

Effective October **2014**

# Utah WIC Program



## Authorized WIC Foods



Nutrition for Healthy Lives



UTAH | WOMEN, INFANTS & CHILDREN

## Never sell, trade, or give away WIC foods

Speak to the WIC staff if you do not use or need all the foods listed on your vouchers.



### Before you shop:

- ✓ Locate a WIC authorized store near you.
- ✓ Bring your WIC ID packet.
- ✓ Use your checks in the correct month.

### While shopping:

- ✓ Choose only WIC approved foods.
- ✓ Keep your WIC items separate, by check, from your other purchases.
- ✓ If you cannot find an item, speak with customer service or a grocery clerk.

### At the checkout:

- ✓ Show your WIC check(s) and WIC ID Packet to the cashier.
- ✓ Sign your check only after the cashier has written in the total purchase price.
- ✓ Sign within the box using black ink. Your signature must match the signature on your WIC ID Packet.
- ✓ You may not return your WIC foods to the store for cash, credit or other items.
- ✓ Please treat store staff with respect and courtesy.
- ✓ If you have any concerns about your shopping experience, please speak to a store manager or a staff member at your WIC clinic.

**\*Store Brands/Private Labels:** A store brand (also called a private label) must be purchased when indicated in the Utah Authorized WIC Foods booklet. Some examples of store brands/private labels include: Western Family, Kroger, Great Value, Albertsons/Essential Everyday, Market Pantry, WinCo, (Malt-O-Meal cereals are authorized under this definition). Other store brands/private labels may be available. If a store carries more than one store brand/private label then either product may be purchased regardless of price. If the store does not carry a store brand/private label for the WIC food item, then the cheapest brand can be purchased.

When certain brands are specified in the Authorized WIC Foods booklet, only those brands listed may be purchased.

**Organic:** Organic food items are not allowed except for fresh fruits and vegetables.

**Special Food Letter:** Foods not listed in this booklet may only be purchased if your WIC clinic gives you a "Special Food Letter." The letter must be printed on local or State health department letterhead stationery.



## Infant Cereal

**Buy:** Dry, 8 oz box

Gerber, Beechnut, Parent's Choice, Kroger Comforts

- Oatmeal
- Rice
- Mixed Grain/Multigrain
- Barley
- Whole Wheat



**Do Not Buy:** With added formula, fruit, yogurt, probiotics or DHA/ARA; Beechnut Good Morning, organic

## Baby Food

**Buy:** Single or mixed fruit and/or vegetables

4 oz jar, Stage 2 and 2 ½ Textures are allowed

- Gerber, Beechnut, Beechnut Goya, Happy Naturals



**2-packs count as 2 jars**

4 oz 2-packs

- Target Up & Up



**Do Not Buy:** Medleys, dinners, delights, custards, cobblers, desserts, organic or added: DHA/ARA, cereal, pasta, rice, meat, sugar, salt

## Baby Food Meat

**Baby food meats are an extra benefit for fully-breastfed infants.**

**Buy:** "Single meat" variety with added broth or gravy

- 2.5 oz jar
- Gerber, Beechnut, Happy Naturals



**Do Not Buy:** Meat sticks, dinners, organic or added: DHA/ARA, pasta, rice, vegetables, sugar, salt

## Infant Formula

**Buy:** Size and description as printed on check



## Milk

**Buy:** \*Store brand/private label

- Pasteurized. Size, description, and fat content as printed on check.
- Lactose-free milk only if printed on check

**Do Not Buy:** Flavored, Skim Royale/Delight, unpasteurized, raw

## Cheese

**Buy:** \*Store brand/private label

- Block, domestic. *May combine different sizes to equal amount printed on check.*
- Cheddar (*mild, medium, or sharp*)
- Colby
- Colby Jack
- Longhorn
- Longhorn Colby
- Monterey Jack
- Mozzarella



**Do Not Buy:** Deli, sliced, shredded, string, reduced-fat, cheese food/spread/product

## Eggs

**Buy:** \*Store brand/private label

- Large or medium, white

**Do Not Buy:** Brown, cage-free, omega-3



# Juice

**Buy:** \*Store brand/private label

- Unsweetened, 100% juice; single flavor only
- Size as printed on check
- Regular flavor or low sodium for tomato/vegetable juice

**Do Not Buy:** Refrigerated juices (except orange juice), cocktails, blends, nectars, white grapefruit juice, 59 oz container

**Calcium-fortified juice and cranberry juice require a Special Food Letter.**

**Children:** 64 oz container

- 64 oz refrigerated container for orange juice is allowed



Apple | Grape or White Grape | Tomato



Apple | Grape or White Grape | Pineapple  
Grapefruit | Orange | Vegetable



Apple | Grape or White Grape | Pineapple | Grapefruit  
Tomato or Vegetable | Orange



Apple | Grape or White Grape | Tomato  
or Vegetable | Orange



Apple | Grape or White Grape | Orange | Tomato or  
Vegetable | Pineapple | White Grapefruit



Apple | Grape or White Grape | Tomato or Vegetable

**Women:** 12 oz Frozen Juice



**Albertsons/Essential Everyday:**

Apple | Grape | Orange



**Great Value:** Apple | Grape  
Grapefruit | Orange



**Kroger:** Grape | Grapefruit  
Pineapple | Orange | Apple



**Western Family:** Apple | Grape  
Orange | Grapefruit



**WinCo:** Apple | Orange

## Fruits & Vegetables



**Buy:** Dollar amount as listed on cash value voucher

- Whole, pre-cut or packaged fresh fruits & vegetables
- Fresh salsa without added sugar or oil is allowed
- Organic allowed

**Do Not Buy:** Frozen, canned, dried, roasted, decorative, packages with dips, dressings, added nuts or noodles, salad bars, party trays, herbs and spices (see below), salsa with sugar or oil, pasteurized salsa, white potatoes (i.e., white, russet, Yukon gold, new, red, blue, purple), mixed vegetables containing white potatoes

**The following herbs and spices are not allowed:**

Anise, dill, parsley, basil, fenugreek, rosemary, bay leaves, horseradish, sage, caraway, lemon grass, savory, chervil, marjoram, tarragon, chives, mint, thyme, cilantro, oregano, vanilla bean, aloe vera



## Beans & Lentils



**Buy:** \*Store brand/private label

- 1 lb (16 oz) dry package
- Low sodium allowed
- 15-16 oz can
- Black, Black-eye Peas, Butter Beans, Fat Free Refried Beans, Garbanzo (chickpeas), Great Northern, Kidney, Lentils, Lima, Navy, Pinto, Red, Split Peas, White

**Do Not Buy:** Added vegetables or fruits, added sugar, fats or oils, flavored, bean soup mix, mayocoba, mixed beans, chili, baked beans, beans with meat, canned green peas, snap beans, green beans, wax beans, any other variety of refried beans

## Peanut Butter

**Buy:** \*Store brand/private label

- 16-18 oz creamy, crunchy, extra crunchy, reduced fat or natural

**Do Not Buy:** Added honey/jelly, marshmallows, chocolate, or other similar ingredients, peanut butter spread



## Canned Fish



**Canned fish is an extra benefit for mothers who are fully breastfeeding.**

**Buy:** 5 oz chunk light tuna, pink salmon, or jack mackerel, water or oil packed

- **Tuna:** \*Store brand/private label
- **Salmon:** \*Store brand/private label
- **Jack Mackerel:** \*Store brand/private label

**Do Not Buy:** Solid white or chunk white albacore tuna; red, blueback, atlantic, or sockeye salmon; low sodium; gourmet; flavored/seasoned; pouches

# Cereal

**Buy:** \*Store brand/private label, (12 oz sizes or larger for cold cereal). Boxes or bags in combinations equal to or less than amount printed on check. **May buy infant or hot cereal as part of combination.**

Examples of combinations not to exceed 36 oz:



**Do Not Buy:** Cold cereal box sizes smaller than 12 oz, added fruit, or low sugar

These store brand/private label cereals meet the Federal WIC guidelines for iron and sugar content.



**Essential Everyday:** Bran Flakes | Nutty Nuggets | Toasted Oats | Frosted Shredded Wheat (bite-size) | Crunchy Oat Squares (Original Only) | Corn Flakes | Crispy Rice | Crunchy Corn Squares | Crunchy Rice Squares | Honey Oats & Flakes (Original or Almonds)



**Great Value:** Crunchy Honey Oats | Frosted Shredded Wheat | Bran Flakes | Corn Flakes | Crisp Rice | Crunchy Nuggets | Toasted Corn | Toasted Rice | Toasted Wheat | Toasted Oat | Crunchy Oat Squares



**WinCo:** Toasted Oats | Corn Flakes | Frosted Shredded Wheat (bite-size) | Crispy Rice



**Western Family:** Corn Flakes | Frosted Shredded Wheat (bite-size) | Corn Squares | Rice Squares | Crisp Rice | Wheat Squares | Toasted Oats | Wheat Bran | Oats & More (Original or Almonds) | Good Choice (Original or Cinnamon)



**Kroger:** Rice Bitz | Oat Squares | Toasted Oats | Corn Flakes | Frosted Shredded Wheat (bite-size; Original Blueberry or Strawberry) | Nutty Nuggets | Bran Flakes | Honey Crisp Medley (Original or Almonds) Living Well | Crispy Rice | Multi-Grain Toasted Oats



**Market Pantry:** Frosted Shredded Wheat (bite-size; Original or Strawberry) | Toasted Oats | Honey & Oat Mixers (Original or Almonds)



**Malt-O-Meal:** (Bags or Boxes)  
Oat Blenders with Honey (Original or Almonds) | Frosted Mini Spooners (Original, Blueberry or Strawberry Cream) | Crispy Rice

## Hot Cereal (Regular flavor only)



**Western Family:** Creamy Wheat Farina | Instant Oatmeal (packets only)



**WinCo:** Instant Oatmeal (packets only)



**Kroger:** Instant Oatmeal (packets only) | Instant Grits Original



**Great Value:** Instant Oatmeal (packets only)



**Essential Everyday:** Instant Oatmeal (packets only)



**Cream of Wheat:** Instant Healthy Grain Cream of Wheat | Whole Grain Cream of Wheat | Cream of Wheat Instant | Cream of Wheat 1 Minute | Cream of Wheat 2 1/2 Minutes | Cream of Rice



**Malt-O-Meal:** Original Hot Wheat | Creamy Hot Wheat | Chocolate Hot Wheat | Oat Revolution Oatmeal Packets

## Whole Grain Options

### Whole Wheat Bread

**Buy:** 100% Whole Wheat Bread, 16 oz



**Dunford Bakers:** Wheat Bread 16 oz, Multigrain Bread



**Smith's:** 100% Whole Wheat Round Top Bread



**Papa Pita's Bakery:** Great Grains 100% Whole Wheat Bread



**Sara Lee:** Classic 100% Whole Wheat



**Franz:** 100% Whole Wheat



**Wonder:** 100% Whole Wheat

- Authorized 100% whole wheat bread from WIC approved vendors with in-store bakeries

**Do Not Buy:** Buns, rolls, bagels, white bread

### Brown Rice

**Buy:** \*Store brand/private label

- 14 oz (Instant only) | 16 oz (Regular, quick-cooking)
- Regular, quick-cooking, instant

**Do Not Buy:** Boil-in-bag, ready-to-serve, added flavors/seasonings



### Whole Wheat Pasta

**Buy:** \*Store brand/private label

- 16 oz package
- Whole wheat flour and/or whole durum wheat flour must be the only flour ingredients listed



**Do Not Buy:** Pasta made with white flour or a mix of different types of flour or with added sugars, fats, oils, or salt (sodium)

## Tortillas

**Buy:** Whole Wheat or Corn Tortillas, 16 oz

**Guerrero:** White Corn



**La Burrita:** Yellow Corn



**Kroger:** Whole Wheat



**MiCasa:** Whole Wheat



**Ortega:** Whole Wheat



**La Victoria:** Whole Wheat



**Herdez:** Fajita Whole Wheat White Corn



**Mission:** Whole Wheat or Yellow Corn



**Carlita:** Whole Wheat or Corn



**Don Pancho:** Whole Wheat or White Corn



**Do Not Buy:** White flour tortillas, hard shells, wraps, uncooked



## Breastfeeding | A Gift for Life:

- ✓ Doctor Recommended
- ✓ Perfect Nutrition
- ✓ Less Infections
- ✓ Reduces Childhood Obesity

For help with breastfeeding call your WIC clinic.

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