

# WIC Matters Newsletter for Vendors

FEBRUARY 2025, VOLUME 25, ISSUE 1

## IN THIS ISSUE

- New Food Package Changes
- Fresh Herbs
- New Vendor Training Videos
- New WIC Vendor Staff – Katlyn Hubbard



## Food Package Changes on the Way

WIC foods and food packages are evaluated periodically at the federal level to ensure that they meet nutritional needs of WIC customers. The USDA uses a science-based approach to determine what should be included in the WIC food package. Changes have been mandated as of 2024, and Minnesota WIC is currently working on setting up a phased approach to meet the required food package changes by the deadline in 2026.

The first changes are scheduled for June 2025. During this phase, we are making changes to allow all infants with contract formulas (Enfamil Infant, Enfamil Gentlease, Enfamil Reguline and Similac Soy Isomil) to select any of these options at the store. Similarly, participants will have all fluid milk choices such as cow's milk, soy, lactose free, goats milk, etc. available to them on their WIC cards. Participants should use the app to scan items to see if they are allowed. These changes will allow more flexibility at the store. Later in 2025 and 2026, more food package changes will go into effect. Including adding more whole grain cereals, offering options for plant-based cheese and yogurt, alternative nut and seed butters, and more whole grain options and sizes. The intent of the USDA is to offer more choice in the WIC food package while ensuring cost containment.

Watch for more communication in upcoming newsletters to highlight more changes to the WIC foods package. You may see us out in your stores reviewing availability of new food products and reviewing which brands meet the new criteria. The WIC Shopping Guide will be reprinted near the end of the project in 2026 once all the changes have been implemented, however the online version found on the WIC website and in the app will be updated as each phase is rolled out. You may visit our website to see updated versions of the [Minnesota WIC Shopping Guide](#) as the changes are rolled out.

## Fresh Herbs added to WIC Food Package



You may have already noticed one of the food package changes – adding fresh herbs to the WIC Approved Product List (APL). This allows WIC customers to purchase fresh herbs with their WIC cards. Only FRESH herbs are allowed – no dried herbs or spices, no jarred herbs, and no potted or decorative herbs. The UPCs for fresh herbs were gathered ahead of the change, but if you feel there is an herb at your store that is not ringing up for WIC sale, you may map the herb to a PLU in our [APL](#), or you may email [health.wicvendor@state.mn.us](mailto:health.wicvendor@state.mn.us) to find out if the herb is allowed and if the UPC might be added to the APL. When emailing, please include a photo of the herb that shows the UPC and ingredients list.

## New WIC Training Videos Available



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 [Card Declines and Troubleshooting](#) video. This video can help store staff understand how to troubleshoot if an error or card decline happens during a WIC transaction, which is most likely due to an issue with the register system rather than WIC cards.

WIC customers also have their own training videos that will be shared with them at their WIC appointments. Those videos cover WIC allowed foods and how to shop for them in the store.

## New WIC Staff – Katlyn Hubbard

Katlyn Hubbard is the new Minnesota WIC Food Specialist. Her role includes adding foods to and maintaining the WIC Approved Product List (APL) and adjusting WIC maximum prices. She comes to us with experience as the WIC coordinator of Becker County. Outside of work, Katlyn stays busy as a sports mom of two and understands the importance of keeping kids fueled with healthy foods that they will actually eat. She enjoys finding ways to make nutritious eating easy for busy families—both at home and through her work with WIC. If you need to reach out to Katlyn, her contact info is [Katlyn.Hubbard@state.mn.us](mailto:Katlyn.Hubbard@state.mn.us).

### References – complete list of hyperlinks:

Minnesota WIC Shopping Guide:

<https://www.health.state.mn.us/docs/people/wic/vendor/fpchng/shopguide.pdf>

APL: <https://www.health.state.mn.us/people/wic/vendor/fpchng/upc/index.html>

Minnesota WIC Vendor Training Videos:

<https://www.health.state.mn.us/people/wic/vendor/trainvideos.html#NaN>

Card Declines and Troubleshooting: <https://www.youtube.com/watch?v=JUGmeeS6yCU>

For vendor related questions or concerns, please email [health.wicvendor@state.mn.us](mailto:health.wicvendor@state.mn.us)



Minnesota WIC Program  
PO Box 64975  
St. Paul, MN 55164-0975  
Phone: 651-201-4404  
Toll Free: 1-800-657-3942  
Fax: 651-215-8951

*This institution is an equal opportunity provider*