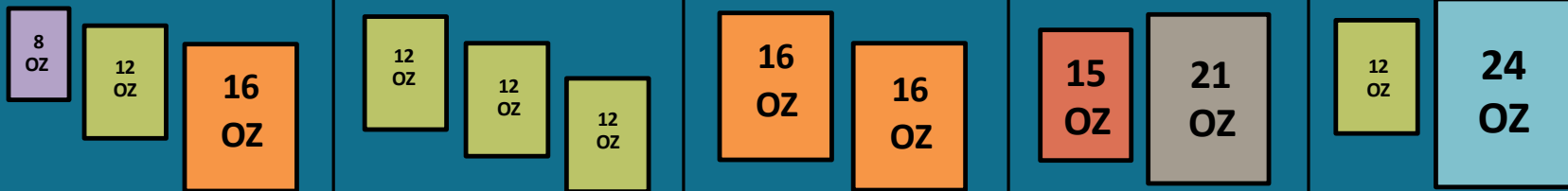
** - Serve Hot

Cereal (Non-Whole Grain Options)

ALLOWED BREAKFAST CEREAL SIZES: 8 OUNCES OR LARGER CONTAINERS

Participants are encouraged to purchase the least expensive brand available.

Some ways to buy 36 oz of cereal



Cereal selection continued on next page.

NON-WHOLE GRAIN BREAKFAST CEREALS

- **Best Yet** Corn Flakes, Crispy Rice, Honey Oats And Flakes
- **Cream Of Rice** Cereal and Instant Cereal**
- **Cream Of Wheat** Original Cereal (1 Minute, 2 ½ Minutes, Instant)**
- **Food Club** Corn Flakes, Crisp Rice, Honey And Oats, Honey Oats W/Almonds
- **Freedoms Choice** Corn Flakes (Regular and Honey), Crisp rice, Crispy Honey Oats with Almonds
- **General Mills** Chex (Blueberry, Cinnamon, Corn, Rice)
- **Great Value** Corn Flakes, Corn Squares, Rice Crisps, Rice Squares)
- **Hannaford** Corn Flakes, Crispy Hexagons, Crispy Rice, Oats And More With Almonds, Oats And More With Honey, Toasted Corn, Toasted Rice Cereal
- **IGA** Corn Flakes, Crispy Rice
- **Kelloggs** Corn Flakes (Regular), Crispix, Rice Krispies, Special K Original
- **Kiggins** Corn Flakes, Crispy Rice, Rollin Oats Cereal
- **Malt O Meal** Crispy Rice
- **Market Basket** Corn Biscuits, Corn Flakes, Crispy Hexagons, Crispy Rice, Rice Biscuits
- **Post** Great Grains Banana Nut Crunch, Great Grains Crunchy Pecan, Honey Bunches of Oats Honey Roasted, Honey Bunches Of Oats Maple and Pecans, Honey Bunches Of Oats Vanilla, Honey Bunches of Oats with Almonds
- **Quaker** Original Instant Grits**
- **Signature Select** Corn Flakes, Corn Pockets, Crispy Rice, Oats And More Honey, Oats And More With Almonds, Rice Pockets
- **That's Smart** Crisp Rice

** - Serve Hot

DRIED BEAN, PEAS, LENTILS

ALLOWED:

- 16 and 32 oz packages
- Any type of unflavored dried beans/peas/lentils.
- Regular or organic



CANNED BEANS

ALLOWED:

- 14 to 16 oz cans only
- Plain canned beans, including fat-free refried beans, regular or organic, low sodium or no salt added



NUT AND SEED BUTTER

ALLOWED:

- 16 to 18 oz containers
- Smooth, creamy, chunky or crunchy
- Regular or organic



DRIED BEANS, PEAS, LENTILS

NOT ALLOWED:

- Beans with added sugars, fats, oils, meats, fruits or vegetables
- Soup mixes or dried beans/peas/lentils with flavor packets

CANNED BEANS

NOT ALLOWED:

- Green or wax beans or green peas – you can buy these with a fruit and vegetable benefit
- Baked beans, pork and beans, or soup mix
- Beans with added sugars, fats, oils, meats, fruit or vegetables

PEANUT BUTTER

NOT ALLOWED:

- Peanut butter with added sweeteners or flavors such as honey, marshmallow, jelly, or chocolate
- Packets or squeezable containers
- Peanut butter spreads

Eggs and Canned Fish

EGGS

ALLOWED:

- A full dozen of any size
- Brown or white shells
- Regular or organic
- Cage-free
- Free-range or free-running



EGGS

NOT ALLOWED:

- Sizes other than one dozen
- Low cholesterol

CANNED FISH

ALLOWED:

- 3.75 to 15oz containers of chunk light tuna, pink salmon or sardines
- Pouches or cans (including multipacks)
- May contain vegetable broth
- Regular, low sodium or no salt added
- May be packed in water or oil
- May include bones or skin
- Seasoning including lemon or herbs



CANNED FISH

NOT ALLOWED:

- Albacore, solid white or yellow fin tuna
- Smoked fish
- Kipperd fish

Changes in POS Systems – Notification Requirement

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Please notify the State WIC Office if you make any of the following changes:

- Convert from one integrated system to a different one
- Change from one POS provider to another
- Switch from one integrated credit processor to another (confirm you are using the correct vendor number – note that this may differ from your stamp number)



Keeping the State WIC Office updated on these changes ensures that your POS system remains certified to accept eWIC payments. It also allows us to provide timely communications specific to your POS configuration.



Additionally, please verify that your POS system **downloads the latest WIC Approved Product List (APL) daily** to ensure compliance and accuracy at the point of sale.

Troubleshooting POS Issues – Guide for WIC Stores

Contact Your POS Provider for the Following Issues:

- General questions about your POS system
- Questions or issues related to **mapping fresh produce PLUs/UPCs**
- If you **suddenly cannot process eWIC transactions**

When a WIC Allowed Item Is Not Deducted from the WIC Card

If an item doesn't deduct from the customer's WIC card, consider the following possible causes:

1. The Item Is Not Available on the Customer's Card

- Check the **beginning balance** on the WIC card.
- Example: The customer selects **whole milk yogurt**, but only **low-fat or non-fat yogurt** is available on their WIC benefits.

2. Fresh Produce UPC Is Not Mapped Correctly

- Some produce items (like a 5 lb bag of oranges) may not scan as WIC allowed because their **UPC is not linked to a PLU** in the WIC APL.
- **Mapping must be done** at the store or corporate level.
- For chain stores, refer these issues to your corporate office.



3. The APL File Is Outdated or Not Downloading

- Your POS system may require a **manual APL update**.
- Contact your POS provider or corporate office to ensure your system is set up to **download the WIC APL daily**.

Important Notes on Item Eligibility

- Your store's item file **may contain WIC flags**, but these are **not connected to the official WIC APL**.
- Just because an item is flagged doesn't mean it's available to the customer — always refer to the WIC APL and the customer's beginning balance.

If You're Unsure Whether a WIC Transaction Was Completed

- Run a Balance Inquiry and compare it to the midpoint receipt.
- If the two balances do not match, this indicates the transaction was completed.
-  In this case, do not re-run the transaction.
-  Allow the customer to keep the items.

WICShopper



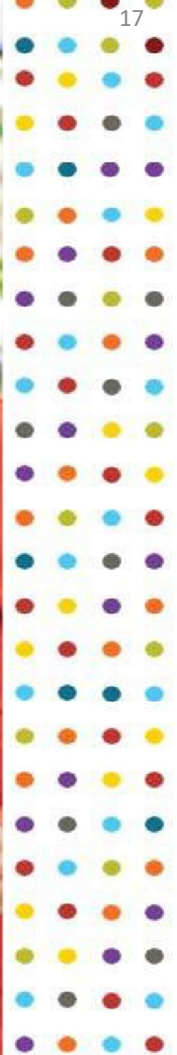
1. Download the WICShopper App
2. Select Maine as your WIC provider
3. With the app you can:
 - Scan barcode or key a enter UPC, to see if an item is approved
 - Report an item not on the approved food list that you believe should be
4. View Maine WIC Food List
5. Get WIC Messages



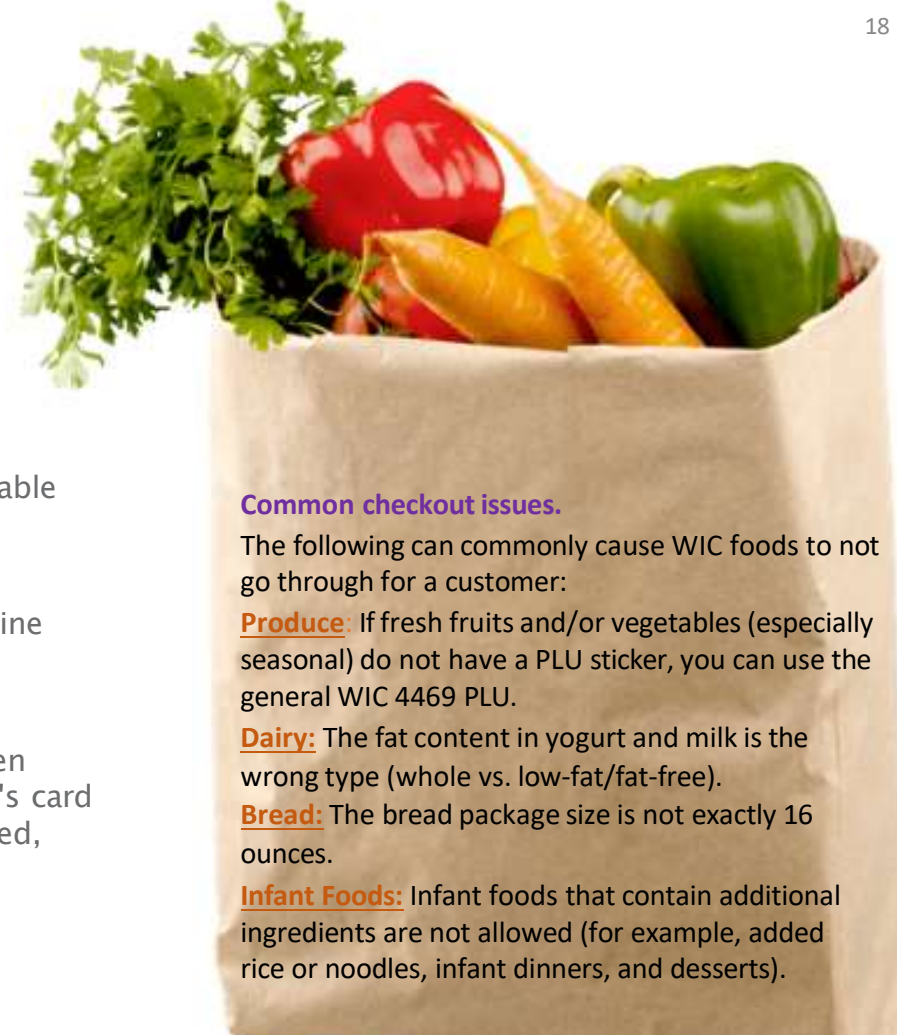
There may be food items in your store that are not currently on our APL that you think should be included; those products may be new items or may not have been submitted for approval before.



Please email us at SubmitUPCWIC@maine.gov with questions or call 207-287-3991



Hints



1. Protect Confidentiality

Do not use "WIC" in your conversation. Say card instead.
No ID is required when using eWIC.

2. Know the eWIC card transaction process

Understand the WIC checkout steps and process for your store's POS. Be sure to scan each item and never use the quantity key.

3. Not all foods in the food list are on a customer's benefit.

Run a "balance inquiry" for the shopper for a list of foods currently available in their account.

4. 50 item limit

- More than 50 WIC items can cause a transaction to time out and decline
- Split larger WIC purchases into 2 transactions. This is common when buying many jars of infant foods.

5. If the card declines

Note the error code. Wait about 20 seconds and then have the customer swipe the card again or manually enter the customer's card number. If the customer can't remember PIN or the card appears damaged, refer the customer to the number on the back of the eWIC card: 1-855-250-8945.

NEED MORE HELP?

Contact us at 207- 287-3991 OR WICVendor@maine.gov

Common checkout issues.

The following can commonly cause WIC foods to not go through for a customer:

Produce: If fresh fruits and/or vegetables (especially seasonal) do not have a PLU sticker, you can use the general WIC 4469 PLU.

Dairy: The fat content in yogurt and milk is the wrong type (whole vs. low-fat/fat-free).

Bread: The bread package size is not exactly 16 ounces.

Infant Foods: Infant foods that contain additional ingredients are not allowed (for example, added rice or noodles, infant dinners, and desserts).