



Vendor Minimum Stock Requirements Wisconsin WIC Program

Wisconsin WIC vendors must carry the listed minimum stock requirements at all times. Minimum requirements are based on a store's total number of cash registers, including customer service and self-checkout registers. The food categories listed do not include all WIC approved food items. Vendors are encouraged to carry more WIC foods based on customer demand. See the [WIC Shopping Guide](#) for information about WIC approved foods and restrictions on brands and flavors.

Minimum stock requirements for stores with 10 or fewer registers:

Food Category and Container Size	Required Minimum Stock	Recommended Minimum Stock
Fruit and Vegetables fresh, frozen, or canned	<ul style="list-style-type: none"> ▪ Two (2) fruit varieties. ▪ Two (2) vegetable varieties. 	<ul style="list-style-type: none"> ▪ Same as required, with \$10 retail value worth of <u>fresh</u> fruit and vegetable varieties.
Juice 48 oz. and 64 oz.	<ul style="list-style-type: none"> ▪ 48 oz. not required. ▪ 64 oz., one (1) flavor. 	<ul style="list-style-type: none"> ▪ 48 oz. containers; two (2) flavors. ▪ 64 oz. containers; three (3) flavors.
Peanut Butter 16-18 oz. Beans, Peas and Lentils 15-16 oz.	<ul style="list-style-type: none"> ▪ One (1) of three (3) types: <ul style="list-style-type: none"> ◦ peanut butter; ◦ canned beans; or ◦ dried peas, beans, or lentils. 	<ul style="list-style-type: none"> ▪ Two (2) of three (3) types: <ul style="list-style-type: none"> ◦ peanut butter; and/or ◦ canned beans; and/or ◦ dried peas, beans, lentils.
Cereal 12 oz. or larger	<ul style="list-style-type: none"> ▪ Two (2) varieties, must include one (1) whole grain 🌾 variety. 	<ul style="list-style-type: none"> ▪ Four (4) varieties, including one (1) whole grain 🌾 variety.
Whole Grains 12-24 oz. bread, 12-16 oz. buns and rolls, 14-16 oz. brown rice 16 oz. all other types	Not required	<ul style="list-style-type: none"> ▪ One (1) of four (4) types: <ul style="list-style-type: none"> ◦ 100% whole wheat bread, buns or rolls; ◦ soft corn or whole wheat tortillas; ◦ whole wheat pasta; or ◦ brown rice.
Milk gallon	<ul style="list-style-type: none"> ▪ One (1) gallon, unflavored 1% or skim. 	Same as required
Cheese 16 oz.	Not required	<ul style="list-style-type: none"> ▪ One (1) variety.
Eggs dozen	<ul style="list-style-type: none"> ▪ One (1) carton any size egg, any grade. 	Same as required
Infant Cereal 8 oz.	Not required	<ul style="list-style-type: none"> ▪ One (1) variety.
Infant Fruits and Vegetables 4 oz. single and 8 oz. 2-packs	Not required	<ul style="list-style-type: none"> ▪ Three (3) fruit varieties. ▪ Three (3) vegetable varieties.
Infant Formula Only the sizes and varieties listed	Not required	<ul style="list-style-type: none"> ▪ 12.4 oz., Similac® Advance, six (6) cans. ▪ 12.6 oz., Similac® Total Comfort, order on request.

Minimum stock requirements for stores with 11 or more registers:

Food Category and Container Size	Required Minimum Stock	Recommended Minimum Stock
Fruit and Vegetables fresh	<ul style="list-style-type: none"> ▪ Two (2) fresh fruit varieties. ▪ Two (2) fresh vegetable varieties. 	Same as required
Juice 48 oz., 64 oz., and 12 oz.	<ul style="list-style-type: none"> ▪ 48 oz., two (2) flavors. ▪ 64 oz., three (3) flavors. ▪ 12 oz. frozen concentrate, one (1) flavor. 	<ul style="list-style-type: none"> ▪ 48 oz., three (3) flavors. ▪ Same as required ▪ Same as required
Peanut Butter 16-18 oz. Beans, Peas and Lentils 15-16 oz.	<ul style="list-style-type: none"> ▪ Two (2) of three (3) types: <ul style="list-style-type: none"> ◦ peanut butter; and/or ◦ canned beans; and/or ◦ dried peas, beans, or lentils. 	<ul style="list-style-type: none"> ▪ All types: <ul style="list-style-type: none"> ◦ peanut butter; ◦ canned beans; and ◦ dried peas, beans, or lentils.
Cereal 12 oz. or larger	<ul style="list-style-type: none"> ▪ Four (4) varieties, must include one (1) whole grain 🌾 variety. 	<ul style="list-style-type: none"> ▪ Four (4) varieties, including two (2) whole grain 🌾 varieties.
Whole Grains 12-24 oz. bread 12-16 oz. buns and rolls 14-16 oz. brown rice 16 oz. all other types	<ul style="list-style-type: none"> ▪ Two (2) of four types: <ul style="list-style-type: none"> ◦ 100% whole wheat bread, buns or rolls; and/or ◦ soft corn or whole wheat tortillas; and/or ◦ whole wheat pasta; and/or ◦ brown rice. 	Same as required
Milk half-gallon and gallon	<ul style="list-style-type: none"> ▪ One (1) half-gallon, 1% or skim. ▪ One (1) gallon, 1% or skim. ▪ One (1) gallon, Vitamin D whole. 	Same as required
Lactose-Free Milk Quart, half-gallon, 3-quart, and gallon	<ul style="list-style-type: none"> ▪ One (1) container, any size unflavored 1% or skim. 	<ul style="list-style-type: none"> ▪ Any size container, 1% or skim. ▪ Any size container, 2%. ▪ Any size container, Vitamin D whole.
Soy Beverage half-gallon	<ul style="list-style-type: none"> ▪ One (1) brand. 	Same as required
Yogurt 32 oz.	<ul style="list-style-type: none"> ▪ One (1) container whole milk; plain or flavored. ▪ One (1) container low-fat or nonfat; plain or flavored. 	<ul style="list-style-type: none"> ▪ Whole milk; plain and flavored. ▪ Low fat or nonfat; plain and flavored.
Cheese 16 oz.	<ul style="list-style-type: none"> ▪ One (1) variety. 	<ul style="list-style-type: none"> ▪ Three (3) varieties.
Eggs dozen	<ul style="list-style-type: none"> ▪ One (1) carton, any size egg, any grade. 	Same as required
Infant Cereal 8 oz.	<ul style="list-style-type: none"> ▪ Two (2) varieties. 	Same as required
Infant Fruits and Vegetables 4 oz. single and 8 oz. 2-packs	<ul style="list-style-type: none"> ▪ Six (6) fruit varieties. ▪ Six (6) vegetable varieties. 	Same as required
Infant Meats 2.5 oz.	<ul style="list-style-type: none"> ▪ Two (2) meat varieties. 	Same as required
Infant Formula Only the sizes and varieties listed	<ul style="list-style-type: none"> ▪ 12.4 oz., Similac® Advance, twelve (12) cans. ▪ 12.6 oz., Similac® Total Comfort, six (6) cans. 	Same as required

