



TRAINING EDITION ★ SEPTEMBER 2025

VENDOR INFORMATION PUBLICATION





Introduction

Welcome to the Training Edition of the Alabama WIC Vendor Information Publication (VIP). This document will serve as the Annual Training for Fiscal Year 2026, so be sure to have two representatives from your store sign the accompanying Training Acknowledgement form and return the form to the State WIC Office via email, fax, or physical mail. Completing this annual training is a **requirement** in order to stay on the program.

Alabama WIC wants to thank you for being a part of the program! We currently have over 590 vendors and serve more than 111,000 participants across the state. We couldn't do that without your help, so again thank you very much!

In this year's Training Edition we cover a lot of important topics, but the most important one we want to discuss is the upcoming changes to the Approved Foods List. This change will take effect **October 1, 2025**. All of the changes to the approved foods can be seen on the following pages and we will be sending out new Food Brochures in the near future, before the changes go into effect. The following page will highlight **only the changes**, while the pages after that will be a preview of the entire upcoming Food Brochure for the Alabama WIC Program.

In this publication, we also discuss the importance of making sure your Point-of-Sale (POS) system stays up to date and downloads the latest APL every night and how that will be an important part of the update coming in October. We discuss the WIC Shopper App and how it can be a vital tool to your cashiers for troubleshooting transactions and checking the eligibility of WIC Products. We go into detail about Routine Monitorings - what they are, how you can prepare, and what we look for during the visit. We discuss Store Types and how the minimum stock requirements differ between Types 1-3 and Type 4 stores. We also remind you that the Vendor Team is here for you and your store(s). We want you to succeed so that AL WIC succeeds and we continue to take care of the Women, Infants, and Children across Alabama!

Food Package Changes

Cereals

Additions:



Removals:

- Kix Berry
- Kix Honey
- Kashi Warm Cinnamon
- Special K Original

Milk & Milk Substitutes

New plant-based milk products!



Chocolate milk is **no longer** WIC Approved.

Tofu is now WIC Approved and available **ONLY** if listed on shopping list.



Baby Food

New organic brands and products are approved! Pouches now eligible in approved brands.



Juice

48 oz. & 96 oz. juice and frozen juice are **no longer** WIC Approved. Tomato juice and juice blends are **now** WIC Approved.

Whole Grains

New brands and package sizes approved! **Removing 16oz only requirement; 12 oz. up to 24 oz. loaves are now WIC Approved.** May purchase up to the amount listed on shopping list.



May purchase oatmeal with the whole grain benefit.

Any package size, any brand, quick-cooking, rolled, old-fashioned, or steel-cut.

Instant oatmeal packets are still listed under cereals.

Nut/Seed Butter

New Products



Fresh Fruits & Vegetables

Fresh herbs are available. Please make sure that these are being mapped appropriately.

Canned Fish

All Women and Children get canned fish!

Upcoming Food Brochure Oct. 2025

Cereals

Select only the cereals listed. Box pictures may change. Selections may vary by store. 8.9 oz. to 36 oz. boxes or bags only.

Whole Grains Cereals:

NEW ITEM



Cheerios



Multigrain Cheerios



Cheerios Veggie Blends Apple Strawberry



Cheerios Veggie Blends Blueberry Banana



Frosted Mini Wheats Original



Frosted Mini Wheats Blueberry Muffin



Frosted Mini Wheats Strawberry



Frosted Mini Wheats Cocoa



Frosted Mini Wheats Little Bites



Great Grains Banana Nut Crunch



Great Grains Crunchy Pecan



Great Grains Cranberry Almond Crunch



Great Grains Raisins, Dates & Pecans



Rice Chex



Corn Chex



Wheat Chex



Cinnamon Chex



Strawberry Vanilla Chex



Honey Bunches of Oats With Almonds



Honey Bunches of Oats Honey Roasted



Honey Bunches of Oats Vanilla



Honey Bunches of Oats Strawberries



Rice Krispies



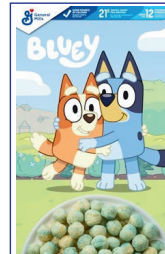
Corn Flakes



Kashi Honey Toasted



Kix



Bluey Cereal



Quaker Instant Original Grits



Quaker Instant Original Oatmeal



Strawberry Cream Mini Spoons



SHOPPING TIPS

Use the WIC Shopper app's "Cereal Calculator" to help maximize your available WIC benefits. You may have extra ounces remaining, but here are a few ways to make the most of 36 oz.



Upcoming Food Brochure Oct. 2025 (continued)

Milk and Milk Substitutes

BUY

Cow's Milk:

- **1% low-fat or Fat-free milk for all women and children over 2 years old** (includes Lactose-free)
- **Whole milk for 1-year-old children** (includes Lactose-free)
- Approved sizes: gallon, ½ gallon, and 96 oz. Lactose-free milk



Allowed ONLY if specified on shopping list:

- **Evaporated milk** (Carnation or Pet brands only) - 12 oz. can
- **Dry milk powder** - 9.6 oz., 25.6 oz. or 39.5 oz. container
- **Ultra-high temperature milk** - 32 oz. container
- **Soy Milk or Plant-Based Milk Alternatives** - half gallon or 48 oz.
 - **Silk Original, Better Goods, 8th Continent brands** - half gallon
 - **Ripple Kids Milk** - original or unsweetened 48 oz.



DO NOT BUY

*Chocolate Milk

*2% Milk

*Buttermilk

*Organic

*Sweetened Condensed Milk

*Acidophilus-Treated

*DHA Omega-3

Cheese

BUY

8 oz. or 16 oz. packages. Block, Sliced, Shredded, or String (mozzarella) only.

- **Cheddar**
- **Colby**
- **Swiss**
- **Monterey Jack**
- **Mozzarella**
- **Provolone**
- **Muenster**
- **Processed American**
- **Any Combination of the approved types**

Low fat, low cholesterol, and low sodium cheese is allowed if available in the approved type and size.



DO NOT BUY

*Cheese food, spread, product, or imitation *Cubes, sticks, crumbles, or cheese from a deli

*No peppers, cream cheese or other added ingredients

Tofu

BUY

Allowed ONLY if requested and specified on shopping list:

- **Azumaya and Nasoya brands only**
- **FIRM or EXTRA FIRM only**
- **14 oz. - 16 oz. packages only**

DO NOT BUY

*Tofu with added fats, sugars, oils or sodium



Upcoming Food Brochure Oct. 2025 (continued)

Yogurt

BUY

16 oz. or 32 oz. packages in tubs, cups, or tubes. Any Brand. Any Flavor. Greek Included.

Choose only the type of yogurt that is approved for you.

- **Children 12-23 months** can purchase WHOLE or Low-fat yogurt
- **Women and Children 2-4 years** can purchase Low-fat or Non-fat yogurt

May purchase 4 oz. 12 pack (48 oz.), 4 oz. 16 pack (64 oz.), 2 oz. 24 pack (48 oz.) if benefit balance on shopping list allows.

DO NOT BUY

- *Individual cups or pouches
- *Smoothies or drinkable yogurt
- *"Light" yogurts made with artificial sweeteners
- *Organic yogurts (except for Stoneyfield Organic Whole Milk)
- *Added fruit, granola, candy, cookies, honey, nuts, or similar ingredients

Be aware of NEW Yogurt Requirements coming in April 2026.

Approved yogurts must contain **16 grams or less of added sugar per 1 cup (8 oz.) serving** or equivalent*.

*8 grams or less of added sugar per 4 oz. serving

*4 grams or less of added sugar per 2 oz. serving

These changes will affect what yogurts you can purchase after April 2026.



16 oz. or 32 oz. tub



2 oz. 8 pack (16 oz.) or
2 oz. 16 pack (32 oz.) tubes



4 oz. 4 pack (16 oz.) or
4 oz. 8 pack (32 oz.) cups

Infant Foods

BUY

8 oz. Dry Infant Cereal: Gerber or Earth's Best Organic

16 oz. only if Fully Breastfed

- Rice
- Multigrain
- Whole Wheat
- Gluten Free
- Oatmeal
- Organic

DO NOT BUY

*Cereal with Fruit or other additives *DHA *Probiotics *Cereal Puffs



BUY

1st or 2nd stage **Infant Fruits and Vegetables**

Includes single fruit, single vegetable, fruit and vegetable combinations.

Includes Classics, Naturals, and Organics of the following brands:

Gerber, Beech-Nut, Parent's Choice, Happy Baby, Plum Organics, and Earth's

Best following package sizes: 2 oz. 2 packs, 4 oz. jars, 3.5 oz. or 4 oz. pouches

Variety and sampler packs of the these sizes are allowed.



DO NOT BUY

*Toddler foods *Desserts, dinners, and casseroles *Added spices, sugars, starches, or salt (sodium)

*Added meats, grains, granola, oats, noodles, cereal, yogurt or seeds *Probiotics *Added fiber

Fully Breast Feeding Infants Over 6 Months

BUY

2.5 oz. jars, Gerber or Beech-Nut plain meat with broth or gravy.

Variety packs and sampler packs allowed.

DO NOT BUY

*Meat sticks *Pouches with meat



Upcoming Food Brochure Oct. 2025 (continued)

Fresh and Frozen Fruits

BUY

Any variety of fresh or frozen fruit, whole, cut, sliced or chunks. Organic is allowed.

Examples:

- Bananas
- Apples
- Grapes
- Pineapples
- Strawberries
- Oranges
- Blueberries
- Cherries

Fresh and Frozen Vegetables

BUY

Any variety of fresh or frozen vegetables whole, cut, chopped or diced. Organic is allowed.

Examples:

- Carrots
- Green Beans
- Collard Greens
- Broccoli
- Potatoes (any color)
- Lettuce
- Sweet Potatoes
- Cauliflower
- Packaged Lettuce/Salad Greens without dressing and/or croutons



DO NOT BUY

- *Canned or dried fruits and vegetables
- *Edible blossoms or flowers
- *Dried herbs and spices
- *Items for purchase on a salad bar
- *Packaged lettuce/salad greens with dressing and/or croutons
- *Ornamental and decorative fruits and vegetables such as chili peppers or garlic on a string, gourds, painted pumpkins
- *Frozen with added oils, seasonings, sugars, sauces or breading
- *Fruit baskets or party trays with dips or sauces
- *Nuts including peanuts
- *Fruit/nut/grain mixtures
- *Frozen fruit pulp

Juices

BUY

64 oz. or *128 oz. Containers (Shelf Stable or Refrigerated)

Must be 100% JUICE and Must have MINIMUM 72 mg (80%) of Vitamin C per 8 fl oz. OR 120% Vitamin C (when mg are not listed on the label).

May select Brands like:

- Welch's
- Northland Cranberry
- Juicy Juice
- Ocean Spray **100% Juice** (not 4%, 5%, 10%, 11%, 15%, 27%, or 42%)

***May only get 128 oz. gallon if balance has at least (2) 64 oz. containers.**

Any Brand of juice if it is **100% juice and 72mg of Vitamin C:**

- Orange
- Grapefruit
- Apple
- Grape
- Pineapple
- Cranberry
- Tomato
- Juice Blends

DO NOT BUY

- *Fruit punch
- *Fruit Drink
- *Organic
- *Zero, light, or less sugar
- *Frozen Juice Concentrate
- *Drink ades
- *Diet Juices
- *Gourmet
- *Juice Cocktails



Upcoming Food Brochure Oct. 2025 (continued)

Whole Grains

BUY

Any combination of sizes and/or products that do not go over the ounces listed on your shopping list.



NEW Amounts of Whole Grains are given each month!

- Children age 1-4 years: 24 ounces per month
- Women (all categories): 48 ounces per month

*Benefits combine. (Ex. Woman and 1 child get 72 ounces per month.)

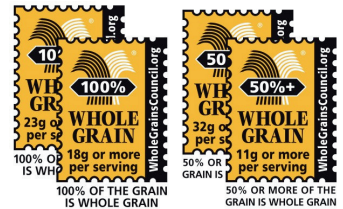


Use the WIC Shopper app's "Whole Grains Calculator" to help maximize your available WIC benefits. You may have extra ounces remaining but here is one way to make the most out of your benefits.



= 72 ounces of Whole Grains

Products with the 100% or 50% whole grain stamp labels automatically meet the requirements of the whole grain food group. These items should be approved.



Bread

BUY

12 oz. to 24 oz. packages. These brands and types. All 100% Whole Wheat and 100% Whole Grain Breads are **ALLOWED**.

Best Choice

Best Choice
100% Whole Wheat



Bunny
100% Whole Wheat



Arnold
100% Whole Wheat
100% Whole Wheat Buns and Rolls
100% Whole Wheat Sandwich Thins
100% Whole Wheat Small Slice
Stone Ground 100% Whole Wheat



Kroger
100% Whole Wheat
100% Whole Wheat Hamburger Buns
100% Whole Wheat Pre-Sliced Bagels
100% Whole Wheat English Muffins



Pepperidge Farm
Whole Grain Thin Sliced 100% Whole Wheat
Whole Grain 100% Whole Wheat Farmhouse 100% Whole Wheat Light Style Soft Wheat Whole Grain 15 Grain Whole Grain Honey Wheat Whole Grain Oatmeal Thin Sliced Whole Grain 15 Grain



Great Value
100% Whole Wheat Hamburger Buns
100% Whole Wheat & Honey
100% Whole Wheat Round Top



Publix
100% Whole Wheat
Sugar Free Whole Wheat Sliced



Market Pantry
100% Whole Wheat Sandwich



SE Grocers
100% Whole Wheat



Lewis
100% Whole Wheat
Healthy Loaf 100% Whole Wheat
Healthy Life 100% Whole Wheat



Thomas
100% Whole Wheat Bagels
100% Whole Wheat English Muffins



Laura Lynn
100% Whole Wheat



Wonder
Small 100% Whole Wheat



Nature's Own
100% Whole Wheat with Honey
100% Whole Grain Sugar Free
100% Whole Grain
100% Whole Wheat Hamburger Buns
100% Whole Wheat Hot Dog Buns



Sara Lee
100% Whole Wheat
Delightful Healthy Multi-Grain
Delightful Honey Whole Wheat
Delightful Soft and Smooth Wheat



Private Selection
100% Whole Wheat
Sugar Free Whole Wheat Sliced

DO NOT BUY

*Organic breads *Breads with added flavors, seasonings, fats, chopped nuts/fruit (ex. cinnamon, raisin, blueberry)

Upcoming Food Brochure Oct. 2025 (continued)

Eggs

BUY

- White, any grade or size
- 6, 12, or 18 count cartons

Cannot buy an 18 count with a 1 dozen balance

DO NOT BUY

- *Brown
- *Organic
- *Hard boiled
- *Specialty eggs: cage free, grain fed hen, omega 3, or low cholesterol

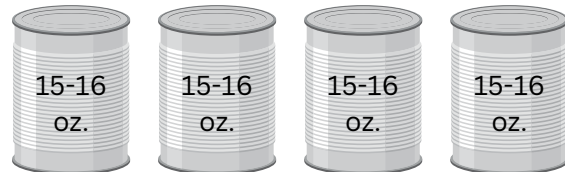


Canned or Dry Peas/Beans or Peanut/Nut/Seed Butter

BUY

Canned Peas/Beans

Any Brand. 15-16 oz. cans of mature legumes, such as: Blackeye peas, Black, Pinto, Garbanzo, Red, Navy, White, Lima, Butter, and Kidney Beans.



4 cans of Peas/Beans = 1 container

DO NOT BUY

- *Vegetables
- *Added seasonings, fats, meats, oils, or sauces
- *Organic
- *Examples: Green Beans, Sweet Peas, Baked Beans and Chili Beans

BUY

Dry Peas/Beans

Any Brand. 16 oz. bag



DO NOT BUY

- *Added flavorings
- *Organic

BUY

Peanut, Nut, or Seed Butter

May be creamy, crunchy, chunky, natural, or low sodium/sugar.



Wowbutter brand only. (Soy)

Sunbutter brand only. (Sunflower)



DO NOT BUY

- *Whipped
- *Organic
- *Reduced Fat
- *Spreads
- *Plant Protein
- *Omega-3
- *Chocolate
- *Combinations with jelly, honey, etc.

Canned Fish

BUY Cans or foil pouches of fish

Light Tuna or Pink Salmon Packed in WATER

- Any brand, chunk style
- May contain added sauces and flavorings
- May include bones or skin
- May be low sodium

May combine fish types, packages and sizes



LIGHT TUNA



PINK SALMON



POUCHES

DO NOT BUY

- *Packed in OIL
- *Fresh or Frozen fish
- *Sockeye or red salmon
- *White, Albacore, or yellow fin tuna
- *Lunch packs, kits, or tuna salad

NEW! All women and children get canned fish.

- Children age 1 - 4 years up to 6 ounces per month
- Pregnant and Postpartum up to 10 ounces
- Partially/Mostly Breastfeeding up to 15 ounces
- Fully Breastfeeding up to 20 ounces

*Benefits combine. (Ex. Pregnant mom with 2 children get up to 22 oz.)

How The Food Package Update Will Affect The Approved Product List (APL)

With the upcoming food changes happening on October 1, 2025 - now is a good time to also discuss the Approved Products List (APL). **We will be updating the APL with the previously discussed Food Package changes on 10/01/2025.** If you start to notice an increase in transaction errors after October 1st, that could be an indicator that your POS did not download the latest APL.



This is a friendly reminder to update your APL at least once within a 24 hour period. If APL modifications are not made, newly approved products may not process as WIC approved and newly removed products may cause transaction issues. Your bottom line may be impacted by the inability to process eWIC transactions.

If your POS/registers are already connected to the internet, there is a very good chance they download any needed updates automatically. It is still your responsibility to ensure that process is taking place in order to avoid unnecessary transaction issues due to having an outdated APL.

Per the agreement, it is required that all authorized WIC vendors connect to the eWIC processor's system to receive updates from the APL at least once every 24 hours.



A Useful Tool For Vendors and Participants!

The WIC Shopper App can be a versatile tool for vendors! We encourage your front end managers (or applicable role) and all cashiers to download it as it can be quite helpful for a variety of reasons.

It has the ability to **scan product UPC's** and identify whether or not it is a WIC Approved item, which can be useful when troubleshooting a transaction.

You can also reference our **Food Brochure**, which is broken into categories that makes it quick and easy to navigate.

Another important tool is the **"I Can't Buy This"** button, which allows vendors to submit items to our team for review to see if they meet our requirements to become a WIC Approved Food.

Routine Monitoring Visits - What Are They? How Can You Prepare? What Do We Check?

What Are Routine Monitoring Visits?

As a currently authorized WIC vendor, you are subject to a routine monitoring visit at any time. A routine monitoring visit is an overt, onsite monitoring visit in which a program representative identifies themselves to the staff before conducting the visit.

In a Routine Monitoring visit, AL WIC checks to verify that the vendor is meeting all minimum stock requirements, has up-to-date training documentation, and that all WIC-Approved foods are in date.

In order to be prepared, please keep the information below in an easily accessible place because it will be requested during the monitoring visit. Failure to provide any of these may result in the applicable sanction.



- [Alabama WIC Program Vendor Procedure Handbook](#)
- [Vendor Information Publication \(VIP\) eNewsletter](#).
- Documentation/Invoices showing you are receiving infant formula only from approved sources.
- A Valid Food Permit.
- Documentation on employee WIC training (Training Acknowledgement Form).

What Do We Check?

We check to be sure that your store is meeting **ALL** of our [minimum stock requirements](#). This is important because this is what we expect all of our vendors to have on hand at any given time.



In addition to the minimum stock, **we also spot check dates on any WIC Approved foods**, including foods that are not part of the minimum stock requirements but are on the WIC program. If any items are found to be out of date, it may result in an official written warning.

We also want to see your most current training log - whatever that looks like for your store, however you train your employees on WIC; you should be keeping a log of those sessions with signatures and dates so that we can verify that everyone is being trained.

Store Types

When looking at the [Minimum Stock Requirements](#) (MSR's) you may notice that there are two different columns: Store Types 1-3 and Store Type 4. This is because there are different stocking expectations depending on the store type. The vast majority of our vendors fall into Types 1-3, but we will list below our current classification system so that you know which MSR's you must adhere to in order to join and stay on the program.



Store Type 1: Chain store with own wholesaler.

Store Type 2: Major Independent - 5 or more cash registers.

Store Type 3: Minor Independent - 3 to 4 cash registers.

Store Type 4: Small - 1 to 2 cash registers.

An Opportunity For A Conversation

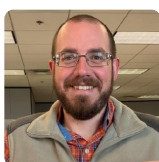
When a WIC representative conducts a routine monitoring, this is an opportunity for us to have a conversation. It is a perfect time to ask questions about the program, discuss issues you have encountered, bring problems to our attention, etc. We are here for you and want to build a relationship with all of our vendors!



Should you have any questions, please consult your WIC vendor guidelines and the [Alabama WIC Program Vendor Procedure Handbook](#) or call the State WIC Office toll free at 1-888-WIC-HOPE (1-888-942-4673).

We Are Here For You

While all of AL WIC serves the participants, the AL Vendor Team is also dedicated to serving our Vendors. We are here to answer your questions, solve problems when possible, supply you with WIC resources as you need them, and so much more! We also want to hear about issues you may be having with transactions or even with participants. You are a part of our team and we want to make sure you are just as protected as the participants, so please do not hesitate to reach out with any experiences, good or bad, that you may be having in the store regarding WIC.



Austin Atkins



David Johnson



Debbie Free

Contact us via email at WICVendorTraining@adph.state.al.us or call us at 334-206-5673.