

VENDOR NEWS



**WE'RE
HERE
FOR
YOU!**

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Thank you!!!

The Mississippi WIC Program would like to thank you for being a valued WIC authorized Vendor.

Currently, we have 294 authorized vendors in Mississippi. This includes 178 grocery stores, 104 grocery stores with authorized pharmacies, and 8 authorized pharmacies.

Your dedication and partnership in accepting WIC benefits have made a significant difference in the lives of many families. By offering a wide range of WIC-approved products and maintaining a welcoming environment, you have created a valuable and inclusive space for individuals and families to shop with ease. Your role as authorized WIC Vendors goes beyond just being a place to redeem benefits; it is a testament to your compassion and commitment to the well-being of the community.

Thank you again for your dedication to serving as authorized WIC Vendors. Together, we are making a difference in building healthier and stronger communities.

PARTICIPANT UPDATES

Cash Value Benefits (CVB) Changes

The cash value benefit (CVB) amount WIC participants use to purchase fresh, frozen, and canned fruits and vegetables has changed.

New amounts:

- \$26 for child participants
- \$47 for pregnant and postpartum participants
- \$52 for fully and partially breastfeeding participants

The Federal Fiscal Year 2024 CVB amounts are based on the Continuing Appropriations Act, 2024 and Other Extensions Act. MSDH WIC will notify WIC participants of any changes to these rates for Federal Fiscal Year 2024.

Use of WIC and SNAP

If a participant has a SNAP card, please advise them to swipe their WIC benefits card first. Lack of swiping WIC first may cause issues with redemption of available benefits during a transaction.

FORMULA UPDATES

Reporting Shortages

Please report any issues ordering or receiving infant formula to the State Office by sending an email to vmu@msdh.ms.gov. If formula is unavailable due to shortages, please direct WIC participants to complete the participant complaint form or call their local health department.

New Formulas

We are working to add the **12.4 oz. container of Enfamil Reguline** to the standard formulas list. More information will be provided as it is made available.

PRODUCE MAPPING

Produce mapping is a functionality of your integrated point of sale (POS) software that allows you to link a UPC to a PLU listed in the MS WIC Approved Product List (APL). If produce mapping is not completed, eligible produce items cannot be purchased with eWIC. It is each vendor's responsibility to map all required fresh fruits and vegetables.

AUTHORIZATIONS

New Period for 2024...

The open enrollment period or new authorization period is **March 1 – May 31, 2024**. Only applications received during the open period will be processed. Applications will only be accepted outside of the normal vendor application period for participant access, emergency situations, and/or change of store ownership.

REAUTHORIZATION

All current vendors must be reauthorized

Vendor agreements expire on **September 30, 2024**. To remain a WIC- authorized vendor in Mississippi, you will need to re-apply. The open application period to reapply is tentatively set for **April 1 - May 31, 2024**. Applications cannot be accepted before or after this timeframe.

You can follow these 6 easy steps to make sure you remain a WIC Authorized Vendor.

- Step 1: Visit www.freshnewwic.com.
- Step 2: Review the WIC Program Vendor application sample (as this information has changed).
- Step 3: Select the WIC Vendor Application link and complete the application.
- Step 4: Attach supporting documentation. All attachments should be completed in its entirety.
- Step 5: Wait to hear from the Vendor Management Team for next steps.
- Step 6: Sign the WIC vendor agreement.

ROUTINE MONITORING VISITS

Routine monitoring for Federal Fiscal Year 2024 is underway. Please be advised there will be Monitoring and Compliance team members visiting your stores.

Visit www.freshnewwic.com for additional information.



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Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotape, 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: [How to File a 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.

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