



WIC approved foods

WISCONSIN WOMEN, INFANTS & CHILDREN NUTRITION PROGRAM



Effective Nov. 1, 2010 – Oct. 31, 2013



The following is a listing of fruits and vegetables that may be purchased with WIC Fruit and Vegetable checks. Any brand, any size and organic fruits and vegetables may be purchased. Infant foods *cannot* be purchased with WIC Fruit and Vegetable checks.

FRESH FRUITS & VEGETABLES

ALLOWED:

- Any variety fresh fruits and vegetables, except potatoes (Note: Sweet potatoes and orange yams are allowed)
- Bagged vegetables (for example, carrots or salad greens)



NOT ALLOWED:

- Potatoes (except sweet potatoes and orange yams)
- Items from the salad bar, party trays, fruit baskets, dried fruit, decorative fruits and vegetables
- Nuts, including peanuts, fruit/nut mixtures
- Herbs, spices, or seasonings

CANNED FRUITS

ALLOWED:

- Packed in water, juice or fruit juice concentrate
- Any plain fruit, plain fruit mixture
- Any container type
- Applesauce – no sugar added or unsweetened varieties only



NOT ALLOWED:

- Cranberry sauce, pie filling
- With any syrup (heavy, light, naturally light, extra light, etc.)
- With added sugar (sweetened juice, fruit gel or nectar)
- With artificial sweetener (for example, Splenda or NutraSweet)

FROZEN FRUITS

ALLOWED:

- Bags or pouches only

NOT ALLOWED:

- Boxes or tubs
- Fruit bars, popsicles, fruit smoothies
- With sugar or other sweeteners (for example, syrup or Splenda)



CANNED TOMATO PRODUCTS

ALLOWED:

- Whole, diced, crushed or stewed tomatoes
- Tomato sauce, paste, or puree
- With herbs or seasonings (for example, onions, chilies, garlic)



NOT ALLOWED:

- Pizza, lasagna or spaghetti sauce
- Soups, salsa, ketchup
- With any oil

CANNED VEGETABLES

ALLOWED:

- Plain vegetables, plain vegetable mixtures (without potatoes), including green (sweet) peas, green/snap/wax/yellow beans, and sprouts
- With or without added salt (sodium)



NOT ALLOWED:

- Potatoes, sweet potatoes, orange yams
- Pickles and pickled vegetables (for example, sauerkraut)
- Creamed vegetables (for example, cream-style corn)
- Beans, peas and lentils (for example, black-eye peas, lima, pinto, kidney, and butter beans) that are allowed on checks for canned beans/peas/lentils
- Baked beans, pork and beans, refried beans
- Soup, ketchup, relishes, olives

FROZEN VEGETABLES

ALLOWED:

- Any plain vegetables, plain vegetable mixtures without potatoes (Note: Sweet potatoes and orange yams are allowed)
- Any bean or mixture with beans or peas (for example, lima beans)
- Any package type



NOT ALLOWED:

- With pasta, noodles, nuts, rice, cheese, or meat
- With butter, oil, sauces or glazes; breaded
- Sweet potato fries or french fries, hash browns, or shaped potatoes
- Potatoes (except sweet potatoes and orange yams)



Apple Juice:

Only Flavorite, Food Club, Great Value, Hy-Top, IGA, Our Family, Shurfine brands.

Orange Juice: any brand

Grapefruit Juice (white, pink or red): any brand

Orange Grapefruit Juice: any brand

Pineapple Juice: any brand

NOT ALLOWED:

- Drinks, cocktails, beverages, sweetened, cider
- Added DHA, infant juice, organic
- Glass bottles, refrigerated cartons (unless printed on check)

FROZEN 100% JUICE

Only 11.5 - 12 oz container



Dole: all flavors



Langers: all flavors



Old Orchard:
all flavors with green caps



Welch's: all flavors
with yellow tear strip



Seneca: apple



Tree Top: apple



Only Flavorite, Food Club, Great Value, Hy-Top, IGA, Our Family, Roundy's, Shurfine brands.



Any brand



Any brand
white, pink, or red

NOT ALLOWED:

- Drinks, cocktails, beverages, sweetened
- Low-acid, organic
- Non-frozen concentrate

OTHER 100% JUICE

ALLOWED when printed on the check:

- 64 oz refrigerated carton: orange and grapefruit juice with added calcium only; All brands
- 4.23 oz juice boxes (8-pack): Juicy Juice brand only; All flavors

NOT ALLOWED:

- 64 oz refrigerated carton: juice without added calcium
- Beverages, cocktails, drinks
- Organic, low-acid
- Juice boxes: no other brands or sizes allowed

ALLOWED JUICES:

- 100% juice, unsweetened, pulp and pulp-free
- With added vitamins and minerals, such as calcium
- Only the sizes and flavors listed and labeled 100% juice
- Only the size specified on the check

BOTTLED & CANNED 100% JUICE

46 oz, 48 oz, and 64 oz can or plastic bottle (bottle shapes may vary)



Juicy Juice:
all flavors



Langers: apple,
grape (purple, white & red)



Northland: all flavors
(except superfruit
and pomegranate
blends, organic)



Old Orchard:
all flavors
(except premium juices,
apple cider and organic)



Tree Top:
apple (except fresh pressed),
apple grape, apple berry



Indian Summer:
apple



Musselman's apple:
regular, premium,
fresh-pressed



Welch's grape:
white, red & purple
(except with fiber
or calcium)



Campbell's:
tomato juice
any variety
(except organic)



Del Monte:
tomato juice
plain



Red Gold:
tomato juice
plain



Red Gold:
vegetable juice
plain



V8: any variety
(except Splash
and V. Fusion)



BEANS • PEAS • LENTILS

ALLOWED:

Must be printed on the check:
WIC Fruit and Vegetable checks may not be used to buy these foods

Canned:

- 14–16 oz cans only
- Plain beans, peas and lentils (for example, black-eyed peas, pinto, lima, kidney, and butter beans)
- Fat-free refried beans only



Dried:

- 1 lb (16 oz) or less bag
- All types, mixed beans allowed



NOT ALLOWED:

Canned:

- Green peas, green/snap/wax and yellow beans
- Refried beans (unless labeled “fat-free”)
- Soup or chili
- Baked beans, pork and beans, beans with sauces, meat or other vegetables
- Organic

Dried:

- Added meat, seasoning
- Bulk
- Organic

PEANUT BUTTER



ALLOWED:

- 18 oz or less
- Glass and plastic containers
- All brands of creamy, crunchy, extra crunchy, natural, or old-fashioned
- Low sodium/salt, reduced/no sugar, Omega-3

NOT ALLOWED:

- Peanut butter with jam, jelly, honey, marshmallow, chocolate, fruit, or added vitamins
- Whipped, individual servings, honey-roasted, organic
- Peanut butter spread, reduced fat
- Peanut butter from health food, diet (for example, Fifty 50) or refrigerated section

CANNED FISH

ALLOWED:

Light tuna:

- 5 oz cans (3 oz if printed on check)
- In oil or water



Pink Salmon:

- 14.75 oz cans
- May include bones or skin
- In oil or water

NOT ALLOWED:

- Albacore or white tuna, red salmon
- Solid, fillet, select
- Pouches, reduced or low-sodium, organic

ALLOWED CEREALS:

Combinations of cold, hot, and/or allowed WIC infant cereals not to exceed amount stated on check. Boxes or bags allowed.

NOT ALLOWED:

Single serving packets (unless stated), canisters, low-carb/carbohydrate, organic.

COLD CEREALS

9 ounce packages or larger

KEY:

- ✦ primary (first) ingredient is a whole grain.
- ★ provide 100% of daily value folic acid.



Plain ✦



✦★



✦★



★



Plain



✦★



✦



Plain



✦



Plain ✦★



Plain ✦



Plain



Plain



Plain ★



Big-Bite ✦



Bite-Size ✦



Unfrosted ✦



Little-Bites ✦



Plain



✦★



✦



Plain ✦



Plain ✦



✦



Almonds



Cinnamon



Honey Roasted



Vanilla ✦



Plain ✦★



Brown Sugar ✦★



Cinnamon ✦★



Plain any store brand



Plain any store brand



Bite size any store brand (not Post) ✦



Plain any store brand ✦

HOT CEREALS



Plain



Plain ★



★



Plain



Plain



Plain



Plain in packets only



✦



Original and all flavors in packets



Plain in packets only ✦



✦



Plain in packets only Any Store Brand ✦

Your check states the number of ounces of cereal. For checks stating 36 ounces or less of cereal, the following are examples of possible cereal size combinations:

$$24 \text{ oz} + 12 \text{ oz} = 36 \text{ oz}$$

$$13 \text{ oz} + 10 \text{ oz} + 12 \text{ oz} = 35 \text{ oz}$$

$$16 \text{ oz} + 16 \text{ oz} = 32 \text{ oz}$$



BREAD

ALLOWED:

16 oz (1 lb) or less bag

100% Whole Wheat Bread, Buns, Rolls:

- Any brand labeled “100% whole wheat”
- Examples of allowed brands are listed on separate card



NOT ALLOWED:

- Bagel bread, bagels, pita bread
- English muffins, muffins
- Frozen dough, frozen bread and rolls
- Sugar-free or with Splenda, Double Fiber or with Flaxseed
- Organic

BROWN RICE

ALLOWED:

16 oz (1 lb) or less box or bag

- Any brand or type, dry (for example, regular, instant, or boil-in-bag)
- Plain (for example, without added herbs, seasonings or beans)



NOT ALLOWED:

- White rice, flavored rice, wild rice, rice mixes
- Frozen brown rice
- Tubs, microwavable pouches
- Organic

TORTILLA / WRAPS



ALLOWED:

16 oz (1 lb) or less package

Soft Corn:

- Any brand
- White or yellow

Whole Wheat:

- Any brand labeled “whole wheat”
- Examples of allowed brands are listed on separate card

NOT ALLOWED:

- Hard corn tortillas/taco shells
- Low-carb/carbohydrate
- Organic



MILK

ALLOWED:

- Plastic, cartons, gallon bags, ½ gallons or gallons clipped together by manufacturer
- rBGH & rBGH-free, rBST & rBST-free

White milk: Gallon only, unless printed on check. Type is printed on check – for example, low-fat (1%) or fat-free (skim)



Must be printed on the check:

- Lactose-Free (including calcium-fortified)
- Half-gallon or quart
- Non-Fat Dry: 25.6 oz (8 qt) boxes only
- Evaporated: 12 oz can. Type is printed on check.
- Kosher

NOT ALLOWED:

- Flavored, goat's milk, acidophilus, buttermilk
- Organic, certified humane
- Nut or grain milk (for example, soy, almond, rice)
- Low cholesterol, UHT
- Milk with added ingredients (for example, Skim Delux, Omega-3, EPA/DHA), protein-fortified
- Quarts or half gallons unless printed on check, glass bottles

SOY MILK

ALLOWED:

Must be printed on the check:

8th Continent-Original only
(Half-Gallon, Refrigerated Carton)

NOT ALLOWED:

8th Continent Complete, vanilla, chocolate, light and fat-free



CHEESE



ALLOWED:

- Displayed in the dairy case
- Packages 9-16 ounces
- Reduced fat is allowed

Blocks:

- American
- Brick
- Cheddar (mild or medium only)
- Colby
- Monterey Jack
- Mozzarella (except fresh)
- Muenster
- Provolone
- Mixtures of cheese listed (such as cojack)

Other:

- American (sliced but not individually wrapped)
- Cheese curds
- String cheese (not individually wrapped)

NOT ALLOWED:

- Sharp or extra sharp cheddar, swiss, fresh mozzarella
- Shredded, sliced (except American), crumbles, cubes, sticks, and other shapes
- Cheese foods, spreads, products
- Specialty, goat cheese, smoked, herbed, flavored, cheese from deli case, imported, organic
- Reduced sodium, reduced cholesterol, lactose-free
- Kosher (unless printed on check)



EGGS

ALLOWED:

- White, any grade, any size
- 1-dozen carton

NOT ALLOWED:

- Brown eggs, vegetarian, organic, natural, from cage free or free-range chickens
- Low cholesterol, reduced fat
- Increased vitamin E (for example, Eggland's Best) or any other modified or specialty eggs
- Pasteurized in shell, hard-boiled



INFANT MEATS

ALLOWED:

- Beech-Nut brand only
- 2.5 oz jars, Stage 1
- Any plain infant meat or poultry with broth or gravy

NOT ALLOWED:

- Added fruit, vegetables, rice or pasta (for example, casseroles, soups or stews)
- Meat or poultry sticks
- Organic



INFANT CEREALS

ALLOWED:

- Gerber brand only, 8 or 16 oz boxes
- Any grain, mixed grains
- With Nutriprotect nutrients

NOT ALLOWED:

- Added DHA/ARA, fruit, yogurt or formula
- Single serving packets
- Jars, canisters
- Toddler cereals
- Organic



FORMULAS

ALLOWED:

- Includes formulas for infants and some children
- Liquid nutrition products for some women and children
- Only the brands, types, and amounts printed on the check

INFANT FRUITS & VEGETABLES

ALLOWED:

- Beech-Nut brand only, 4 oz jars, Stage 2
- Any plain variety of single or mixtures of fruits and/or vegetables (except peaches, mango and corn)

NOT ALLOWED:

- Peaches, mango, corn
- Added DHA, yogurt, cereal, or meat
- Good Morning or Good Evening foods
- Dinners (for example, Vegetables and Chicken)
- Casseroles, stews, desserts, creamed vegetables
- Organic



Foods are approved even if the package design changes.



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