

WIC APPROVED FOODS

The WIC Approved Foods posted on the Georgia Department of Public Health website at <http://dph.georgia.gov/vendor-information> are foods that are available to the WIC customer. **ONLY these foods may be purchased by the participant or proxy using the WIC food instrument.**

Because the brand names and types of infant formula as well as special medical foods are too numerous to list, approved foods will be printed directly on the front of the WIC food instrument. **The WIC customer is allowed to purchase the brand, type and size of infant formula or medical food that is printed on the front of the food instrument. Do not allow the WIC customer to purchase infant formula or medical food that is NOT listed on the food instrument.**

The vendor will receive an updated list of approved foods as changes are made and can always check the Georgia Department of Public Health website for current information. Vendors will periodically receive pamphlets and posters of WIC approved food items that can be used as displays or as a training resource.

List of Infant Formula Wholesalers, Distributors, and Manufacturers

All vendor applicants and authorized vendors are required to purchase infant formula, to be exchanged for WIC food instruments, directly from a WIC approved supplier or manufacturer included on a list provided by the Georgia WIC Program. The Georgia WIC Program does not permit vendors to purchase infant formula from other authorized program vendors or retailers. Only purchases from the approved list will be permitted.

Records of the infant formula purchases must be maintained for a minimum of three (3) previous years plus the current year (or until any pending investigations are closed). In the event of an investigation, only purchase invoices from those approved suppliers will be considered as legitimate. The program may also require vendors to supply the program with written permission to confirm their infant formula purchase history with suppliers.

The approved list includes manufacturers registered with the Food and Drug Administration (FDA) as well as licensed wholesalers, distributors and suppliers. Only Georgia WIC approved Infant Formula is eligible for purchase and distribution. A current list is posted on the Georgia WIC Vendor Management (OVM) Website and available to applicants and authorized vendors. Manufacturers and wholesalers/distributors/suppliers are listed separately. The Infant Formula supplier list will be updated as suppliers are added or at a minimum, annually. Annual updates shall observe the Federal Fiscal year of October 1st through September 30th. Vendors may not appeal the State's decision to include or exclude an infant formula wholesaler, distributor or manufacturer from the approved list.

The Approved Infant Formula Suppliers list can be located on the Georgia WIC Vendor Management Website at: <https://dph.georgia.gov/vendor-information>.

Obtaining Approval to be Placed on the Georgia WIC Approved Infant Formula Supplier List

Wholesalers, distributors, and suppliers may apply to be placed on the approved list by contacting the WIC Office of Vendor Management at 404-657-2900 or toll free at 1-866-814-5468.

The newly posted Georgia WIC Approved Infant Formula Supplier List will have an effective date that reflects the date that the last supplier(s) was added to the approved list.

Non-WIC Inventory Requirement

All vendors except pharmacies are required to carry foods other than WIC approved foods. These food items must consist of qualifying food items approved by SNAP in addition to the WIC minimum inventory, WIC-approved foods, and foods that are intended for home preparation and consumption, such as meat, fish, poultry, bread, cereal products, dairy products, fruits, and vegetables. Items such as condiments and spices, coffee, tea, cocoa, carbonated and noncarbonated beverages are included in food sales only when offered for sale along with foods in the four (4) primary categories. Non-food items, alcoholic beverages, hot foods, or food that will be eaten on the store premises are not considered a part of USDA's definition of eligible foods.

At least two hundred (200) items in each of the following categories must be in stock at all times.

Non-WIC Inventory Requirement	
Food Item	Minimum in each category
Meats, Poultry and/or Seafood (<i>refrigerated or frozen</i>)	200
Breads and Cereal Products	200
Dairy (<i>e.g. milk, cheese, yogurt, etc.</i>)	200
Shelf Staples (<i>e.g. flour, sugar, pasta, pudding mix, etc.</i>)	200
Cans, Jars, Bottled Goods (<i>e.g. mayo, ketchup, relish, etc.</i>)	200
Beverages (<i>e.g. soda, water, powdered drinks, etc.</i>)	200
Snack Foods (<i>e.g. crackers, granola bars, etc.</i>)	200

Minimum WIC Food Inventory Requirements

Vendors are **REQUIRED** to maintain in stock a minimum variety and quantity of the WIC foods as described in the chart below. An on-site inventory audit of the below mentioned WIC-approved food items is a component of the pre-approval and routine monitoring visits.

Georgia WIC Program Minimum Inventory Requirements Effective July 12, 2021				
Food Item	Types/Brands	Size	Minimum Inventory	<input checked="" type="checkbox"/>
MILK <u>Any brand allowed.</u> Kosher allowed. <ul style="list-style-type: none"> No 2%, organic, evaporated filled or flavored milk No raw milk No nut milks No a2 milk, buttermilk, rice milk, coconut milk, pea protein plant milk, or oat milk No dried whole milk (Nido)	Whole Milk	Gallon	4 Gallons	<input type="checkbox"/>
	Fat Free/Skim, Low-Fat (1%) <u>(size & fat content as listed on voucher)</u>	Gallon	8 Gallons (Can be Combined)	<input type="checkbox"/>
CHEESE <u>Any brand allowed</u> <u>Kosher allowed</u> <ul style="list-style-type: none"> Part-skim is allowed Following forms are allowed: <ul style="list-style-type: none"> Block Slices String Shredded Cubed Stick 	One Pound Package	16 oz (1 Pound)	5 - 1 lb Packages 2 Types	<input type="checkbox"/>
EGGS <ul style="list-style-type: none"> <i>Any Brand allowed</i> <i>Any grade allowed</i> <i>White or Brown eggs allowed</i> <i>No organic</i> <i>No added Omega 3, DHA or ARA</i> <i>No low cholesterol</i> <i>No free range, pasture-raised, natural cage free,</i> 	Any size allowed (large, extra-large, jumbo, etc.).	1 Dozen Carton	4 - 1 Dozen	<input type="checkbox"/>

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<i>cage free, enriched colony or vegetarian fed</i>				
PEANUT BUTTER <ul style="list-style-type: none"> • No reduced fat or peanut butter spreads • No added marshmallow, chocolate, honey, or jelly • No added vitamins/minerals • No added Omega 3 • No other size 	Any Brand			
	Creamy, Crunchy, Extra Crunchy, Natural or Low salt	16-18 oz Jar	4 Containers 2 Brands	<input type="checkbox"/>
BEANS / PEAS / LENTILS <ul style="list-style-type: none"> • No flavored beans or peas • No other size or quantity • No added sugar, fat, oil, or meat • No soups • No baked beans • No immature varieties of legumes such as green peas, or snap beans/green beans 	Dried Beans/Peas/ Lentils (any variety of plain, mature dry beans, peas or lentils)	1 Pound Packages	5 Packages - 2 Types	<input type="checkbox"/>
	Canned Beans/ Peas/ Lentils (any variety of plain, mature beans, peas, or lentils, including refried beans, low sodium is allowed)	15 - 16 oz Cans	18 Cans - 2 Types	<input type="checkbox"/>

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TOFU Calcium set <ul style="list-style-type: none"> • No non-calcium set • No other size, type, or quantity 	Nasoya	Silken Extra Firm Firm	14 to 16 oz package	Must be ordered upon request.	<input type="checkbox"/>
BROWN RICE <ul style="list-style-type: none"> • No white rice • No flavored rice • Not any other size or quantity 	Any Brand		16 oz	Must be ordered upon request.	<input type="checkbox"/>
JUICE <ul style="list-style-type: none"> • No juice drinks • No juice with sugar added • No sports drinks 	Ready to Serve Container, Non-Frozen Concentrate, Frozen Concentrate		48 oz 11.5 oz 11.5 -12 oz	8 Containers – 2 Flavors Any Combination	<input type="checkbox"/>
	Ready to Serve Container		64 oz	8 Containers - 2 Flavors	<input type="checkbox"/>
WHOLE GRAIN BREAD <ul style="list-style-type: none"> • No hot dog rolls/buns • No other brand, size, type or quantity 	100% Whole Wheat Loaves 100% Whole Wheat Sandwich Buns	<ul style="list-style-type: none"> • Best Choice • Bimbo • Food Lion • Healthy Life • Kroger • Nature's Own • Roman Meal • Sara Lee • Wonder 	16 oz Loaf	4 Loaves	<input type="checkbox"/>
WHOLE GRAIN TORTILLA <ul style="list-style-type: none"> • No other types or brands • No other size or quantity 	Whole Wheat	Guerrero Kroger MiCasa Mission Ortega	16 oz package	Must be ordered upon request.	<input type="checkbox"/>
	Corn	Chi Chi's Guerrero Herdez La Banderita Mission			
CEREAL (Hot & Cold)	WIC Approved Cereal Brands and Types <i>(see WIC Approved Foods List)</i>		11- 36 oz	12 Boxes - 4 Types, 2 Types must be Whole Grain	<input type="checkbox"/>
FISH <ul style="list-style-type: none"> • No Packed in oil • No albacore • No Added flavorings • No Pouches 	Tuna – water packed, any brand		5 oz can 6 oz can 7.5 oz can	18 Cans Combined	<input type="checkbox"/>
	Pink Salmon, any brand		5 oz can 6 oz can		

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<ul style="list-style-type: none"> No Individual serving containers No Fresh or frozen No other sizes or quantities No other sizes or quantities 		7.5 oz can 14.75 oz can			
INFANT FORMULA (The WIC voucher lists the brand, size, and form (powder, concentrate, or ready to feed) that is allowable.)	Enfamil A.R.	12.9 oz can powder	Must be ordered upon request.		
		8 fl oz bottle RTF	Must be ordered upon request.		
	Enfamil Infant (milk based)	12.5 oz can powder	12 cans	<input type="checkbox"/>	
		32 fl oz bottle RTF	Must be ordered upon request.		
		13 fl oz can concentrate	Must be ordered upon request.		
	Enfamil ProSobee (soy based)	12.9 oz can powder	6 cans	<input type="checkbox"/>	
		8 fl oz bottle RTF/ 32 fl oz bottle RTF	Must be ordered upon request.		
		13 fl oz can concentrate	Must be ordered upon request.		
	Enfamil Gentlease (lactose reduced)	12.4 oz can powder	6 cans		
		Enfamil 24	2 fl oz RTF	Must be ordered upon request.	<input type="checkbox"/>
	EnfaGrow Premium Toddler Transitions/Enfagrow NeuroPro Toddler Transitions	20 oz can powder	Must be ordered upon request.	<input type="checkbox"/>	
	EnfaGrow Toddler Transitions Gentlease/Enfagrow NeuroPro Gentlease Toddler Transitions	20 oz can powder	Must be ordered upon request.	<input type="checkbox"/>	
INFANT CEREAL	Dry Cereal		8 oz Containers	12 Boxes - 2 Types, 1 must be Rice	
<ul style="list-style-type: none"> No organic No baby cereal in jars No cereal with fruit added No cereal with formula added No DHA ARA 	Beech Nut	Rice Oatmeal Multigrain			<input type="checkbox"/>
	Gerber	Rice Oatmeal Multigrain Whole Wheat			

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• No other size or quantity						
INFANT FRUIT & VEGETABLES • No organic • No diced • No other brand, combination, or size • No desserts • No pouches • No other combinations	Fruit and / or Vegetable		<ul style="list-style-type: none"> Beech-Nut Naturals Stage 1 Beech-Nut Naturals Stage 2 Beech- Nut Stage 2 Gerber 2nd Foods 	4 oz Jars or 2 - 4 oz Twin Packs	72 Jars Combined or 37 – 8 oz Twin Packs	<input type="checkbox"/>
INFANT MEATS	Meats in Gravy or Broth			2.5 oz Jars	* Make this item available for purchase, in sufficient quantity upon request within 5 business days.	<input type="checkbox"/>
FRUITS & VEGETABLES	Fruits			Fresh, Frozen, Canned	Fresh: 20 Types (Combined Fruits and Vegetables)	<input type="checkbox"/>
	Vegetables			Fresh, Frozen, Canned		<input type="checkbox"/>
YOGURT	Activia	Low Fat	Any Flavor	4 oz - 4 Pack	64 ounces – low or non- fat; plain or flavored; any combination of packaging 1 - 32 oz tub, whole milk; plain or flavored	<input type="checkbox"/>
NO Mix-in ingredients such as granola, candy pieces, honey, nuts, and similar ingredients.	Dannon	Whole Milk	<ul style="list-style-type: none"> Plain Vanilla Strawberry 	32 oz tub		<input type="checkbox"/>
		Low Fat	Any Flavor			<input type="checkbox"/>
		Non-Fat	Any Flavor			<input type="checkbox"/>
NO Drinkable yogurts	Oikos (Greek)	Whole Milk (4%)	<ul style="list-style-type: none"> Plain 	32 oz tub		<input type="checkbox"/>
		Non-Fat (0%)	<ul style="list-style-type: none"> Plain Vanilla 			<input type="checkbox"/>
NO “light” yogurts or artificial sweeteners or stevia	Yoplait	Non-Fat	Any Flavor	32 oz tub		<input type="checkbox"/>
		Low Fat		4 oz – 8 pack	<input type="checkbox"/>	
NO organic	GoGurts	Low Fat	Any Flavor	2 oz – 16 pack	<input type="checkbox"/>	
NO fruit fusion					<input type="checkbox"/>	

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YOGURT	Great Value	Non-Fat	<ul style="list-style-type: none"> • Plain 	32 oz tub	<input type="checkbox"/>
		Low Fat	<ul style="list-style-type: none"> • Plain • Vanilla • Strawberry • Peach 		<input type="checkbox"/>
		Greek Whole Milk	Plain		<input type="checkbox"/>
		Greek Non-Fat	<ul style="list-style-type: none"> • Plain • Vanilla • Strawberry 	32 oz tub	<input type="checkbox"/>
	Kroger	Whole Milk	<ul style="list-style-type: none"> • Plain • Vanilla 	32 oz tub	<input type="checkbox"/>
		Non-Fat	<ul style="list-style-type: none"> • Plain • Vanilla 	32 oz tub	<input type="checkbox"/>
		Low Fat	<ul style="list-style-type: none"> • Plain 		<input type="checkbox"/>
	Chobani	Whole Milk	<ul style="list-style-type: none"> • Plain 	32 oz tub	<input type="checkbox"/>
		Non-Fat	<ul style="list-style-type: none"> • Plain • Vanilla • Strawberry • Peach 	32 oz tub	<input type="checkbox"/>
		Non-Fat	<ul style="list-style-type: none"> • Plain 	16 oz	<input type="checkbox"/>
	Crowley	Non-Fat	<ul style="list-style-type: none"> • Vanilla 	32 oz tub	<input type="checkbox"/>
		Low-Fat	<ul style="list-style-type: none"> • Plain 		<input type="checkbox"/>
	Noosa	Whole Milk	<ul style="list-style-type: none"> • Any Flavor 	8 oz	<input type="checkbox"/>
				4 oz- 4 Pack	
				24 oz tub	
	LaYogurt	Whole Milk	<ul style="list-style-type: none"> • Plain • Strawberry 	32 oz tub	<input type="checkbox"/>
		Non-Fat	<ul style="list-style-type: none"> • Plain • Vanilla 	32 oz tub	<input type="checkbox"/>
		Low-Fat	<ul style="list-style-type: none"> • Plain • Vanilla • Banana • Passion Fruit 	32 oz tub	<input type="checkbox"/>
	Best Choice	Low-Fat	<ul style="list-style-type: none"> • Plain • Vanilla 	32 oz tub	<input type="checkbox"/>
		Greek Non-Fat	<ul style="list-style-type: none"> • Plain • Vanilla 	32 oz tub	<input type="checkbox"/>
Cabot	Greek Low-Fat	<ul style="list-style-type: none"> • Plain • Vanilla 	32 oz tub	<input type="checkbox"/>	

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YOGURT		Whole Fat	• Plain	32 oz tub	<input type="checkbox"/>
		Non-Fat	• Plain	32 oz tub	<input type="checkbox"/>
	Essential Everyday	Low-Fat	• Plain • Vanilla • Strawberry • Peach • Raspberry	32 oz tub	<input type="checkbox"/>
		Greek Non-Fat	• Plain • Vanilla • Strawberry	32 oz tub	<input type="checkbox"/>
	Food Club	Non-Fat	• Plain	32 oz tub	<input type="checkbox"/>
		Low-Fat	• Vanilla • Strawberry		<input type="checkbox"/>
	LaLa	Low-Fat	• Plain	32 oz tub	<input type="checkbox"/>
	Nostimo	Greek Non-Fat	• Plain • Vanilla	32 oz tub	<input type="checkbox"/>
	SEGrocers	Non-Fat	• Plain • Vanilla	32 oz tub	<input type="checkbox"/>
		Low-Fat	• Vanilla		<input type="checkbox"/>
		Greek Non-Fat	• Plain		<input type="checkbox"/>
	Coburn Farms	Low-Fat	• Plain • Vanilla	32 oz tub	<input type="checkbox"/>
		Greek Non-Fat	• Plain • Vanilla		<input type="checkbox"/>
	Morning Fresh	Non-Fat	• Plain	32 oz tub	<input type="checkbox"/>
		Low-Fat	• Vanilla		<input type="checkbox"/>
	Food Lion	Non-Fat	• Plain	32 oz tub	<input type="checkbox"/>
Low-Fat		• Vanilla	<input type="checkbox"/>		

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WHOLE WHEAT MACARONI PRODUCTS NO added sugars, fats, oils, or salt NO Organic NO other sizes or quantities allowed	<ul style="list-style-type: none"> • Barilla (whole grain) • Essential Everyday (whole wheat) • Food Club (whole wheat) • Gia Russa (whole wheat) • Great Value (whole wheat) • Hodgson Mill (whole wheat) • Kroger (whole wheat) • Publix (whole wheat and whole grain) • Racconto (whole wheat) • Ronzoni Healthy Harvest (whole grain) • Shurfine (whole wheat) 	16 oz Any Shape	Must be ordered upon request.	<input type="checkbox"/>

*** NOTE: VENDORS MUST BE ABLE TO ORDER MILK AND SOY CONTRACT FORMULAS, WHOLE WHEAT PASTA, BROWN RICE AND INFANT MEATS OR ANY APPROVED FOOD ITEM WHEN REQUESTED BY THE PARTICIPANT.**

Important Notes about the WIC Customer for Cashiers and Store Managers

The WIC customer:

1. May not use an eWIC card to purchase items not listed on the eWIC card benefit balance.
2. Must never be required to pay cash for items purchased, except for items purchased with the cash value benefits (CVB), in excess of the amount of the CVB balance.
3. Must be allowed to purchase all foods listed on the eWIC card benefit balance, regardless of price.
4. Must be afforded the same courtesies given to other store customers.
5. Must be permitted to purchase eligible food items without making other purchases.
6. Must be charged the same shelf prices as other non-WIC customers.
7. Must not be charged sales tax, except on the purchase amount that is in excess of the amount of the cash value benefit, if applicable.
8. Must be reported to Georgia WIC immediately if the WIC participants attempts to purchase foods that are not approved or create other problems in the store.
9. Must not be required to purchase every item on the eWIC card benefit balance.
10. Must not be contacted regarding restitution or payment.

More Important Notes.

1. WIC approved foods purchased with a WIC food instrument / eWIC card cannot be returned for a cash refund.
2. WIC food instruments/ eWIC cards from other states must not be accepted.
3. If a manager is called to approve an eWIC transaction, it is imperative that the customer is not identified as a WIC participant, parent, caretaker and/or proxy. Every effort must be made to protect confidentiality and discussion of the transaction should be kept at a conversational level.
4. Separate checkout lines for the WIC customer are prohibited. Signs such as "WIC food instruments not allowed in this line" or "No Checks-No WIC" cannot be displayed. However, vendors who wish to ensure that the WIC customer does not enter certain lines, such as express lines, may post "Cash Only" signs in those lines.
5. The vendor must not provide refunds or permit exchanges for authorized supplemental foods obtained with WIC food instruments except for exchanges of the same brand and size of authorized supplemental food items when the original authorized supplemental food item is defective, recalled,

spoiled, or has exceeded its “sell by” or “best if used by,” or other date limiting the sale or use of the food item.

6. The WIC customer must be allowed to participate in in-store or manufacturer promotions that are available to all other customers, and that includes WIC approved food items. This includes ‘buy one get one or more free’ promotions.
7. The WIC authorized vendor, its paid or unpaid owners, officers, managers, agents and employees shall not engage in any activity with the WIC participant, proxy, or caretaker that would create a conflict of interest, as determined by Georgia WIC. Authorized WIC vendors are not permitted to act as a proxy for a WIC participant.
8. The vendor is not permitted to provide transportation for the WIC customer to or from the vendor’s premises.
9. The vendor is not permitted to deliver WIC approved foods to the WIC customer’s residence.
10. The vendor shall not take back items purchased by the participant, nor shall a vendor ask about obtaining food items that the participant chooses not to buy with the eWIC card.
11. The vendor must not provide unauthorized food or non-food items, cash, credit (including “rain checks”) in exchange for the eWIC card.

Vendor Redemption and Pricing Assessments

Redemption data for all vendors will be reviewed on a quarterly basis, at a minimum.

WIC vendors are required to maintain competitiveness throughout the entire agreement period.

Non-competitive pricing for redemptions occurs when the amount paid per food instrument by Georgia WIC to a vendor, per quarter, for all food instruments except cash value benefits, exempt infant formulas, and medical foods exceeds the statewide average amount paid per food instrument redeemed within the peer group by more than 50% on 10 or more items. If a vendor is found to be non-competitive during an assessment, the vendor will receive written notice. If the vendor is identified as non-competitive for three (3) additional assessments, the vendor agreement will be terminated for a period of twelve (12) months.

Vendors are required to submit and maintain prices that are at, or lower than, other vendors currently participating in the program, within their designated peer group. Vendors must submit shelf pricing every six months (two quarter each year), at a minimum. If a vendor's prices **are more than ten (10) percent higher** than the maximum prices of others in its Peer Group **on more than three (3) items** – the vendor will receive a written notification that its pricing is not competitive. Vendors may be assessed at any time and those whose prices remain non-competitive for three (3) additional assessments, the vendor agreement will be terminated for a period of twelve (12) months.

Pharmacies and military commissaries are exempt from these redemption assessments.

Vendor Cost Containment

Georgia WIC will conduct an annual assessment of each current vendor, except pharmacies and military commissaries, to determine if they derive more than fifty (50) percent of their food revenue from WIC food instruments. Vendors will also be assessed at re-authorization. New vendors will be assessed within six (6) months of authorization to determine if they derive more than fifty (50) percent of their food revenue from WIC food instruments.

Georgia WIC uses vendor reported shelf prices and redemption history to determine the Not to Exceed (NTE) amount for food items. Vendors will not be paid an amount that exceeds the NTE amount for a food item.

Vendors are encouraged to submit prices for new items as well as price changes of existing items **at any time**.

All vendors, except pharmacies and military commissaries, will be assessed at application, within six (6) months after authorization, and annually thereafter to determine whether they derive more than fifty (50) percent of their SNAP eligible food sales from WIC redemptions. Georgia WIC will conduct an initial Food Sales Assessment based on programmatic reports to determine whether a vendor is a Probable Above Fifty Percent Vendor (A-50).

Upon notification of Probable A-50 Status, vendors may challenge the initial findings by requesting a detailed Food Sales Assessment to demonstrate that their eligible food sales are less than their WIC sales.