

# MAINE WIC

**NUTRITION PROGRAM**  
**APPROVED FOOD LIST AND CASHIER GUIDE**  
Effective October 1, 2023



**CONTACT WIC**  
FOR LOST OR FOUND EWIC CARDS,  
OR QUESTIONS PLEASE CALL:  
**207-287-3991**

# 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 are able to 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 be providing their PIN 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" feature and report an item that you believe should be.
- If Internet Is Down. There is no off-line 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.

### Maine DHHS Nondiscrimination Notice

The Department of Health and Human Services (“DHHS”) does not discriminate on the basis of disability, race, color, sex, gender, sexual orientation, age, national origin, religious or political belief, ancestry, familial or marital status, genetic information, association, previous assertion of a claim or right, or whistleblower activity, in admission or access to, or the operation of its policies, programs, services, or activities, or in hiring or employment practices. This notice is provided as required by and in accordance with Title II of the Americans with Disabilities Act of 1990 (“ADA”); Title VI of the Civil Rights Act of 1964, as amended; Section 504 of the Rehabilitation Act of 1973, as amended; Age Discrimination Act of 1975; Title IX of the Education Amendments of 1972; Section 1557 of the Affordable Care Act; the Maine Human Rights Act; Executive Order Regarding State of Maine Contracts for Services; and all other laws and regulations prohibiting such discrimination.

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](mailto: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.

### USDA Nondiscrimination Statement

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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](mailto:program.intake@usda.gov).

This institution is an equal opportunity provider.

## BABY CEREAL

### ALLOWED:

8 oz or 16 oz containers of the following brands:

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

### TYPES:

- Multigrain
- Oatmeal
- Rice
- Whole Wheat

## INFANT FRUITS & VEGETABLES

### ALLOWED:

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

- Conventional or Organic
- Jars, pouches, and plastic tubs
- Any state of infant fruit or vegetable or blend of fruits and/or vegetables

Containers of infant fruit and/or vegetable (package must say "infant" or "baby") 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 MEATS

### ALLOWED:

2.5 oz containers single or multipack of the following brands:

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

### TYPES:

- Conventional
- Beef
- Chicken
- Turkey
- Ham

## INFANT FORMULA

### ALLOWED:

Brand, type and size listed on benefit.

## BREAST MILK

Complete nutrition for your baby.



## BABY CEREAL

### NOT ALLOWED:

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

## INFANT FRUITS & VEGETABLES

### NOT ALLOWED:

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

## INFANT MEATS

### NOT ALLOWED:

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

# Fruits and Vegetables

Benefit will say “Fruits and Vegetables” or ‘Fresh Fruits and Vegetables only”

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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)



## FROZEN

### ALLOWED:

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



## 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



## DRIED

### ALLOWED:

- Any type of dried fruits and/or vegetable



## FRESH

### NOT ALLOWED:

- Pickled vegetables or olives
- Items from the salad bar
- Party trays or fruit baskets
- Decorative vegetables and painted pumpkins
- Herbs and spices like basil, parsley or chives

## 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

### 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

### NOT ALLOWED:

- Added sugars, fats/oils, or salt
- Loose bulk (self weighed)

# Milk and Soy Beverage

## 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 BEVERAGE

### ALLOWED IF LISTED ON THE BENEFIT:

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)
- **8<sup>th</sup> Continent** (half gallon)



# Cheese, Tofu, Yogurt

## CHEESE

### ALLOWED:

- 8 oz, 12 oz, 16oz, 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
- 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, 16oz, 24 oz, and 32 oz
- Cheese sliced at the deli/counter
- Dips, whips, spreads or cheese with seasoning
- Imported cheese
- Sliced cheese labeled “cheese product” or “cheese food”

## TOFU

### ALLOWED:

- 8 oz or 14 to 16oz 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



## YOGURT

### NOT ALLOWED:

- Package sizes other than 8 oz, 16oz, 24 oz, and 32 oz
- More than 40g of sugar per 1 cup (8oz)
- Soy, coconut or almond milk yogurts or kefir



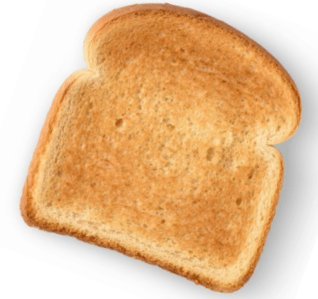
# Bread

## WHOLE GRAIN \*\* and WHOLE WHEAT

### BREAD ALLOWED BREAD SIZES:

#### 12 - 32 OZ BREAD

- 100% Whole Wheat Breads, Buns, or Rolls
- Whole grain breads that have a whole grain listed as the first ingredient
- 24 oz packages for women breastfeeding multiples
- 12-16 oz packages for all other women and children.



## WHOLE GRAIN and WHOLE WHEAT BREAD

### NOT ALLOWED:

Bagels or English muffins    Store-made breads    Breads with enriched flour as first ingredient

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.

# Oatmeal, Rice, Pasta, Tortillas

## OATMEAL

### ALLOWED:

- 14 - 32 oz packages of regular or organic oatmeal



## OATMEAL

### NOT ALLOWED:

- Individual/Single-serve packages
- Flavored

## BROWN RICE

### ALLOWED:

- 14 - 32 oz packages of regular, quick, or instant brown rice



## BROWN RICE

### NOT ALLOWED:

- White, seasoned, wild mixes
- Frozen, single-serve, or ready to serve packets

## WHOLE WHEAT PASTA

### ALLOWED:

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



\*\* For allowable whole grain bread and tortilla brands, please use the WICshopper barcode scanner or contact your local agency for an APL list.

## TORTILLAS \*\*

### ALLOWED:

- 8 - 32 oz packages of whole wheat or soft corn tortillas
- Regular or organic brands



Participants are encouraged to purchase the least expensive brand available.

**100% JUICE**  
**ALLOWED 100% JUICE SIZES:**

- 11.5 to 12 oz containers Frozen Juice Concentrate
- 64 oz bottles of juice

**11.5 TO 12 OZ FROZEN JUICE**  
**(Yields 48 ounces)**

- **Best Yet** Apple, Orange (Regular, Country Style, Pulp Free, and with Calcium)
- **Dole** Orange Strawberry Banana, Pineapple (Pineapple with Orange Banana, Orange)
- **Food Club** Apple, Orange (Pulp Free, Regular, and with Calcium), Grape
- **Freedoms Choice** Apple, Orange (Country Style, Pulp Free, Regular, No Pulp)
- **Great Value** Apple, Grape, Orange, Orange (Pulp Free, and Regular)
- **Hannaford** Apple, Grape, Orange (Pulp, Pulp Free, Regular, and with Calcium)
- **Market Basket** Apple, Grape, Orange (Regular, Country, and with Calcium)
- **Minute Maid** Orange (Original, Country, Pulp Free, and with Calcium)
- **Old Orchard All 100% Juice**

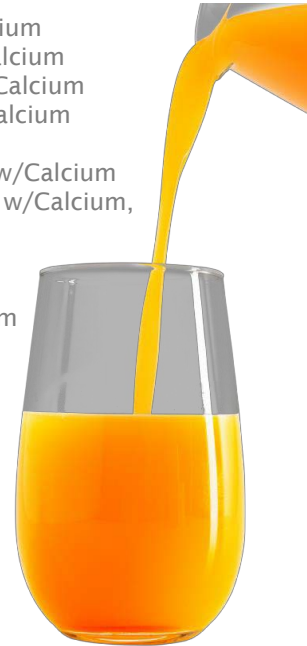
**11.5 TO 12 OZ FROZEN JUICE (continued)**  
**(Yields 48 ounces)**

- **Seneca** Apple
- **Signature Select** Apple and Orange (Original, Pulp Free, and Calcium Enriched)
- **Tipton Grove** Apple and Orange
- **Tropicana** Orange (Pulp Free, with Pulp)

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

**12 OZ FROZEN CALCIUM FORTIFIED JUICE**  
**(Yields 48 ounces)**

- **Best Yet** Orange w/Calcium
- **Food Club** Orange w/Calcium
- **Great Value** Orange w/Calcium
- **Hannaford** Orange w/Calcium
- **IGA** Orange w/Calcium
- **Market Basket** Orange w/Calcium
- **Minute Maid** Grapefruit w/Calcium, Orange w/Calcium
- **Old Orchard** Orange w/Calcium
- **Signature Select** Calcium Enriched Orange



**100% JUICE**  
**NOT ALLOWED:**

- Juice drinks with added sugar
- Juice Cocktails

# Juice – 64 oz Bottles

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:

- 11.5 to 12 oz containers Frozen Juice Concentrate
- 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



Participants are encouraged to purchase the least expensive brand available.

## 100% JUICE NOT ALLOWED:

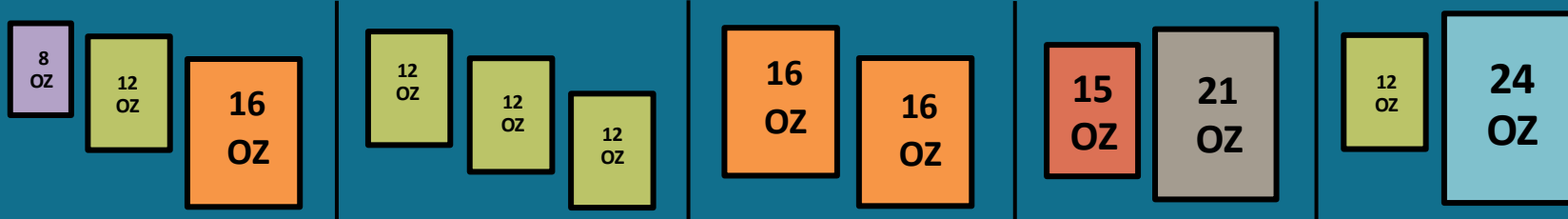
- Juice drinks with added sugar
- Juice Cocktails

# Cereal (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.

## 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 Os,
- **Hannaford** Bite Size Frosted Shredded Wheat, Wheat, Frosted Shredded Wheat, Multigrain Tasteos Cereal, Tasteos, 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
- **Kelloggs** 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, Tasteos, 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

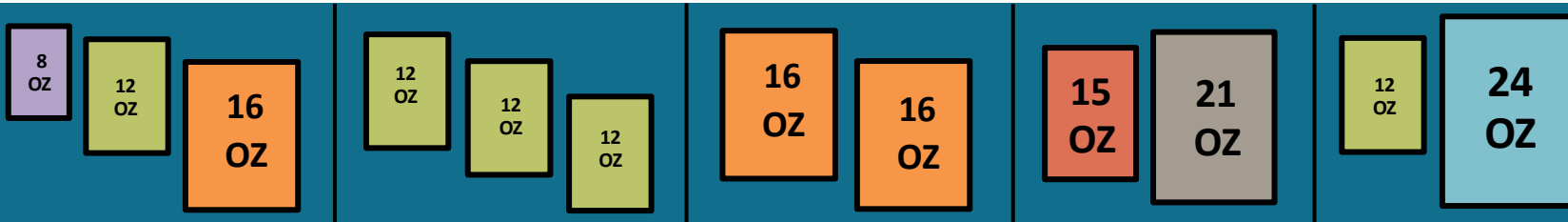
\*\* - Serve Hot

# 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

# Peanut Butter, Beans, Peas and Lentils

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



## PEANUT 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
- Peanut butter with flaxseed or palm oil
- Packets or squeezable containers
- Peanut butter spreads

## 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 packed in water
- Pouches or cans (including multipacks)
- May contain vegetable broth
- Regular, low sodium or no salt added



## CANNED FISH

### NOT ALLOWED:

- Albacore, solid white or yellow fin tuna
- Fish packed in oil, or smoked, seasoned or flavored
- Kipperd fish

# Changes in POS Systems

Please notify the State WIC Office if you:

- convert from one integrated system to a different one
- convert from one POS provider to another
- convert from one integrated credit processor to another, and confirm that you have the correct vendor number (vendor number is not necessarily the same as your stamp number)

Keeping us updated on this information will help ensure that your POS system is certified to accept eWIC payments. It will also help if we need to send communications specific to one type of POS system.



## Produce Mapping Matters

All produce must be “mapped” to your store’s approved PLU’s. Mapping is critical for produce which have store-generated UPCs which are not recognized by the WIC Approved Products List (APL). UPCs for fresh produce items frequently change and UPCs not in the WIC Approved Products List (APL) are denied. Please assist WIC families purchasing fresh produce with UPCs by mapping any new products received. To map in your POS system contact your store manager or POS provider.



# POS provider

Contact your POS provider for the following issues:

- Questions about your POS system.
- Questions about mapping fresh produce UPCs.
- If you suddenly can't transact eWIC.

If a WIC allowed item is not deducted from the WIC card, consider one of these possibilities:

- The item may not be available for that customer. Check the beginning balance to see if this is the case. Example: Whole milk yogurt was selected but only low-fat or non-fat yogurt is available on the WIC card.
- A fresh produce UPC may not be mapped/linked to a PLU on our APL. Example: A five pound bag of oranges doesn't scan as WIC allowed, and it may need to be mapped to a PLU for bulk oranges. Mapping is done at corporate or store level. For chain stores, send mapping issues to your corporate office.
- You may need to manually update the APL file in your system. Work with your POS provider or corporate office to set up automatic updates.

Your POS system may still have WIC allowed items flagged in the store's item file. These flags are not tied to the WIC APL and do not indicate if the item is available on the WIC card being used.

If you are unsure if a WIC transaction was completed, run a Balance Inquiry and compare it to the midpoint receipt. If the two balances do not match, it indicates a purchase was made. Let the customer have the items and do not re-run the transaction.



# WICShopper

1. Download the WICShopper App
2. Select Maine as your WIC provider
3. With app you can:
  - Scan barcode or key 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](mailto:SubmitUPCWIC@maine.gov) with questions or call 207-287-3991

\*\*\*WIC customers WICShopper balance is not live.  
For current balance see store printed Balance Inquiry Receipt.





## 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 customer can't remember PIN or the card appears damaged, refer customer to number on back of eWIC card 1-855-250-8945.

## NEED MORE HELP?

Contact us at 207- 287-3991 OR [WICVendor@maine.gov](mailto:WICVendor@maine.gov)

### Common checkout issues.

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

**Produce:** 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;

**Insufficient Funds:** If card is denied for Insufficient Funds check store printed Balance Inquiry Receipt for the quantity and unit of measure match to WIC food selected.