

WIC Matters Newsletter for Vendors

DECEMBER 2025, VOLUME 25, ISSUE 4

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Reauthorization

You should have received your reauthorization materials in your email inbox. Check your spam folder, if needed. We use the email that is associated with your store to mail the reauthorization materials, so if you did not receive them and want to check or update your email address, you may email health.wicvendor@state.mn.us or use the [Subscribe/Unsubscribe to MN WIC Email Communications form](#). It is important to submit your reauthorization materials as soon as possible. A store owner or corporate officer must sign the application and agreement that was sent, and you must clearly list your ownership. Do not list your ownership as a sole proprietor, if your store is a corporation. Thank you to stores that have already submitted their materials. Make sure your authorization doesn't expire and send in your reauthorization materials today!

New Foods added to WIC cards in January 2026

Minnesota WIC will be adding new foods to WIC cards for availability on January 12. The new foods include

- Expanded sizes of WIC allowed whole grains (oats, tortillas, pasta, bread and rice) with new brands available that include wild rice.
- Tuna and salmon pouches that meet WIC requirements in a variety of sizes.
- Sun Butter will be added as an alternative to peanut butter.
- Canyon Bakehouse gluten-free bread will be added.

There are not a lot of things that need to be done by vendors to prepare for the new foods, but you may want to follow this checklist.



Checklist for vendors for the new WIC foods

MINNESOTA WIC

- ✓ Pay attention to demand for new foods and order accordingly.
- ✓ If a transaction results in an insufficient funds error, remove the whole grain item from the transaction and try again. If the error continues to happen after January 13th, your Approved Product List (APL) may be out of date.
- ✓ Make sure shelf labels are in the correct place. New shelf labels will be available in April 2026.

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More information about the specific foods being added will be sent to your email inbox ahead of the changes. Shelf labels and WIC Shopping Guides will be sent to stores in April.

Training Video Highlight

DOWNTOWN ST PAUL	
115 E 10th St Saint Paul, MN 55101	
05/19/2024 11:38 AM	
Account #: 6362	Entry Method: S
Trace #: 043705	Terminal: 4
WIC Beginning Receipt	
72.00 OZ	Breakfast Cereal
2.00 CON	Peanut Butter/Peanut
3.00 OZ	Infant Cereal
32.00 JAR	Infant Fruits/Veg (4oz)
2.00 LB	Whole Grain Item (pkg)
35.00 \$\$\$	Fruits or Vegetables
4.00 GAL	Skin or 1% Milk

DOWNTOWN ST PAUL	
115 E 10th St Saint Paul, MN 55101	
05/19/2024 11:35 AM	
Account #: 6362	Entry Method: S
Trace #: 043702	Terminal: 4
WIC Benefits Utilization	
12.00 OZ	Cereal - Whole Grain
0.50 GAL	1% Milk
3.30 \$\$\$	Fresh Frt/Veg (\$)
3.67 \$\$\$	Canv'd Fruits/Vegetable
1.00 LB	Whole Wheat Pasta

A series of WIC videos were made to help families shop for WIC foods more easily and to help store staff understand the WIC transaction. You can find the Minnesota WIC Vendor Training Videos on the WIC website. Each video is between 2-3 minutes long and covers important topics. This month, we are highlighting the [Receipts](#) video. This video can be used to train cashiers on the receipts that are printed or displayed during a WIC transaction and the importance of giving the midpoint receipt to the WIC customer to review before accepting the purchase.

For vendor related questions or concerns, please email health.wicvendor@state.mn.us



Women, Infants & Children Nutrition Program

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