

WIC Approved Food List

Effective April 1, 2012



April 2012

FDLST-12



Welcome to WIC

The Supplemental Nutrition Program for Women, Infants and Children

Use this brochure as a guide to understand what foods are approved for you to purchase. Some key things to consider when using this guide:

- Look for the "WIC Approved" or "WIC Designated" shelf label when you shop!
- Use your store customer discount card & coupons to reduce the cost of your WIC foods!
- Shop wisely...not all stores offer the same selection.
- Look for and use store and manufacturer's coupons and loyalty cards to expand your buying power.
- Contact your local WIC office if you have questions about any of the WIC foods listed on your eWIC shopping list or prescribed on your food instruments/cash value vouchers.
- WIC approved foods can be purchased using food instruments, cash value vouchers or eWIC benefit card, depending upon which method is available at your WIC location.





BREAST FED IS BEST FED!

Doctors strongly recommend breastfeeding as the best way to feed babies.

Mother's milk has everything a baby needs to grow and stay healthy. It is best to provide breast milk for the first year or longer if desired.

Did you know?

Babies have tiny tummies! Moms make just the right amount of breast milk for their baby. Feeding only your breast milk tells your body to make more for your growing baby.

A breastfeeding mom gets extra fruits and vegetables, cheese, and eggs, plus tuna or salmon, if her infant receives no formula from WIC.

Parents have questions!

Contact your local WIC clinic to find out more about the type of support available to breastfeeding moms.



CANNED FISH

ALLOWED: Any combination up to 30 ounces of canned fish.

Salmon (Any brand)
7.5 or 14.75 oz can
Alaskan or pink salmon only



or

Tuna (Any brand)
5.0 to 6.5 oz can only
Chunk light, water packed only



NOT ALLOWED:

Albacore, blueback, chunk white, diet, fillet, flavored, individual serving size, lunch packs, low sodium, oil packed, organic, pouches, solid white, solid light, ready to serve, red salmon or smaller containers than the sizes listed here.

BEANS, LENTILS AND PEAS

ALLOWED: Canned or Dried

Any brand and any single variety - plain (mature)
14 to 16 ounce cans or 1 lb bag only dry beans.

May buy regular, low sodium or salt-free.

NOT ALLOWED:

Added fat, oil, meat or sugar, baked beans, bulk beans, chili beans, dried beans with seasoning packets, flavored, fresh, immature varieties of legumes such as green peas or snap beans, mixed, organic, pork and beans or refried beans, or soup mixes.





MILK

ALLOWED: Store Designated Brand for Fat Free, Low Fat, Reduced Fat or Whole Milk.

Type and container prescribed or on your eWIC shopping list. Gallons only, unless another size is prescribed.

- Fat Free, Skim or Non-fat Milk
- Low Fat: 1%
- Reduced Fat: 2%
- Whole milk only, if prescribed

You cannot buy 4 quarts instead of 1 gallon.

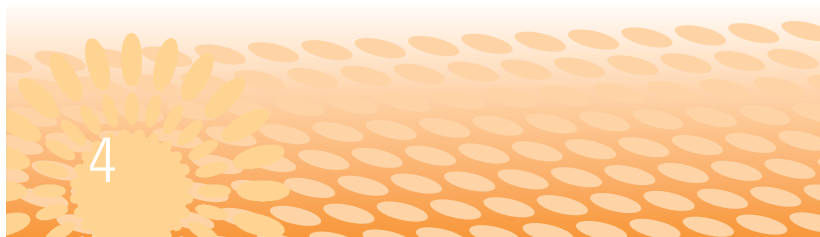
ALLOWED: Other Milk Products: if prescribed or on your eWIC Shopping List, including:

- Lactose Free or Lactose Reduced (Any brand) (Fat Free, 1%, 2%, or whole)
- Ultra High Temperature (UHT) milk (Any brand)

Be good to your heart. Adults and children 2 and over should drink fat free or low/reduced fat milk.

NOT ALLOWED:

Added calcium, almond, buttermilk, condensed, deluxe skim, dry, evaporated, flavored, goat, kefir, organic, raw unpasteurized, rice, soy added, sweetened, or ½ %.



SOY MILK

Container size prescribed or listed on your eWIC Shopping list. Selected brands and flavors: plain, original or vanilla only.



8th Continent Soy 64 ounces (refrigerated)
8th Continent Soy 32 ounces (shelf stable)
Pacific Natural Foods Ultra Soy 32 ounces (shelf stable)

NOT ALLOWED:

Light, fat free or other flavors (chocolate), smaller container sizes and any other brands not listed on the food list.



EGGS

ALLOWED: Any brand, one dozen carton only, large, white only, grade A or AA.

NOT ALLOWED:

Brown, Eggland's Best, egg substitutes, low cholesterol, Omega 3, organic, specialty eggs, or any other size not listed on the food list.



CHEESE

ALLOWED: Store Designated Brand only
Reduced Fat (2%) or Regular Cheese or
Low Sodium, 16 ounces (1 lb) package only.

Prepackaged, block or sliced in these varieties:

- American
- Cheddar
- Monterey Jack
- Mozzarella (whole or part skim)
- Swiss

NOT ALLOWED:

Blended cheese food, cheese product, cheese spread, cubed, deli, flavored or added ingredients, grated, imitation, imported, individually wrapped, mixed, organic, random weight, shredded, smoked, sticks, string or variety packs.

JUICE (FROZEN 12 ounces)



ALLOWED: Store Designated Brand only
except Apple Juice.
100% Single Fruit Flavored Juice (unsweetened).

Flavors: Grape, Grapefruit, or Orange

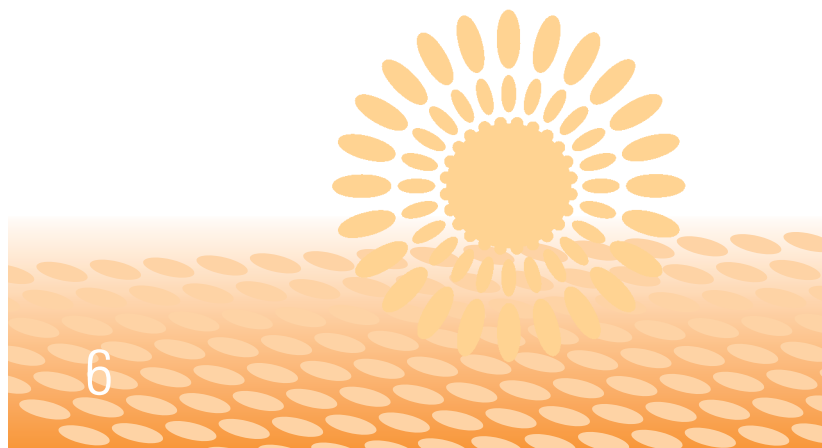
All varieties (such as Grape - White, Grape - Concord, Grapefruit - White, Grapefruit - Pink, Grapefruit - Ruby Red, Orange with or without pulp, Orange with Calcium).

Selected brands only - Apple Juice

Always Save	Great Value	Richfood
Best Choice	Hannaford	Safeway
Bloom	Hy-Top	Shurfine
Citrus Bell	Kroger	Sunrise Valley
Food Club	My Essentials	Tree Top
Food Lion	Our Family	Valu Time
Giant		

NOT ALLOWED:

Added sugar, blended, fruit drinks, infant juice, juice cocktail, organic, punch, reduced acid, shelf stable, or sweetened or any other size, flavors, types or varieties.



JUICE (LIQUID 64 ounces)



ALLOWED: Store Designated Brand only
except Apple Juice.
100% Single Fruit Flavored Juice (unsweetened)

Flavors: Grape, Grapefruit, Orange or Tomato
All varieties (such as Grape - White, Grape - Concord, Grapefruit - White, Grapefruit - Pink, Grapefruit - Ruby Red, Orange with or with out pulp, Orange with Calcium).

Selected brands only - Apple Juice

Always Save	Great Value	Our Family
Apple & Eve	Hannaford	Richfood
Best Choice	Harvest Classic	Safeway
Bloom	Hy-Top	Shurfine
Clover Valley	IGA	Texsun
Food Club	Kroger	Tipton Grove
Food Lion	Laura Lynn	Tree Top
Giant	My Essentials	Valu Time

NOT ALLOWED:
Added sugar, blended, fruit drinks, infant juice, juice cocktail, organic, punch, reduced acid, refrigerated, shelf stable, sweetened or any other size, flavors, types or varieties.

PEANUT BUTTER

ALLOWED: Store Designated Brand only
18 oz. jar only
Chunky, creamy, crunchy,
extra crunchy or smooth.



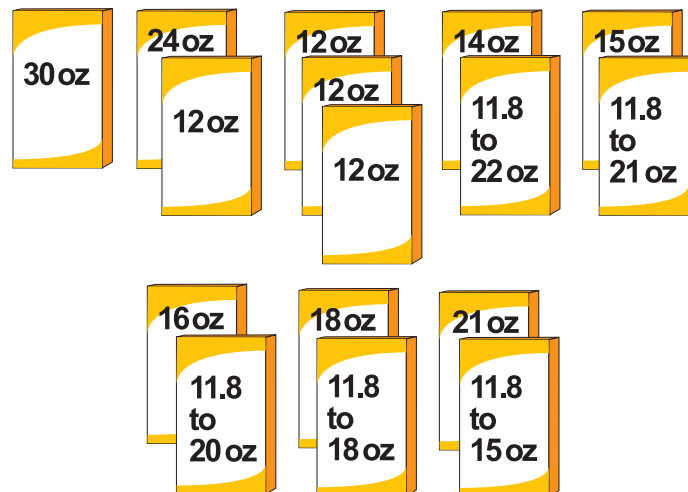
NOT ALLOWED:
Blends, fortified/added vitamins, freshly ground, honey roasted,
low or reduced fat, low sodium, low sugar, natural, organic,
peanut spreads, or whipped.

COLD AND HOT CEREALS

The actual selection of cereals offered may vary, depending upon the store and the approved brand being sold as their designated brand.

ALLOWED: Store Designated Brand only
For cold cereal package size must be 12 ounce or larger. For hot cereal the package size must be 11.8 ounces or larger.

Ways to combine hot/cold cereals



Up to 36 oz.

NOT ALLOWED: Any cereal or brand not listed,
organic cereals or package sizes smaller than 11.8 oz.

COLD & HOT CEREALS

*Indicates a whole grain option



- Corn Flakes
- Cream of Wheat (Farina)
- Crisp Rice
- Cripsy Corn & Rice
- Enriched Bran Flakes
- Frosted Shredded Wheat Bite Size*
- Happy O's*
- Honey Oat Cluster
- Live Life @ 100*
- Instant Oatmeal - Regular Flavor*
- Nutty Nuggets*
- Wheat Crisps
- Wheat Flakes*



- Bran Flakes*
- Corn Flakes
- Crispy Hexagons
- Crispy Rice
- Frosted Shredded Wheat*
- Instant Oatmeal Regular Flavor*
- Oats & More with Honey
- Tasteos*
- Toasted Rice



- Bran Flakes*
- Corn Flakes
- Crispy Hexagons
- Crispy Rice
- Crunchy Corn Squares
- Crunchy Oat Squares - Original*
- Crunchy Rice Squares
- Crunchy Wheat Squares*
- Frosted Shredded Wheat*
- Honey Oats & Flakes
- Instant Oatmeal - Regular Flavor*
- Nutty Nuggets*
- Toasted Oats*

NOT ALLOWED: Any cereal or brand not listed, organic cereals or package sizes smaller than 11.8 oz.

PEANUT BUTTER/COLD & HOT CEREALS

COLD & HOT CEREALS

*Indicates a whole grain option



- Bran Flakes*
- Corn Flakes
- Crispy Hexagons
- Crispy Rice
- Crunchy Corn Squares
- Crunchy Oat Squares - Original *
- Crunchy Rice Squares
- Crunchy Wheat and Barley*
- Frosted Shredded Wheat*
- Honey Oats and Flakes
- Instant Oatmeal - Original Flavor*
- Toasted Oats*



- Bran Flakes*
- Corn Flakes
- Crisp Rice
- Essential Choice*
- Frosted Bite Size Shredded Wheat*
- Honey & Oats
- Instant Oatmeal - Regular Flavor*
- Rice Squares
- Toasted Oats*
- Twin Grain Crisps
- Wheat N Crunchy*
- Wheat Squares*



- Bite Sized Frosted Shredded Wheat*
- Corn Flakes
- Crispy Hexagons
- Crispy Rice
- Enriched Bran Flakes*
- Frosted Shredded Wheat*
- Instant Oatmeal - Regular Flavor*
- Oats & More with Honey
- Simple Living*
- Tasteos*
- Toasted Oats*
- Toasted Rice

NOT ALLOWED: Any cereal or brand not listed, organic cereals or package sizes smaller than 11.8 oz.

COLD & HOT CEREALS

*Indicates a whole grain option



- Bran Flakes*
- Corn Flakes
- Corn Squares
- Crispers
- Crispy Rice
- Frosted Shredded Wheat*
- Honey Crunchin Oats
- Instant Oatmeal - Regular Flavor*
- Nutty Nuggets*
- Oat Squares*
- Oats & O's*
- Rice Squares



- Bran Flakes*
- Corn Flakes
- Crisp Rice
- Crunchy Nuggets*
- Crunchy Oat Squares - Original*
- Frosted Shredded Wheat*
- Honey Oats and Flakes
- Hot Wheat Cereal (Farina)
- Instant Oatmeal - Regular Flavor*
- Toasted Corn
- Toasted Rice
- Toasted Whole Grain Oats*



- | | |
|-------------------------------------|----------------------------|
| • Bite Sized Frosted Wheat* | • Nutty Nuggets* |
| • Bran Flakes* | • Oats and More with Honey |
| • Corn Flakes | • Simple Living* |
| • Creamy Wheat Enriched Farina | • Tasteos* |
| • Crispy Hexagons | • Toasted Corn |
| • Crispy Rice | • Toasted Rice |
| • Instant Oatmeal - Regular Flavor* | • Wheat Biscuits* |
| | • Wheat Flakes* |

COLD & HOT CEREALS

NOT ALLOWED: Any cereal or brand not listed, organic cereals or package sizes smaller than 11.8 oz.

COLD & HOT CEREALS

*Indicates a whole grain option



- Bran Flakes*
- Corn Flakes
- Crispy Rice
- Frosted Shredded Wheat Bite Size*
- Instant Oatmeal - Regular Flavor*
- Toasted Oats*



- Bite Size Frosted Shredded Wheat*
- Bran Flakes*
- Corn Flakes
- Crispy Hexagons
- Crispy Rice
- Honey Oats & Flake
- Instant Oatmeal - Regular Flavor*
- Nutty Nuggets*
- Shredded Wheat Bite Size*
- Tasteos*
- Toasted Oats*
- Wheat Biscuits*



- Balanced Bran Flakes*
- Bite Size Frosted Shredded Wheat*
- Corn Bitz
- Corn Flakes
- Crispy Rice
- Instant Oatmeal - Regular Flavor*
- Nutty Nuggets*
- Rice Bitz
- Toasted Oats*

NOT ALLOWED: Any cereal or brand not listed, organic cereals or package sizes smaller than 11.8 oz.

COLD & HOT CEREALS

*Indicates a whole grain option



Laura Lynn™

- Bite Sized Shredded Wheat*
- Bran Flakes*
- Corn Flakes
- Crisp Rice
- Crispy Hexagons
- Nutty Nuggets*
- Oats and More with Honey
- Tasteeos*



- Bran Flakes*
- Corn Flakes
- Crispy Rice
- Frosted Shredded Wheat*
- Instant Oatmeal - Regular Flavor*
- Nutty Nuggets*
- Oats and More with Honey
- Tasteeos*
- Twin Grain Crisps



- Bite Sized Frosted Shredded Wheat*
- Corn Flakes
- Crisp Rice
- Frosted Shredded Wheat*
- Frosted Wheat Squares, Bite Sized*
- Instant Oatmeal - Regular Flavor*
- Tasteeos*

NOT ALLOWED: Any cereal or brand not listed, organic cereals or package sizes smaller than 11.8 oz.



COLD & HOT CEREALS

COLD & HOT CEREALS

*Indicates a whole grain option



- Bite Size Frosted Shredded Wheat*
- Corn Biscuits
- Corn Flakes
- Crispy Hexagons
- Crispy Rice
- High Fiber Bran Flakes*
- Instant Oatmeal - Regular Flavor*
- Nutty Nuggets*
- Oats & More with Honey
- Rice Biscuits
- Toasted Oats*
- Wheat Biscuits*



- Corn Flakes
- Crisp Rice
- Toasted Oats*



- Bran Flakes*
- Corn Flakes
- Crispy Rice
- Frosted Shredded Wheat*
- Instant Oatmeal - Regular Flavor*
- Nutty Nuggets*
- Oatwise*
- Tasteos*
- Toasted Oats*
- Wheat Biscuits*

NOT ALLOWED: Any cereal or brand not listed, organic cereals or package sizes smaller than 11.8 oz.



COLD & HOT CEREALS

*Indicates a whole grain option



- Bran Flakes*
- Corn Flakes
- Crispy Hexagons
- Crispy Rice
- Crunchy Corn Squares
- Crunchy Oat Squares - Original*
- Crunchy Rice Squares
- Crunchy Wheat and Barley*
- Frosted Shredded Wheat*
- Honey Oats and Flakes
- Instant Oatmeal Regular Flavor*
- Toasted Oats*



- Bite Size Frosted Shredded Wheat*
- Bran Flakes*
- Corn Flakes
- Crispy Rice
- Instant Oatmeal - Regular Flavor*
- Oatwise*
- Rice Pockets
- Toasted Oats*
- Wheat Pockets*



- Bite Sized Frosted Shredded Wheat*
- Bran Flakes*
- Mornin Gems Corn Flakes
- Mornin Gems Crispy Rice
- Toasted Rollin' Oats*

NOT ALLOWED: Any cereal or brand not listed, organic cereals or package sizes smaller than 11.8 oz.



COLD & HOT CEREALS



COLD & HOT CEREALS

*Indicates a whole grain option



- Corn Flakes
- Corn Squares
- Crisp Rice
- Crunchy Corn
- Frosted Shredded Wheat Bite Size*
- Instant Oatmeal - Regular Flavor*
- Nutty Nuggets*
- Rice Squares
- Toasted Oats*
- Wheat Bran, Enriched High Fiber Flakes*
- Wheat Squares*



NOT ALLOWED: Any cereal or brand not listed, organic cereals or package sizes smaller than 11.8 oz.

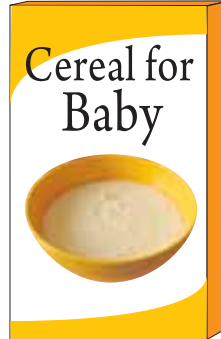
CEREAL FOR INFANTS

*Indicates a whole grain option

ALLOWED: Brand specified on food prescription or eWIC Shopping List.

8 oz. box only
Varieties: Rice or Oatmeal

NOT ALLOWED: DHA, mixed, organic, cereal with fruit, formula, yogurt or other varieties not listed, no containers.



BABY FOOD

ALLOWED: Any brand or variety of single/mixed fruits and vegetables. Size as specified on food prescription or eWIC Shopping List.

Meat only if stated on the food instrument.

NOT ALLOWED: Added cereal, meats, sugar or salt, desserts, DHA/ARA, dinners, medleys, organic, or mixtures with added cheese, cereal, noodles, meats, or pasta.



COLD & HOT CEREALS/INFANT CEREAL & BABY FOOD

WHOLE GRAIN PRODUCTS

Whole Wheat Breads (selected brands only)

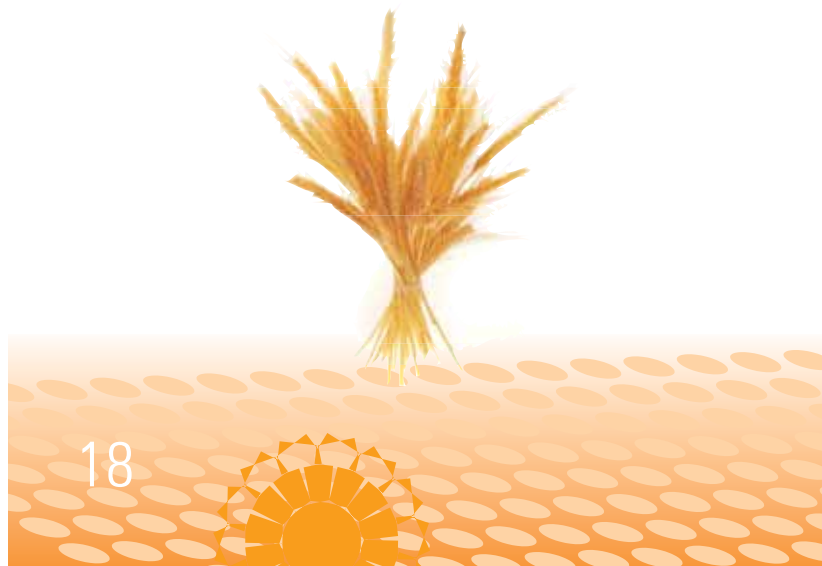
Whole wheat flour must be the first ingredient listed on any of these approved brands.

ALLOWED: (16 oz. package only)

- Bimbo Bakeries
- Bloom
- Food Lion
- Giant Stone Ground 100% Wheat Bread
- Giant Wheat Bread
- Kerns
- Kroger
- My Essentials
- Nature's Own
- Nature's Own Sugar Free
- Nature's Own with Honey
- Hannaford
- Pepperidge Farm Stone Ground
- Pepperidge Farm Very Thin Sliced
- Roman Meal
- Schmidt's Old Tyme
- Sara Lee Classic 100% Whole Wheat
- Wonder Soft 100% Whole Wheat

NOT ALLOWED:

Brands and types not listed, buns, corn tortilla chips, organic products, no added ingredients (i.e., herbs, peppers, cheese, cinnamon, raisins).



WHOLE GRAIN PRODUCTS

ALLOWED:

- Brown Rice - (Any brand) 16 oz. package

or

Corn Tortillas (selected brands only) 16 oz. package

- Best Choice
- Carlita
- Celia's
- Don Pancho
- Food Club
- La Burrita
- La Banderita
- Mission
- Pepitos

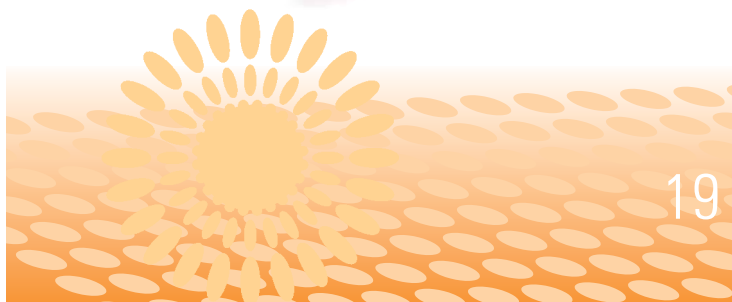
or

**Whole Wheat Tortillas (selected brands only)
16 oz. package**

- Celia's
- Don Pancho
- Food Club
- Mi Casa
- Pepitos

NOT ALLOWED:

Brands not listed, corn tortilla chips, organic products, no added ingredients (i.e., herbs, peppers, cheese, cinnamon, raisins), larger or smaller package sizes than 16 ounces.



TIPS FOR BUYING FRESH FRUITS & VEGETABLES

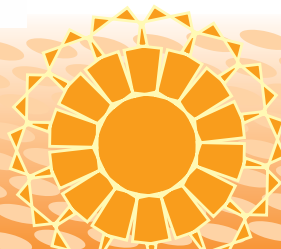
Use your senses!



Fruits like peaches, berries, and melon should have a strong smell if they are ripe.

Not all produce will have a strong smell but it should never smell molded or mildewed.

- Fresh produce should not be shriveled, have spots or bruises.
- Typically, if produce feels too soft, it is too ripe. If it feels too hard, it is not ripe.
- Choose fruits and vegetables in season.

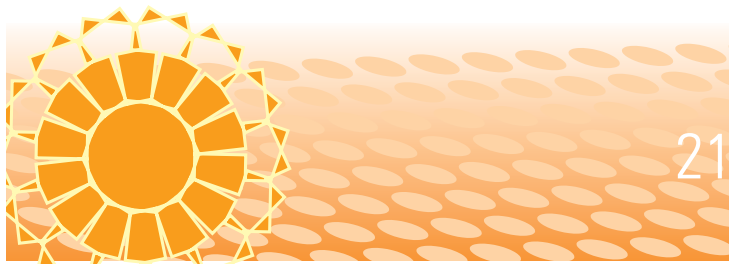


Buying Fresh Fruits and Vegetables Priced by the Pound

Use the chart below to help you estimate the cost of your fresh fruits and vegetables.

1. Place the item on the grocery scale.
2. Round the weight up to the nearest pound or $\frac{1}{2}$ pound.
3. Estimate the cost of the item based upon this chart.

Price per Pound (lb)	1 lb	1.5 lb	2 lb	2.5 lb	3 lb	3.5 lb	4 lb
\$0.49	\$0.49	\$0.74	\$0.98	\$1.23	\$1.47	\$1.72	\$1.96
\$0.59	\$0.59	\$0.89	\$1.18	\$1.48	\$1.77	\$2.07	\$2.36
\$0.69	\$0.69	\$1.04	\$1.38	\$1.73	\$2.07	\$2.42	\$2.76
\$0.79	\$0.79	\$1.19	\$1.58	\$1.98	\$2.37	\$2.77	\$3.16
\$0.89	\$0.89	\$1.34	\$1.78	\$2.23	\$2.67	\$3.12	\$3.56
\$0.99	\$0.99	\$1.49	\$1.98	\$2.48	\$2.97	\$3.47	\$3.96
\$1.09	\$1.09	\$1.64	\$2.18	\$2.73	\$3.27	\$3.82	\$4.36
\$1.19	\$1.19	\$1.79	\$2.38	\$2.98	\$3.57	\$4.17	\$4.76
\$1.29	\$1.29	\$1.94	\$2.58	\$3.23	\$3.87	\$4.52	\$5.16
\$1.39	\$1.39	\$2.09	\$2.78	\$3.48	\$4.17	\$4.87	\$5.56
\$1.49	\$1.49	\$2.24	\$2.98	\$3.73	\$4.47	\$5.22	\$5.96
\$1.59	\$1.59	\$2.39	\$3.18	\$3.98	\$4.77	\$5.57	\$6.36
\$1.69	\$1.69	\$2.54	\$3.38	\$4.23	\$5.07	\$5.92	\$6.76



FRUITS AND VEGETABLES

ALLOWED: Fresh or Frozen - Any brand or variety of fresh, frozen fruits and vegetables, including sweet potatoes and yams. May be whole, cut or bagged salad mixes vegetables, or fruits.

NOT ALLOWED:

- baked goods including blueberry muffins
- breaded vegetables
- canned vegetables containing white potatoes
- chili peppers
- dried fruit, including prunes or raisins
- edible blossoms or flowers
- fruit baskets
- fruit leather
- fruit roll-ups
- garlic on a string
- gourds
- herbs, spices or salad dressings
- nuts including peanuts
- olives
- ornamental and decorative fruits and vegetables
- painted pumpkins
- salad bar items
- salad kits with dressing or other added food items (i.e., croutons)
- veggie chips
- vegetable tray
- white potatoes any variety like blue, golden, Idaho, purple, red skin, russet, or yellow.



CANNED FRUITS

ALLOWED: Any brand or variety

Water or juice pack, any container size except single servings.
Applesauce - unsweetened or no sugar added.

Choose containers that say:

- "In its own juice"
- "Naturally sweet"
- "100% fruit juice"
- "100% natural"
- "No sugar added" or
- "unsweetened"



NOT ALLOWED:

Added salt, fat, flavoring, oil, syrup or sugar, artificial sweetener, cocktail cherries, cranberry sauce, fruit cocktail, pie filling, or single serving packages.

CANNED VEGETABLES AND TOMATO PRODUCTS

ALLOWED: Any brand, variety, and container type for vegetables; vegetables mixtures without potatoes, regular or low sodium.



Metal containers only for tomato products:
Whole or crushed tomatoes, pastes and purees.

NOT ALLOWED - VEGETABLES:

Added sugars, fats, oils, sauces or seasoning.
Added meats, beans, baked or pork and beans, combinations with potatoes, breaded vegetables, rice, or pasta, cream, cheese, or butter sauces, olives, pickles, pickled vegetables (including sauerkraut), relish, seasonings, soups or white potatoes.

NOT ALLOWED - TOMATO PRODUCTS:

Ketchup, diced tomatoes, salsa, sauces (pizza, spaghetti, or tomato), stewed tomatoes or other types of containers.

THE RIGHT CHOICE STORE BRANDS

Store brand products are equal to or better than national brands. Store brand products offer the same nutritional value, yet cost 10 - 20% less than national brands. Buying store brands can help you stretch your food dollars.

Store brand products must be purchased for certain foods, including:

- Cheese (reduced fat and regular)
- Hot/cold cereal
- Juice (frozen and liquid)
- Milk
- Peanut butter

See the food list for additional information about your shopping choices.





For information on what formulas can be purchased at stores, visit this site.



For information about Virginia WIC Approved foods, visit this site.

Virginia Department of Health
Division of Community Nutrition
109 Governor Street, 9th Floor
Richmond, VA 23219

<http://www.vahealth.org/wic>



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WIC Approved Food List Questions?

Do you have questions about WIC approved foods that are not covered in this handout?

Are there any customer service barriers you had when using your WIC food instruments, cash value voucher or eWIC card?

If you said "yes" to either of these questions, then the WIC Program wants to hear from you. Ask your local agency for a copy of the incident/complaint form or call us. How can WIC serve you better? Tell us -

Call 1-877-TELL-WIC (835-5942)

Note: For information about purchasing WIC approved formulas, please ask your local agency or store manager for a copy of the Formula Handout #FORM LST-12.