

Iowa WIC Program Approved Foods – 10/1/2015 through 9/30/2018

FOOD CATEGORY	APPROVED BRANDS OR VARIETIES	
<p>CEREAL</p> <p>Cereal is brand and flavor specific</p> <p>Any combination of approved cereals up to the total ounces specified</p> <p>Minimum package size for national brands and store brands is 12 ounces.</p> <p>NO added fruit, yogurt or nuts</p> <p>+ Gluten free</p> <p>* Whole grain cereals</p>	<p>Ready to Eat Cereal: 12 oz. or larger</p> <p><u>General Mills</u>: Cheerios – only Plain* and Multi-Grain*; Chex – only Corn+ , Rice+, Wheat*; Kix – only Plain*, Berry Berry* and Honey*; Wheaties*</p> <p><u>Kelloggs</u>: Corn Flakes; Crispix; Frosted Mini Wheats – only Plain* and Bite Size*; Rice Krispies; Special K – Plain only</p> <p><u>Malt-O-Meal</u>: Corn Flakes; Crispy Rice; Frosted Mini-Spooners – Plain only*; Oat Blenders– only Honey and Honey & Almonds</p> <p><u>Post</u>: Bran Flakes*; Grape-Nuts– only Original* and Flakes*; Honey Bunches of Oats (Almonds, Cinnamon Bunches, Honey Roasted, Whole Grain Honey Crunch*, Whole Grain with Vanilla Bunches*)</p> <p><u>Quaker</u>: Life – only Plain*; Oatmeal Squares* (Brown Sugar, Cinnamon, Golden Maple, Honey Nut)</p> <p>ONLY these store brands 12 oz. or larger: Bran Flakes*, Corn Flakes, Corn Biscuits/Corn Squares, Crisp(y) Rice, Crispy Hexagons, Frosted Shredded Wheat*, Frosted Bite-Size Shredded Wheat*, Multigrain Toasted Oats*/ Multigrain Tasteos*/Multigrain Medley*/Spins*, Nutty Nuggets*/Crunchy Nuggets*/ Nuggety Nuggets*/Wheat and Crunchy*, Oats and More/Honey and Oats, Oat Wise*/Simply Living*/4 Corner Crunch*/Live Life @ 100%/Crunchy Oat Squares*, Oatmeal Squares*/Oat Squares*, Rice Biscuits/Rice Squares, Toasted Oats*/ Tasteos*/ Happy O's*/Rollin Oats*, Wheat Flakes*, Wheat Squares*/Wheat Biscuits*</p> <ul style="list-style-type: none"> • Always Save • Best Choice • Centrella • Clear Value • Essential Everyday • Fareway/Fastco • Food Club • Great Value • HyTop • Hy-Vee • IGA • Kemach • Kiggin's • Market Pantry • Our Family • Save-A-Lot • Schnucks • Shurfine • Signature Kitchens • Valu Time 	<p>Hot Cereal:</p> <p>Cream of Wheat – Plain and Whole Grain*; includes 1 minute, 2 ½ minutes, and 10 minutes</p> <p>Cream of Rice+</p> <p>Malt-O-Meal Chocolate</p> <p>Malt-O-Meal Original</p>

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<p>100% WHOLE WHEAT BREAD</p> <p>NO added fruit, nuts and seeds</p>	<ul style="list-style-type: none"> • Must say “100% whole wheat” on the package and whole wheat must be the first ingredient on the label <p>16 ounce loaf 100% whole wheat loaf approved brands include:</p> <ul style="list-style-type: none"> • Arnold Light 100% Whole Wheat • Best Choice 100% Whole Wheat • Family Choice 100% Whole Wheat • Fareway 100% Whole Wheat • Great Value Whole Wheat • Healthy Life 100% Whole Wheat • HyVee 100% Whole Wheat • Lewis Bunny 100% Whole Wheat • Nature’s Own 100% Whole Wheat • Our Family 100% Whole Wheat • Ozark Hearth 100% Whole Wheat • Pepperidge Farm Stone Ground 100% Whole Wheat • Pepperidge Farm Very Thin Sliced 100% Whole Wheat • Roman Meal Sungrain 100% Whole Wheat • Sara Lee Classic 100% Whole Wheat • Schnucks 100% Whole Wheat • Shurfine 100% Whole Wheat • Shurfresh 100% Whole Wheat • Signature Select 100% Whole Wheat • Sunny Brook 100% Whole Wheat • Village Hearth 100% Whole Wheat • Wonder 100% Whole Wheat <p>20 ounce loaf 100% whole wheat approved brands include:</p> <ul style="list-style-type: none"> • HyVee 100% Whole Wheat • Nature’s Own 100% Whole Wheat • Nature’s Harvest 100% Stone Ground Whole Wheat • Sara Lee Classic 100% Whole Wheat • Sara Lee Delightful 100% Whole Wheat • Signature Select 100% Whole Wheat <p>Village Hearth 100% Whole Wheat</p> <p>24 ounce loaf 100% whole wheat (fully breastfeeding women only) brands include:</p> <ul style="list-style-type: none"> • Arnold Dutch Country 100% Whole Wheat • Brownberry 100% Whole Wheat • Brownberry Natural 100% Whole Wheat • Country Hearth 100% Whole Wheat • Fiber One 100% Whole Wheat • Hartford Farms 100% Whole Wheat • Nature’s Pride 100% Whole Wheat • New England 100% Whole Wheat • Oroweat Whole Grain 100% Whole Wheat • Pepperidge Farm Farmhouse 100% Whole Wheat • Pepperidge Farm Whole Grain 100% Whole Wheat • Sara Lee Hearty & Delicious 100% Whole Wheat • Village Hearth NE 100% Whole Wheat

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FOOD CATEGORY	APPROVED BRANDS OR VARIETIES
SOFT CORN and WHOLE WHEAT TORTILLAS NO added flavoring	16 ounce package Corn Tortillas (Yellow or White) <ul style="list-style-type: none"> • Carlita • Celia's • Chi-Chi's • Azteca • Best Choice • Best Yet • Calidad • Don Poncho • Essential Everyday • Food Club • Guerrero • Herdez • HyVee • La Banderita • La Burrita • Mama Lupe's • Mission • Pepito • Sara Lee • Shurfresh • Tia Rosa Whole Wheat Tortillas <ul style="list-style-type: none"> • Celia's • Chi-Chi's • Azteca • Best Choice • Buenavita • Food Club • Frescado • Great Value • Hormel • HyVee • La Banderita • Mama Lupe's • Mission • Ortega • Our Family • Schnucks • Shurfine
BROWN RICE NO added flavoring	14-16 ounce package includes instant and boil-in-bag 16 ounce any brand of plain regular brown rice
Oatmeal Oatmeal is brand specific	16 ounce container Quick or old fashioned <ul style="list-style-type: none"> • Mom's Best • Best Choice • Our Family

FOOD CATEGORY	APPROVED BRANDS OR VARIETIES
DRIED BEANS AND PEAS NO mixed beans or soup mix NO added vegetables, fruits, meat, sugars, fats, or oils	Any brand in 16 ounce packages Includes black, black-eyed peas (cow peas or cow beans), kidney, garbanzo (chickpeas), great northern, lentil, limas (butter beans), navy, pinto, red, soybeans, split peas
PEANUT BUTTER NO peanut butter spreads or reduced fat NO added marshmallows, honey,	Store brand only in containers of 16-18 ounces Includes chunky, crunchy, creamy, smooth, low sodium and reduced sugar

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jelly, chocolate or similar ingredients NO bulk or freshly ground	
CANNED TUNA NO added ingredients NO white albacore, solid or Yellowfin tuna	Any brand of chunk light tuna including water packed and oil packed Minimum container size of 5 ounces; includes cans and foil pouches Includes regular and low sodium
CANNED SALMON NO chum or red salmon NO added ingredients	Any brand of pink salmon with or without bones and skin Minimum container size of 5 ounces; includes cans and foil pouches Includes regular and low sodium

FOOD CATEGORY	APPROVED BRANDS OR VARIETIES
JUICE	64 OUNCE BOTTLES – SHELF STABLE
<p>Only these brands, flavors and container sizes</p> <p>Approved brands and flavors also include calcium-fortified juices</p> <p>Only 100% unsweetened fruit juice</p> <p>Only 100% vegetable juice</p> <p>NO drinks, ades, nectars, juice beverages, infant juices, cocktails, twistors or coolers</p>	<p>Apple Juice: Always Save, Apple & Eve, Baymist, Best Choice, Big Tex, Essential Everyday, Fareway, Great Value, Harvest Classic, HyTop, HyVee, IGA, Juicy Juice, Langers, Market Pantry, Mott's Original, Mrs. Clark's, Old Orchard, Our Family, Schnucks, Seneca, Shurfine, Signature Kitchens, Textsun, Tipton Grove, Tree Top</p> <p>Blended Fruit Juice (all flavors of these brands): Apple & Eve Cranberry Blends, Best Choice Juice Blends, Big Tex, Great Value, HyVee Cranberry and Pomegranate Blends, HyVee Just Juice, IGA, Juicy Juice, Langers, Market Pantry, Northland Cranberry Blends, Old Orchard, Our Family, Schnucks, Shurfine, Textsun</p> <p>Grape Juice – White, Purple or Red: Always Save, Baymist, Best Choice, Big Tex, Essential Everyday, Fareway, Great Value, HyTop, HyVee, IGA, Langers, Market Pantry, Midwest Country Fare, Mrs. Clark's, Old Orchard, Schnucks, Textsun, Tipton Grove, Welch's</p> <p>Grapefruit Juice – White, Pink or Ruby Red: All brands of 100% grapefruit juice</p> <p>Orange Juice: All brands of 100% orange juice, with or without pulp</p>

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	<p>Pineapple Juice: Best Choice, Big Tex, Fareway, HyTop, HyVee, Libby's, Old Orchard, Our Family, Schnucks, Textsun</p> <p>Tomato Juice or Blended Vegetable Juice: Best Choice, Big Tex, Campbell's (Regular, Healthy Request and Low Sodium), Diane's Garden, Essential Everyday, Fareway, Garden Fest, Great Value, HyTop, HyVee, IGA, Langers, Market Pantry, Mrs. Clark's, Our Family, Schnucks, Textsun, V-8 Plain only</p>
	<p>32 OUNCE BOTTLES – SHELF STABLE</p>
	<p>Tomato Juice or Blended Vegetable Juice: see above for brands</p>
	<p>64 OUNCE CONTAINERS – REFRIGERATED JUICE</p>
	<p>Orange Juice - All brands of 100% orange juice</p>

<p>JUICE (CONTINUED)</p>	<p>11.5-12 OUNCE FROZEN (single flavors only)</p>
	<p>Apple Juice: Best Choice, Food Club, Great Value, HyTop, HyVee, IGA, Market Pantry, Old Orchard, Seneca, Shurfine, Tree Top</p> <p>Grape Juice – White or Purple: Best Choice, Great Value, Market Pantry, Old Orchard, Seneca, Welch's (with yellow end cap only)</p> <p>Grapefruit Juice – White, Pink or Ruby Red: All brands of 100% grapefruit juice</p> <p>Orange Juice: All brands of 100% orange juice Includes added calcium, with pulp, and pulp-free</p> <p>Pineapple Juice: Dole, Langers, Market Pantry, Old Orchard</p>

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<p>CASH VALUE VOUCHER FOR FRUITS AND VEGETABLES</p> <p>Dollar value is specified</p> <p>If purchase exceeds value specified, participant may pay the difference</p>	<p><u>Fruits</u> Allowed: Fresh fruit, frozen in juice or water Not allowed: Syrups or added sugars or sweeteners, added fats, oils, or salt. No dried fruit, items from salad or fruit bars, party trays, fruit baskets, fruit and nut mixtures.</p> <p><u>Vegetables</u> Allowed: Fresh including any potatoes, bagged salads with no additional ingredients; frozen without added fat, oil, sauces, sugars, pasta or rice; Not allowed: Dried vegetables, herbs and spices, items from salad bars, party trays, nuts including peanuts; Frozen french fries, tator tots, potato rounds, diced potatoes, shredded hash browns, or hash brown patties with fats/oils, seasonings or sugars.</p>
<p>MILK</p> <p>Cow's milk — Any brand pasteurized with vitamins added in the container size and fat content specified</p> <p>NO flavored milk</p> <p>NO rice or nut milks or milk with special health claims</p>	<p><u>Cow's milk:</u></p> <ul style="list-style-type: none"> • Whole milk • 1% Lowfat or Fat Free Skim Milk • Evaporated Fat Free Milk • Evaporated Whole Milk • Nonfat Dry Milk (powdered) <p><u>Milk Alternatives:</u></p> <ul style="list-style-type: none"> • Lactose-Free Milk – Lowfat (1%) or Fat Free (e.g., Dairy Ease or Lactaid) • Lactose-Free Milk- Whole (e.g., Dairy Ease or Lactaid) • Sweet Acidophilus Milk- Fat free, 1% or 2% • Powdered Goat Milk – Nonfat or whole, Meyenberg Brand Only • Evaporated Goat Milk – Whole, Meyenberg Brand Only

FOOD CATEGORY	APPROVED BRANDS OR VARIETIES
<p>EGGS</p> <p>NO eggs that make special health claims</p>	<p>Any brand in containers of one dozen USDA Grade A, large, white or brown</p>
<p>CHEESE</p> <p>NO sliced, cubed or crumbles</p> <p>NO added ingredients or flavoring</p> <p>NO processed cheese, cheese spreads or American cheese</p>	<p>Any brand in 8 ounce or 16 ounce packages Chunk, shredded or Mozzarella string cheese</p> <p>Natural and domestic cheeses including Cheddar, Colby, Colby-Jack, Monterey Jack, and Mozzarella</p> <p>Includes varieties such as medium, sharp, extra sharp</p> <p>2% milk, lowfat, and fat free natural cheeses are also allowed</p>

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NO cheese purchased from a service counter	
TOFU No special health claims	16 ounce packages Approved brands: Azumaya – Silken, Firm, Extra Firm House Foods (Premium) – Medium Firm, Firm, Extra Firm
SOY BEVERAGE	64 ounce containers Approved brands: 8 th Continent Original or Vanilla Soymilk Silk Original Soy Beverage

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<p>YOGURT Nonfat, lowfat Whole Plain or flavored Regular or Greek No frozen yogurt, yogurt tubes, or drinkable yogurt No added ingredients such as granola, nuts, honey, candy pieces, etc. No artificial sweeteners No organic</p>	<p>32 oz. Whole: <u>Brown Cow:</u> Maple <u>Dannon:</u> Plain, Strawberry, Vanilla <u>Mountain High:</u> Strawberry <u>Oikos:</u> Plain <u>Old Home:</u> Plain, Vanilla 24 oz. LowFat: <u>Anderson Erikson:</u> Plain, Vanilla, Strawberry, Cherry Vanilla <u>Land O Lakes:</u> Peach, Raspberry, Strawberry, Strawberry-Banana, Vanilla 24 oz. LowFat Greek: <u>Greek Gods:</u> Plain 32 oz. LowFat: <u>Coburn Farms:</u> Plain, Vanilla <u>Dannon All Naturals:</u> Plain, Vanilla <u>Everyday Essentials:</u> Strawberry, Blueberry, Vanilla, Plain <u>Great Value:</u> Strawberry Banana, Peach, Strawberry, Vanilla <u>HyVee:</u> Peach, Vanilla, Light Vanilla, Strawberry, Strawberry-Banana <u>Lucerne:</u> Vanilla, Strawberry <u>Market Pantry:</u> Vanilla <u>Mountain High:</u> Plain, Vanilla <u>Schnucks:</u> Vanilla, Strawberry, Plain <u>Yoplait:</u> Strawberry, Vanilla, Peach, Strawberry-Banana 24 oz. NonFat: <u>Anderson Erikson YoLite:</u> Strawberry, Cherry Vanilla, Vanilla <u>Land O Lakes:</u> Light Plain 24 oz. NonFat Greek: <u>Greek Gods:</u> Plain 32 oz. NonFat: <u>Brown Cow:</u> Plain, Vanilla, Cream Top Plain <u>Dannon:</u> Plain, Strawberry, Strawberry-Banana <u>Dannon Light & Fit:</u> Vanilla, Strawberry <u>Everyday Essentials:</u> Plain <u>Great Value:</u> Plain <u>HyVee:</u> Plain <u>Lucerne:</u> Plain <u>Market Pantry:</u> Plain <u>Mountain High:</u> Plain, Vanilla <u>Old Home:</u> Plain, Vanilla <u>Our Family:</u> Vanilla, Plain, Strawberry <u>Schnucks:</u> Plain</p>	<p>32 oz. Whole Greek: <u>Chobani Greek:</u> Plain <u>Great Value:</u> Plain <u>HyVee:</u> Plain <u>Old Home:</u> Plain, Vanilla</p>
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	<p><u>Shurfine: Plain</u></p> <p>32 oz. NonFat Greek: <u>Chobani: Blueberry, Plain, Vanilla, Strawberry</u> <u>Chobani Simply: Vanilla</u> <u>Coburn Farms: Vanilla</u> <u>Dannon Light &Fit: Plain</u> <u>Fareway: Plain, Vanilla</u> <u>Great Value: Plain, Vanilla</u> <u>HyVee: Plain, Vanilla</u> <u>Nostimo: Plain, Vanilla, Strawberry</u> <u>Oikos: Plain, Vanilla</u> <u>Old Home: Plain, Vanilla</u> <u>Open Nature: Plain, Vanilla</u> <u>Our Family: Plain, Vanilla</u></p>
<p>INFANT FORMULA or WIC Eligible Nutritionals NO substitutions</p>	<p>ONLY the brand of formula listed ONLY the container size listed ONLY the type of formula (powder, liquid concentrate or ready to use) specified</p>
<p>INFANT CEREAL NO added fruit NO added formula NO added milk NO special claims such as added DHA/ARA or Organic</p>	<p>8 ounce and 16 ounce packages Includes rice, oatmeal, multigrain and whole wheat</p> <p>Approved brands include:</p> <ul style="list-style-type: none"> • Beechnut • Gerber • Tippy Toes

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<p>INFANT FRUITS AND VEGETABLES</p> <p>NO added sugars, starches or salt</p> <p>NO desserts</p> <p>NO dinners</p>	<p>4 ounce containers, single or twin pack Includes fruits or vegetables, single flavor or blend</p> <p>May include white potatoes as an ingredient but not the primary ingredient</p> <p>Infants 9-11 months may receive a CVV for the purchase of fresh fruits and vegetables in lieu of a portion of the infant food fruits and vegetables. Approved brands include:</p> <ul style="list-style-type: none"> • Beechnut Stage 2 • Gerber 2nd Foods • Tippy Toes Stage 2
<p>INFANT MEATS</p> <p>NO dinners</p> <p>NO meat sticks</p> <p>NO added sugars</p> <p>NO added salts</p>	<p>2.5 ounce containers</p> <p>Single flavor, beef, chicken, ham or turkey Includes pureed meat and gravy or broth</p> <p>Approved brands include:</p> <ul style="list-style-type: none"> • Beechnut Stage 1 • Gerber 2nd Foods • Tippy Toes Stage 2