

MAINE WIC

NUTRITION PROGRAM

APPROVED FOOD LIST & CASHIER GUIDE

Effective April 13, 2020



Maine

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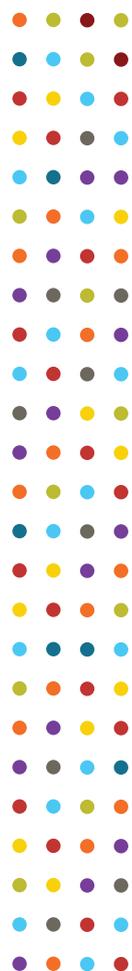
**CONTACT WIC
FOR LOST OR FOUND EWIC CARDS
OR FOR QUESTIONS PLEASE CALL: 207-287-3991**

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.

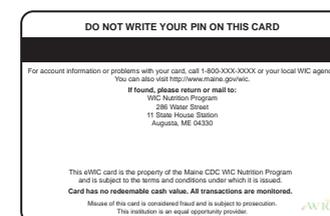
Your store plays a key part in the work of the WIC program. You act as the final step in the WIC process by making sure that your WIC customers receive the foods listed on their benefits.

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.



BABY FOOD

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:

- Barley
- Millet Quinoa
- Multigrain
- Oatmeal
- Rice
- Whole Wheat

NOT ALLOWED:

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

APPROVED BRANDS:



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, pouches, and plastic tubs
- Any stage of infant fruit or vegetable or blends 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, Original, Organic)
- Happy Baby Organic
- Nature's Promise
- Once Upon A Farm
- O Organics
- Parent's Choice
- Plum Organics

NOT ALLOWED:

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

APPROVED BRANDS:



INFANT MEATS

ALLOWED:

2.5 oz containers single or multipack of the following brands:

- Beech-Nut
- Earth's Best Organic
- Gerber

TYPES:

- Conventional or Organic
- Beef
- Chicken
- Turkey
- Ham

NOT ALLOWED:

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

APPROVED BRANDS:



INFANT FORMULA

Brand, type & size listed on benefit.

BREAST MILK

Complete nutrition for your baby.



FRUITS AND VEGETABLES

Benefit will say 'Fresh only' or 'Fresh, Frozen or Canned'

FRESH

ALLOWED:

- Any type or variety
- Conventional or Organic
- Bagged fruits and vegetables
- Cut fruit and vegetables (without dip)
- Garlic (not on a string)

NOT ALLOWED:

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

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
- Vegetables may have salt, sea salt, reduced salt, no salt or sodium

NOT ALLOWED:

- Pie filling
- Pickled, marinated or in cheese sauce
- Home-canned vegetables
- Sauces - pizza, pasta, spaghetti, or marinara
- Tomatoes with flavoring like garlic or basil
- Cream style corn or olives
- Cranberry sauce, soup, ketchup or salsa
- Fruits or vegetables with added sugars, artificial sweeteners, fats, oils, herbs or spices
- Fruits in gel, gelatin or syrup

FROZEN

ALLOWED:

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

NOT ALLOWED:

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



MILK, SOY BEVERAGE, CHEESE, TOFU, YOGURT



MILK

ALLOWED:

- Gallons, half gallons or quarts
- Fat content listed on benefit:
 - 1% or skim
 - 2% or 1 1/2%
 - Whole

ALLOWED:

- 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

SHELF STABLE MILK

ALLOWED:

- Powdered Nonfat Dry Milk in 9.6 oz or 25.6 oz containers
- UHT - Ultra High-Temperature Pasteurized Milk in half gallons or quarts with fat content listed on benefit

NOT ALLOWED:

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

LACTOSE FREE MILK

ALLOWED:

- Half gallons, 3/4 gallons or quarts
- Fat content listed on benefit:
 - Lactose Free 1% or skim
 - Lactose Free 2%
 - Lactose Free Whole

NOT ALLOWED:

- Pints

SOY BEVERAGE

ALLOWED IF LISTED ON THE BENEFIT:

- Half gallons or quarts
 - 8th Continent Soymilk, Original, refrigerated half gallon
 - Great Value Soymilk, Original, refrigerated half gallon
 - Pacific Ultra Soy, Original, shelf stable quart
 - Silk Original Soymilk, refrigerated half gallon or shelf stable quart
 - West Soy, Organic Plus, shelf stable quart



CHEESE

ALLOWED:

- 8 oz, 16 oz, 24 oz, and 32 oz packages
- Block, shredded, sliced, sticks, crumbles, balls or cubes
- Regular, reduced-fat, 2%, or fat-free
- The following flavors (may be single flavor or blended):
 - American
 - Cheddar
 - Colby Jack
 - Monterey Jack
 - Mozzarella
 - Muenster
 - Provolone
 - Swiss
 - String cheese



NOT ALLOWED:

- Package sizes other than 8 oz, 16 oz, 24 oz, and 32 oz
- Cheese sliced at the deli counter
- Dips, whips, spreads or cheese with seasoning
- Organic cheese or Imported
- 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
- Of the following brands:
 - Azumaya
 - Heiwa Organic
 - House Foods
 - Nasoya Organic
 - Nature's Promise
 - O Organics

NOT ALLOWED:

- Flavored or baked



YOGURT

ALLOWED:

- 32 oz container (quart)
- Fat content listed on benefit
 - Whole milk yogurt
 - 2% or 1 1/2 % or 1% or skim Yogurt

ALLOWED:

- Greek or regular
- Organic or regular
- Plain or flavored of the following brands:

- Axelrod	- Greek Gods	High
- Best Yet	- Green	- Nature's
- Brown Cow	- Mountain	Place/
- Cabot	- Creamery	Nature's
- Chobani	- Hannaford	Promise
- Coburn	- LaLa Yogurt	- O Organics
Farms	- Lucerne	- Open Nature
- Dannon	- Maple Hill	- Stonyfield
- Food Club/	Organic	Organics
Shurfine	- Market	- Two Good
- Full Circle	Basket	- Wallaby
- Great Value	- Mountain	- Yoplait



NOT ALLOWED:

- Any size other than a 32 oz container
- Individual cups, single serve or multipacks
- Soy, coconut or almond milk yogurts or kefir

Helpful Hints:

- Any combination to reach gallon
- Acidophilus milk, such as Nutrish, may be purchased based on the fat listed on benefit. For example, "skim or 1% milk" may be used to purchase 1% Nutrish

BREAD, RICE, OATMEAL, PASTA, TORTILLAS

OATMEAL

ALLOWED:

- 16 oz packages
- Bob's Red Mill Extra Thick Rolled Oats
- Bob's Red Mill Instant Rolled Oats
- Bob's Red Mill Quick Cooking Rolled Oats
- McCann's Quick and Easy Steel Cut Irish Oatmeal
- McCann's Quick Cooking Irish Oatmeal
- McCann's Steel Cut Irish Oatmeal
- Mom's Best Quick Oats
- Mom's Best Old Fashioned Oats

NOT ALLOWED:

- Individual/ single-serve packets
- Flavored
- Organic oatmeal



TORTILLAS

ALLOWED:

- 16 oz package of soft shell
- Chi Chi's White Corn Tortillas
- Chi Chi's Whole Wheat Tortillas
- Don Pancho Whole Wheat Tortillas
- Food Club/ Shurfine Whole Wheat Tortillas
- Hannaford Whole Wheat Tortillas
- Herdez Corn Tortillas
- Herdez Whole Wheat Tortillas
- La Banderita 100% Whole Wheat Tortillas
- Market Basket Whole Wheat Tortillas
- Mayan Farm Whole Wheat Tortillas
- Mission Whole Wheat Tortillas
- Mission Yellow Corn Tortillas
- Ortega Whole Wheat Tortillas
- Santa Fe White or Yellow Corn Tortillas
- Santa Fe Whole Wheat Tortillas
- Signature Select Whole Wheat Tortillas
- Tia Rosa 100% Whole Wheat Tortillas
- Tio Santi 100% Whole Wheat Tortillas



WHOLE WHEAT PASTA

ALLOWED:

- 16 oz packages
- Any shape 100% whole wheat pasta of these brands:
 - Barilla
 - Colavita
 - Food Club/ Shurfine
 - Full Circle
 - Great Value
 - Hodgson Mills
 - Nature's Place/ Nature's Promise
 - O Organics
 - Racconto
 - Ronzoni
 - Signature Select



BROWN RICE

ALLOWED:

- 14 to 16 oz and 28 to 32 oz packages
- Any brand of regular, quick or instant brown rice
- Regular or Organic store-brand
- Basmati Brown, Jasmine Brown or Boil in Bag Brown Rice

NOT ALLOWED:

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



BREAD

ALLOWED THE SIZE LISTED ON BENEFIT:

16 oz Bread



Arnold Stoneground 100% Whole Wheat Bread



Best Yet 100% Whole Wheat Bread



Bimbo 100% Whole Wheat Bread



Hannaford 100% Whole Wheat Bread



Market Basket 100% Whole Wheat Bread



Nature's Own Life Sugar Free 100% Whole Grain Bread



Nature's Own 100% Whole Wheat Bread with Honey



Pepperidge Farm 100% Whole Wheat Bread



Pepperidge Farm Whole Grain Cinnamon Bread



Pepperidge Farm Light Style 100% Whole Wheat Bread



Pepperidge Farm Very Thin 100% Whole Wheat Bread



Sara Lee 100% Whole Wheat Bread



Signature Select 100% Whole Wheat Bread



Signature Select No Salt Added Whole Wheat Bread



Sunbeam 100% Whole Wheat Bread



Wonder 100% Whole Wheat Bread

24 oz Bread



Arnold Whole Grain 100% Whole Wheat Bread



Country Kitchen 100% Whole Wheat Bread



Freihofer's Hearty 100% Whole Wheat Bread

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.

NOT ALLOWED:

- Buns, rolls, bagels or English muffins
- Deli or bakery breads
- Organic or white bread



BOTTLED 100% JUICE

ALLOWED:
64 oz bottles

NOT ALLOWED:

• Juice drinks with added sugar, juice cocktails, or organic



APPLE AND EVE:
Any flavor



BEST YET:
Apple, Cranberry, Grape, Grapefruit, Pineapple, White Grape



CAMPBELL'S:
Tomato, Tomato (Low Sodium)



FOOD CLUB/ SHURFINE:
Apple, Cranberry Grape, Grape, Grapefruit, Orange, Pineapple, Tomato, Vegetable, White Grape



GREAT VALUE:
Apple, Cranberry Blend, Cranberry Grape, Cranberry Pomegranate, Grape, Tomato, Vegetable, White Grape



HANNAFORD:
Apple, Berry, Cranberry Grape, Cranberry Raspberry, Fruit Punch, Grape, Vegetable, Vegetable (Low Sodium), White Grape, White Grapefruit



HY-TOP:
Apple, Grape



IGA:
Apple, Grape, Grapefruit, Tomato, Vegetable, White Grape



JUICY JUICE:
Any flavor



LANGERS:
Any flavor
100% juice



MARKET BASKET:
Apple, Grape, White Grape



MOTT'S:
Apple, Apple Cherry, Apple Mango, Apple White Grape



OLD ORCHARD:
Acai Pomegranate, Apple, Apple Cranberry, Berry Blend, Black Cherry Cranberry, Blueberry Pomegranate, Cherry Pomegranate, Cranberry Pomegranate, Grape, Kiwi Strawberry, Orange, Orange Tangerine, Peach Mango, Red Raspberry, Strawberry Watermelon, Tart Cherry, White Grape, Wild Cherry



SIGNATURE SELECT:
Apple, Cranberry Blend, Cranberry Grape, Cranberry Raspberry, Grape, Grapefruit, Orange, Pineapple, Tomato, Vegetable, White Grapefruit, White Grape



TIPTON GROVE:
Apple, Grape



V8:
Original Vegetable, Original Vegetable (Low Sodium), Spicy Hot Vegetable



WELCH'S:
Black Cherry Concord Grape, Grape, Red Grape, Super Berry, Tropical Trio, White Grape, White Grape Cherry, White Grape Peach, White Grape Raspberry

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FROZEN 100% JUICE CONCENTRATE

ALLOWED:
11.5 to 12 oz containers

NOT ALLOWED:

• Juice drinks with added sugar, juice cocktails, or organic



ANY BRAND:
• Grapefruit
• Orange



BEST YET:
• Apple
• Grape



DOLE:
• All flavors of 100% juice



FOOD CLUB/ SHURFINE:
• Apple
• Grape



GREAT VALUE:
• Apple
• Grape



HANNAFORD:
• Apple
• Grape



HY-TOP:
• Apple
• Grape



IGA:
• Apple
• Grape



LANGERS:
• Apple



MARKET BASKET:
• Apple



OLD ORCHARD: (GREEN TOP ONLY)
• All flavors of 100% juice



SENECA:
• Apple
• Grape



SIGNATURE SELECT:
• Apple



TIPTON GROVE:
• Apple



WELCH'S: (YELLOW PULL TAB ONLY)
• All flavors of 100% juice

LIQUID 100% JUICE CONCENTRATE

ALLOWED:
11.5 to 12 oz containers

NOT ALLOWED:

• Juice drinks with added sugar or juice cocktails



WELCH'S: (YELLOW TOP ONLY)
• All flavors

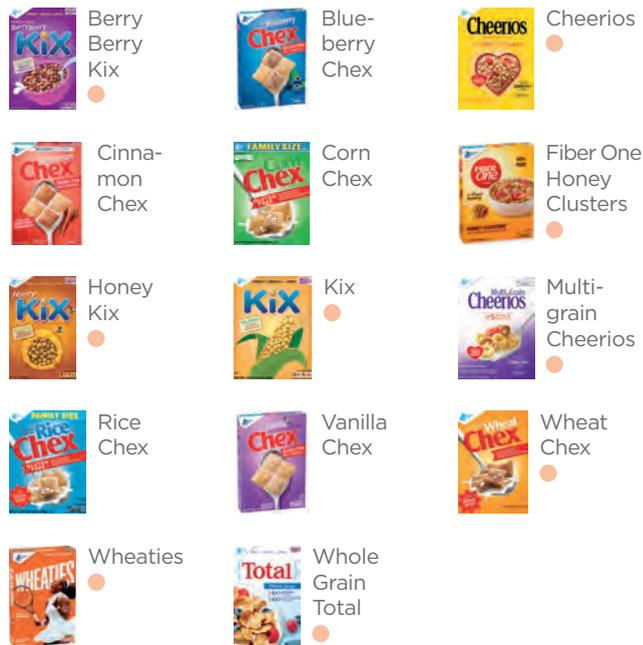


CEREAL

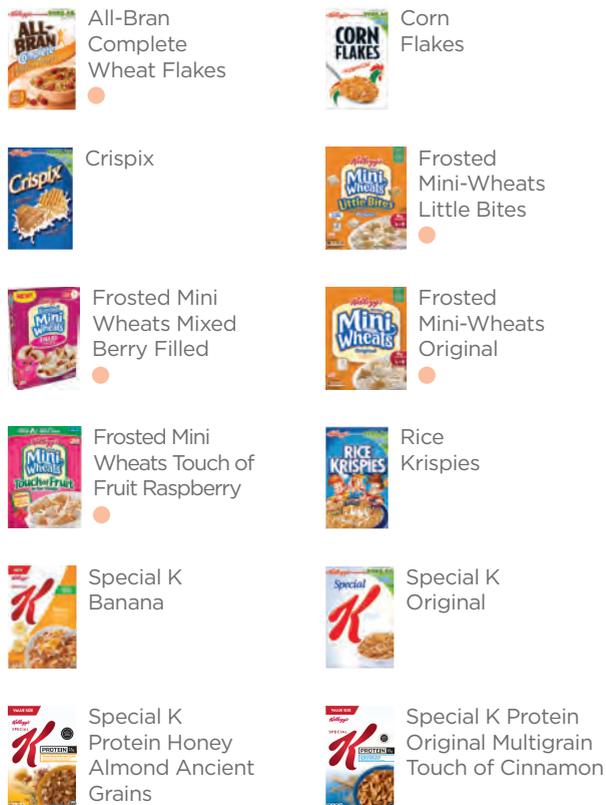
NATIONAL BRANDS

ALLOWED:
12 oz or larger containers

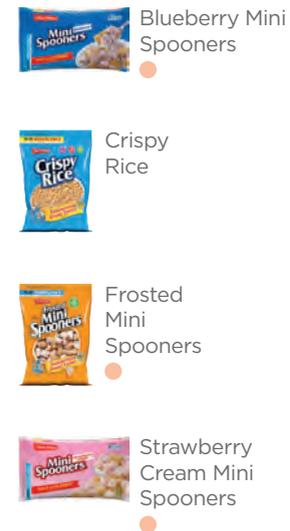
GENERAL MILLS:



KELLOGG'S:

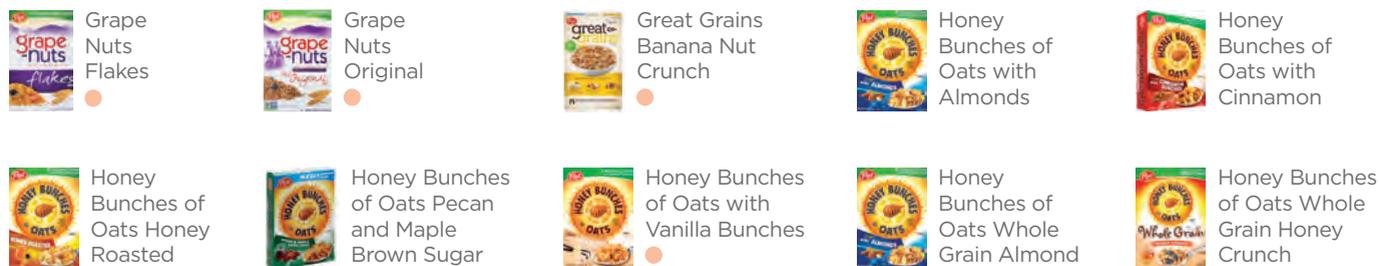


MALT-O-MEAL:

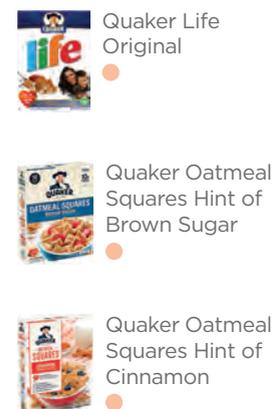


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POST:



QUAKER:



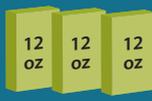
HOT CEREALS:



**WAYS TO BUY
36 OZ OF CEREAL**



Totals 36 oz



Totals 36 oz



Totals 36 oz



Totals 36 oz

KEY: ● WHOLE GRAIN

Cereal selection continued on next page.

CEREAL

Cereal selection continued from previous page.

STORE BRANDS

ALLOWED:
12 oz or larger containers



BEST YET:

- Bite Size Frosted Shredded Wheat ●
- Bran Flakes ●
- Corn Flakes
- Crispy Rice
- Honey Oats and Flakes
- Honey Oats and Flakes with Almonds
- Toasted Oats ●



FOOD CLUB/ SHURFINE:

- Bite Size Frosted Shredded Wheat ●
- Bran Flakes ●
- Corn Flakes
- Corn Squares
- Crisp Rice
- Honey and Oat Clusters
- Honey and Oats with Almonds
- Multigrain Toasted Oats ●
- Rice Squares
- Toasted Oats ●
- Wheat Squares ●



MARKET BASKET:

- Bran Flakes ●
- Corn Flakes
- Crispy Rice
- Frosted Shredded Wheat ●
- Oats and More with Almonds
- Oats and More with Honey
- Tosteos ●



KIGGINS:

- Bite Size Frosted Shredded Wheat ●
- Bran Flakes ●
- Corn Flakes
- Crispy Rice
- Rollin' Oats



GREAT VALUE:

- Bran Flakes ●
- Corn Flakes
- Crisp Rice
- Crunchy Nuggets ●
- Frosted Shredded Wheat ●
- Multigrain O's
- O's



SIGNATURE SELECT:

- Bran Flakes ●
- Corn Flakes
- Corn Pockets
- Crispy Rice
- Frosted Shredded Wheat ●
- Live It Up! ●
- Nutty Nuggets ●
- Oats and More with Almonds
- Oats and More with Honey
- Rice Pockets
- Toasted Oats ●



HANNAFORD:

- Bite Size Frosted Shredded Wheat ●
- Bite Size Strawberry Frosted Shredded Wheat ●
- Corn Flakes
- Crispy Hexagons
- Crispy Rice
- Easy Living Oat Squares
- Multigrain Tosteos ●
- Oats and More with Almonds
- Oats and More with Honey
- Tosteos
- Toasted Corn Cereal
- Toasted Rice Cereal



IGA:

- Bite Size Frosted Shredded Wheat ●
- Bran Flakes ●
- Corn Flakes
- Crispy Rice
- Corn Squares
- Crispy Corn and Rice
- Nutty Nuggets ●
- Rice Squares
- Tosteos ●

KEY: ● WHOLE GRAIN



CEREAL

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BEANS, PEAS, LENTILS, EGGS, PB, FISH

DRIED BEANS, PEAS, LENTILS

ALLOWED:

- 16 to 32 oz packages
- Any type of dried beans, peas or lentils
- Regular or organic store-brand beans (Full Circle Organic, Great Value Organic, Nature's Place/Nature's Promise, O Organics)

NOT ALLOWED:

- Other organic beans
- Beans with added sugars, fats, oils, meats, fruits or vegetables
- Soup mixes



4 cans = 1 container

CANNED BEANS

ALLOWED:

- 15 to 16 oz cans only
- Any type of plain canned beans, including fat-free refried beans
- Regular or organic store brand, low sodium or no salt added
- Organic store-brand beans (Full Circle Organic, Great Value Organic, Nature's Place/Nature's Promise, O Organics)

NOT ALLOWED:

- Other organic beans
- 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

EGGS

ALLOWED:

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

NOT ALLOWED:

- Free-range, or free-running
- Low cholesterol



CANNED FISH

ALLOWED:

- 3.75 to 15 oz 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

PEANUT BUTTER

ALLOWED:

- 16 to 18 oz containers
- Any brand of smooth, creamy, chunky or crunchy

NOT ALLOWED:

- Organic
- Reduced-fat
- 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



NOT ALLOWED:

- Albacore, solid white or yellow fin tuna
- Any type of salmon other than pink
- Fish packed in oil, or smoked, seasoned or flavored
- Kipperd fish



BEANS, PEAS, LENTILS, EGGS, PEANUT BUTTER, FISH

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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.

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.

If coupons for non-WIC items do not work in a mixed-basket transaction, you may need to void the non-WIC item that the coupon is for, and then run a separate transaction for that item to use the coupon.



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 approve
 - 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



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.

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

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, religious creed, disability, age, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotope, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at: http://www.ascr.usda.gov/complaint_filing_cust.html, 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.



HINTS



1. **Protect Confidentiality**

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

2. **Know the eWIC card transaction**

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