WIC approved foods

WISCONSIN WOMEN, INFANTS & CHILDREN NUTRITION PROGRAM

Effective Nov.1, 2016 – Oct. 31, 2019

WHAT YOU CAN PURCHASE

This Approved Foods Booklet tells what foods the WIC Program approves. Your WIC Shopping List or grocery store receipt tells you what approved foods you can purchase with your eWIC Card.

To access this booklet online visit:

www.dhs.wisconsin.gov/wic/approved-foods.htm

YOUR eWIC CARD

For easy access to your balance and purchase history, and to set or change your PIN:

Go to the eWIC Customer Service website:
www.ebtedge.com

or call the eWIC automated phone line at:
1-877-231-3452

SHOPPING TIPS

BEFORE YOU SHOP

- Look at your WIC Shopping List OR recent receipt to check available benefits. **Future benefits will not be automatically loaded on to your card.**
- Check the “benefit period” or “benefit expiration” date.
- Bring your eWIC Card, Approved Foods Booklet, and WIC Shopping List or recent grocery store receipt to the store.
- Shop early in the valid period to prevent unused benefits from expiring.

AS YOU SHOP

- Select the right amount and package sizes of the foods listed on your WIC Shopping List or balance on the most recent receipt.
- You are only allowed to buy foods on your WIC Shopping List and in this booklet.

AT THE CHECKOUT

- Tell the cashier you are using your eWIC Card and ask if you need to separate your groceries.
- Use coupons for non-WIC items in purchases without the eWIC card for accurate savings.
- Rain checks and IOUs are not allowed.
- Use your eWIC Card first before SNAP/Quest Card/ Food Share or other forms of payment.
- Keep your receipt after every WIC purchase. It shows your food benefit balance and expiration date.

IF A FOOD IS NOT ALLOWED AS AN eWIC PURCHASE

- You might not have enough benefits left.
- It might not be on your food prescription.
- It might not be a WIC Approved Food.
- It might not be in the WIC EBT system.

If any of the above happens, REMEMBER the cashier cannot change this or let you buy the food with your eWIC Card.

Keep your receipt, take a picture of the food and barcode, and contact your local WIC office as soon as possible.

RESPONSIBILITIES

- Keep your PIN safe. If someone gets your card and knows your PIN, they could use all of your food benefits — **and those benefits cannot be replaced.**
- WIC foods cannot be returned or exchanged for cash, credit, or other items.
- WIC foods and formula cannot be sold, traded, or given away.

IF YOU HAVE A PROBLEM AT THE GROCERY STORE

- If you have a problem at the store, ask to talk with the store manager.
- If the issue cannot be resolved at the store, call your local WIC project to discuss your concerns.

WHEN TO CALL YOUR WIC OFFICE

- You have questions about WIC foods or amounts.
- You were not able to buy a food that you think is WIC approved.
- Your card is lost, stolen, or damaged.
- You need to unlock your PIN.
- If you think your receipt doesn't match what you bought.

FRUITS & VEGETABLES

- Any brand, any size, and organic may be purchased.
- Your WIC Shopping list shows your fruit and vegetable dollar benefit.
- You have the entire benefit period to use all of your fruit and vegetable dollars.
- You can pay for fruits and vegetables that cost more than your benefit with cash, credit, or FoodShare.

FRESH

ALLOWED:

- Any variety of fresh fruits or vegetables (fresh garlic and ginger root allowed)
- May be whole, cut, bagged, or packaged

NOT ALLOWED:

Herbs; nuts; bags of salads with topping/dressing; items from the salad bar; party trays, fruit baskets; dried fruit; decorative fruits and vegetables

Buying by the Pound:

1. Select the fruit or vegetable that is priced by the pound (lb).
2. Place the item on the grocery scale.
3. Round the weight up to the nearest half pound.
4. Use the calculator on your phone to multiply the price per pound by the weight.

EXAMPLE

Bananas Priced at $0.59/lb
Weight 1 3/4 lbs

- Round the weight (1 3/4 lb) up to 2 lbs.
- Multiple the price (0.59) by the weight (2)

0.59 x 2 = 1.18

Your bananas will cost about $1.18

CANNED

ALLOWED:

Any container type or size

Fruits:

- Any variety of fruit
- Unsweetened applesauce (with cinnamon allowed)

Vegetables:

- Any variety of vegetables (without potatoes), including green (sweet) peas, green/snap/wax/yellow beans, and sprouts
- Whole, diced, crushed, or stewed tomatoes; tomato sauce, paste, or puree (with herbs or seasoning allowed)
- Chopped garlic in water

NOT ALLOWED:

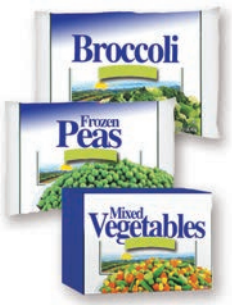
Fruits: With syrup, added sugar, or artifical sweetener

Vegetables: With any oil or brine; potatoes, sweet potatoes, orange yams; pickles and pickled vegetables (for example, sauerkraut); creamed vegetables (for example, cream-style corn); beans, peas, lentils (for example, black-eyed peas, lima, pinto, kidney, and butter beans); baked beans, pork and beans, refried beans; ketchup, relishes, olives; pizza, lasagna, or spaghetti sauce

FROZEN

ALLOWED:

Any container type or size



Fruits:

- Any variety of fruit

Vegetables:

- Any variety of vegetables without potatoes (sweet potatoes and orange yams are allowed)
- Any bean or mixture with beans or peas (for example, mixed vegetables with lima beans)

NOT ALLOWED:

Fruits: With syrup, added sugar, or artifical sweetener; fruit bars, popsicles, or fruit smoothies

Vegetables: With pasta, noodles, nuts, rice, cheese, or meat; with butter, oil, sauces, or glaze; breaded; potatoes (except sweet potatoes and orange yams); sweet potato fries or french fries, hash browns, or shaped potatoes

ALLOWED 100% JUICES:

- Only the size specified on your WIC Shopping List
- Any brand of 100% Orange, Grapefruit (white, pink, or red), or Pineapple Juice
- Only the brands and flavors of other 100% juice listed

NOT ALLOWED: Cocktails, beverages, drinks, sweetened juices, cider; organic; unpasteurized; low-acid; juices with added ingredients (for example DHA, caffeine, ginseng); infant juice; glass bottles, refrigerated cartons (unless printed on WIC Shopping List)

48 oz & FROZEN JUICE *for women only*

48 oz plastic bottle, not refrigerated
only 11.5 - 12 oz frozen containers

Juicy Juice:
all flavors

Apple and Eve:
all flavors

Northland:
100% Cranberry

Shurfine: grape

Store Brand Apple Juice *Only:*
Essential Everyday, Shurfine

Store Brand Apple Juice *Only:*
Essential Everyday, Food Club, Great Value, Hytop, Hy-Vee, IGA, Kroger, Market Pantry, Meijer, Our Family, Roundy's, Shurfine

Seneca: apple

Welch's:
all flavors with
yellow tear strip

Old Orchard:
all flavors with green caps

Dole: all flavors

64 oz JUICE *for children only*

64 oz plastic bottle, not refrigerated

Juicy Juice:
all flavors

Langers:
All flavors (except pomegranate blends)

Northland:
(except Raspberry Pomegranate Goji)

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

Apple and Eve:
(except Cherries & Berries)

Old Orchard:
all flavors (except Tart Cherry and Plain Pomegranate)

Tree Top: all flavors
(except fresh pressed)

Indian Summer:
apple

Motts:
Original apple

Musselman's apple:
premium or fresh pressed
(except with calcium)

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

V8:
100% Vegetable Juice
all flavors

Store Brand Apple Juice ***Only:***

Best Choice, Essential Everyday, Food Club,Great Value, Hytop, Hy-Vee, IGA, Kroger, Market Pantry, Meijer, Our Family, Roundy's, Schnucks, Shurfine

When specified on WIC Shopping List.
Refrigerated orange with added calcium.

Example brands include but are not limited to:

Essential Everyday, Food Club,Great Value, Hy-Vee, Kroger, Land O'Lakes, Market Pantry, Schnucks, Shurfine

100% JUICE

The following are types of beans, peas, and lentils that may be purchased with the benefit that specifies canned or dried beans. The fruit and vegetable dollar benefit cannot be used to buy these items.

BEANS • PEAS • LENTILS

ALLOWED:

- Canned: 15 – 16 oz cans only
- Dried: 16 oz bag only
- Plain or low sodium
- Any brand

Examples Include:

- Black
- Black-eyed peas
- Butter
- Garbanzo (Chickpeas)
- Great Northern
- Kidney (red or white)
- Lima
- Navy
- Pink
- Pinto
- Red
- Fat-free refried beans only
- Mixed types

NOT ALLOWED:

Immature varieties such as canned green beans, snap beans, yellow beans, wax beans, and sweet peas *(purchase allowed with the fruit and vegetable dollar benefit)*; fresh or frozen beans and peas *(purchase allowed with the fruit and vegetable dollar benefit)*; added sugars (for example, baked beans); added fats, oils or meat (for example, pork and beans, refried beans with added fats); added sauces or flavors (for example, chilies, jalapeno, lime, garlic); organic; soups; dried varieties in bulk or store packaged

REMEMBER

Canned green beans and sweet peas cannot be bought with this benefit. Use your fruit and vegetable dollar benefit for those options.

BEANS • PEAS • LENTILS • PEANUT BUTTER

PEANUT BUTTER

ALLOWED:

- 16 – 18 oz container
- All brands of creamy, crunchy, extra crunchy, natural, or old-fashioned
- Low sodium/salt, reduced/no sugar, Omega-3

NOT ALLOWED: Spread (for example Jif Natural, Skippy Natural, Peter Pan Natural); flavored; reduced fat; individual servings; specialty (for example, whipped, organic, with flaxseed or added vitamins); from refrigerated section or health food, diet (for example, Fifty 50)

BUYING TIPS

If your WIC Shopping List shows:
1.00 CTR Beans or Peanut Butter, you can buy:

16 oz package
dry beans, lentils, peas

— or —

16-18 oz jar
peanut butter

— or —

4 cans, 15-16 oz
beans or peas

4 cans of beans = 1 container (CTR)
So, 1 can of beans = 0.25 containers (CTR)

Beans & peas are a good source of protein and iron!

ALLOWED CEREALS:

- Combinations of cold and hot
- Only the brands and flavors listed

NOT ALLOWED: Canisters, organic

KEY:

- ⚘ 51% or more whole grain
- * Provide 100% of daily value folic acid.
- GF Gluten-Free

COLD CEREALS

- 12 ounce packages or larger
- Boxes or bags

Multigrain ⚘ GF *

Plain ⚘ GF

GF GF

⚘ *

Original ⚘ Unfrosted ⚘

Touch of Fruit Raspberry ⚘ Little-Bites ⚘

Plain ⚘ Honey ⚘

⚘ Honey Crunch

Almond Crunch ⚘

Cinnamon

Almond

⚘ Vanilla ⚘

Honey Roasted

Brown Sugar ⚘

Cinnamon ⚘

Plain ⚘

Plain

Plain *

Plain

Plain

Plain

*

Plain

Banana Nut

GF

*

Plain *

Simple Granola

Store brands:

Only the following:
Best Choice, Centrella, Clear Value, Essential Everyday, Food Club, Great Value, Hytop, Hy-Vee, IGA, Kiggins, Kroger, Market Pantry, Meijer, Our Family, Roundy's, Schnucks, Shurfine, ValuTime

Plain frosting only

Plain

Plain

Plain

HOT CEREALS

- Any size, except individual cups

Plain:
in packets only

Original & all flavors in packets only

Plain *

Chocolate *

1 minute

2.5 minutes

10 minutes

Instant

Whole Grain

GF

*

*

Plain:
in packets only

Store brands:

Only the following:
Essential Everyday, Food Club, Great Value, Hytop, Hy-Vee, IGA, Kroger, Meijer, Our Family, Roundy's, Schnucks, Shurfine

BREADS • BUNS • ROLLS

ALLOWED:

16 oz (1lb) package only

- Any brand labeled "100% whole wheat" and lists whole wheat flour as the first ingredient
- 100% whole wheat bread, buns, and rolls

The following are examples of allowed brands:

- Any store brand (for example, Food Club, Our Family)
- Bimbo Bread; Butternut Bread; Family Choice Bread
- Brownberry (Burger and Hot Dog Rolls)
- Healthy Life (Sandwich and Hot Dog Buns)
- Pepperidge Farm Bread (Stone Ground, Very Thin Sliced, 100% Whole Wheat Cinnamon with Raisin Swirl)
- Sara Lee Bread (Classic)
- Village Hearth Bread

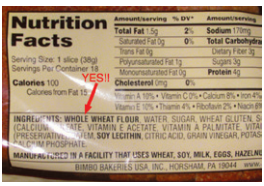
NOT ALLOWED: In-store bakery brand; multigrain; Healthy Life 100% whole wheat (high fiber); bagel bread, bagels, pita bread; muffins, English muffins; frozen bread and rolls; sugar-free or with Splenda; double fiber; with flaxseed; gluten-free; organic

Things to look for when buying whole wheat bread

Step 1: Check the Label
"100% Whole Wheat"

Step 2: Check Ounces in Product
Make sure it says, "16 oz"

Step 3: Check the Ingredient List
Whole wheat flour is the first ingredient listed



BROWN RICE

ALLOWED:

14-16 oz (1lb) box or bag only

- Any brand, dry
- Plain brown rice without added herbs, seasonings or beans
- Regular, instant, and boil-in-bag type

NOT ALLOWED: White rice, flavored rice, wild rice, rice mixes; frozen brown rice; tubs, microwavable pouches; organic, store packaged

TORTILLAS/WRAPS

ALLOWED:

16 oz (1lb) package only

- White or yellow soft corn
- 100% whole wheat

Only the following brands are allowed:

100% Whole wheat:

Best Choice, Don Pancho, Essential Everyday, Food Club, Frescados, Great Value, Herdez, IGA, Kroger, La Banderita, Meijer, Mission, Ortega, Our Family, Roundy's, Schnucks, Shurfine, Ti Santi

Corn:

Best Choice, Bucky Badger, Chi-Chi's, Don Pancho, El Rey, Essential Everyday, Food Club, Hy-Vee, La Banderita, La Burrita, Mission, Shurfine

NOT ALLOWED: hard corn tortillas/taco shells; low-carb/carbohydrate; organic

WHOLE WHEAT PASTA

ALLOWED:

16 oz (1lb) package only

- 100% whole wheat
- Any shape

Only the following brands are allowed:

Barilla, Essential Everyday, Gia Russa, Great Value, Hodgson Mill, Hy-Vee, Kroger, Racconto, Ronzoni 100% Whole Grain, Shurfine

NOT ALLOWED: Organic; with added sugar, fats, oils, or salt; pasta made from rice, quinoa, flax, corn, or vegetables

MILK

ALLOWED:

- White milk in gallon container
- Plastic, cartons, gallon bags, half gallons or gallon clipped together by manufacturer
- rBGH & rBGH-free, rBST & rBST-free

Must be specified on your WIC Shopping List:

- Whole milk or reduced fat 2% milk
- Half-gallon container
- Lactose-free, including calcium fortified: 3 quart (96 oz), half-gallon, and quart container
- Non-fat dry: 25.6 oz (8 qt) boxes or pouches only
- Evaporated: 12 oz can
- Kosher

NOT ALLOWED: Flavored; goat's milk; acidophilus; buttermilk; specialty (for example, organic or certified humane); nut or grain milk (for example, almond, rice); low cholesterol; UHT; milk with added ingredients (for example, Omega-3, EPA/DHA); protein-fortified; filled evaporated milk; Fairlife

SOY MILK

ALLOWED:

Half-gallon, refrigerated carton *only if on your WIC shopping list*:

8th Continent
Original and Vanilla Only

Silk
Original Only

Great Value

YOGURT

Only for children ages 2-4 years old:

ALLOWED:

- 32 oz container only
- Nonfat or low-fat
- Plain or flavored

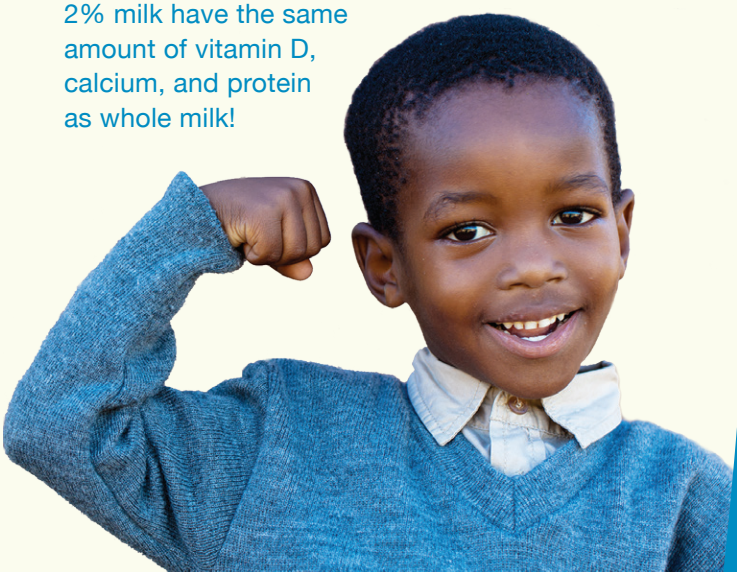
Only the following brands are allowed:

Brown Cow *except Cream Top*
Coburn Farms
Dannon *except light & fit*
Essential Everyday
Food Club *except light*
Great Value *except light*
Hy-Vee *except light*
Kroger *only vanilla and plain*
La Yogurt *except mango*
Lala Yogurt *only plain*
Market Pantry *except light*
Meijer *except light*
Mountain High
Old Home
Our Family
Roundy's *only plain nonfat*
Schnucks
Shurfine
Yoplait

NOT ALLOWED: Organic; Greek; with artifical sweetener; with whole milk; with mix-in ingredients like granola, candy, or nuts; single serve containers; drinkable yogurts

Did you know?

Fat free, skim, 1%, and 2% milk have the same amount of vitamin D, calcium, and protein as whole milk!



EGGS

ALLOWED:

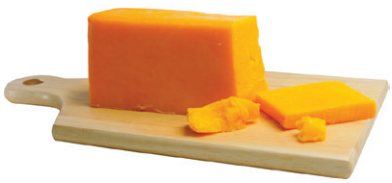
- White, any grade, any size
- One dozen carton

NOT ALLOWED: Brown eggs, vegetarian, organic, natural, from cage free or free-range chickens, hormone free; low cholesterol, reduced fat; increased vitamin E (for example, Eggland's Best) or any other modified or specialty eggs; pasteurized in shell, hard-boiled

CHEESE

Only for breastfeeding women whose infants are not receiving formula from WIC and children ages 2-4 years old.

ALLOWED:



- 16 oz package only
- Displayed in the dairy case

Blocks:

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

Other:

- American (block or sliced but not individually wrapped)
- Cheese curds
- String cheese (not individually wrapped)
- Kosher (must be specified on shopping list)

NOT ALLOWED: Shredded, sliced (except American), crumbled, cubes, sticks, and other shapes; sharp or extra sharp cheddar, swiss, fresh mozzarella; cheese foods, spreads, products; specialty; cheese from deli; goat cheese, smoked, herbed, flavored, imported, or organic; reduced sodium, reduced cholesterol, lactose-free; Kosher (unless specified on WIC Shopping List)

CANNED FISH

Only for breastfeeding women whose infants are not receiving formula from WIC.

ALLOWED: In oil or water

Light Tuna:
- 5 oz cans (3 oz if printed on WIC Shopping List)

Pink Salmon:
- 14.75 oz cans
- May include bones or skin

NOT ALLOWED: Albacore or white tuna, red salmon; solid, fillet, select; pouches; reduced or low-sodium; specialty; organic

Exclusively breastfeeding mothers and their babies receive extra food benefits

Breastmilk is the perfect food for your baby:

- Ideal nutrition for growth and health
- Easy for baby to digest
- Changes over time to meet baby's growing needs
- Protects baby from illness
- Is always the perfect temperature

INFANT CEREALS

ALLOWED:

- 8 or 16 oz containers
- Any grain, mixed grains (except quinoa)
- With added vitamins (for example, Vitablocks)

Only the following brands are allowed:

Baby Basics

Gerber

Parent's Choice

Beech-Nut

Tippy Toes

NOT ALLOWED: Organic; quinoa; added DHA, prebiotics, probiotics; added fruit, yogurt or formula; jars, single serving packets; Lil'Bits

BUYING BABY FOODS

Your WIC Shopping List and store receipt will list the total number of ounces of baby food for the month. Divide your total amount of ounces listed by container size (4 oz for fruits and vegetables, or 2.5 oz for meats) to find how many containers you have left.

EXAMPLE: 64 total ounces ÷ 4 oz container = 16 containers

Food	Amount Listed	Is Equal To
Infant Fruits & Vegetables	128 oz	32 4-oz containers
	256 oz	64 4-oz containers
Infant Meats	78 oz	31 2.5-oz containers

INFANT FRUITS & VEGETABLES

ALLOWED:

- 4 oz containers (except squeeze pouches)
- 2-pack, 4 oz each (equals 8 oz)
- Any plain variety of fruits or vegetables
- Any mixture of fruits and/or vegetables

Only the following brands are allowed:

Gerber
(2-pack, 4 oz each)

Beech-Nut
not Naturals

Baby Basics

Meijer
(2-pack, 4 oz each)

Tippy Toes
(4 oz jar or 2-pack, 4 oz each)

NOT ALLOWED: Organic; squeeze pouch; any with added cereal, granola, yogurt; fruit and juice blend; puddings; cobbler; meat or poultry, rice or pasta (for example, dinner, soup or stew); casseroles; creamed vegetables

INFANT MEATS

Only for breastfed infant not receiving formula from WIC

ALLOWED:

- 2.5 oz containers
- Any plain infant meat or poultry with broth or gravy

Only the following brands are allowed:

Gerber

Beech-Nut

Baby Basics

Meijer

Tippy Toes

NOT ALLOWED: Organic; added fruit, vegetables, rice or pasta (for example dinner, casseroles, soups or stews); meat or poultry sticks

SHARING YOUR PERSONAL INFORMATION:

Information about you may be given to others who are connected with the WIC Program, as required by law, and other WIC Programs if you transfer. Your information may also be shared with other public programs that can assist you and to help Wisconsin improve health services. You may ask to see the list of these programs. You may choose up to two alternate people to attend WIC appointments in your place. Your family's personal information may be shared with the alternates during the appointments.

YOU HAVE THE RIGHT TO:

- Ask for a fair hearing if you don't agree with a decision WIC made about you or your child's eligibility.
- Be treated the same regardless of your race, color, national origin, sex, disability, or age.
- Receive nutrition education and breastfeeding support. You are encouraged to keep your appointments.
- Receive information about immunizations, finding a doctor, and other health services your family may need.
- Receive WIC foods, which are some of the foods needed each day to be healthy. The foods are only for the WIC participant and go with the participant in cases of joint custody, foster care, etc.

YOU ARE RESPONSIBLE TO:

- **Use the eWIC card correctly.**

  Food benefits will not be replaced if your eWIC card is misused by any person to whom you give your card and/or PIN. Never share your PIN with the cashier at the store.

- **Let WIC staff know:**
  - If your family's income changes, including Medicaid, BadgerCare Plus, or FoodShare eligibility.
  - If you move, your telephone number changes, or the number of people living in your house changes.
  - If a child moves into someone else's care (foster care, change in guardianship, etc.).
  - When you have your baby.
  - When you stop breastfeeding.
  - If you or a child is getting too much food or formula.
  - If your eWIC card or WIC breast pump is lost or stolen.
  - If you experience the loss of an infant or child, including a miscarriage, abortion, or stillbirth.

- **Be honest and not abuse the WIC Program.**

  WIC Program abuse is monitored by the state WIC office. You may be taken off the WIC Program, have to pay money back to WIC, or have charges filed against you under state and federal law if you abuse the program in any of these ways:

  - Receive or try to receive benefits at more than one WIC office at the same time.
  - Give the WIC Program false information.
  - Sell/trade/give away OR offer to sell/trade/give away the eWIC card, foods purchased with the card, or a WIC breast pump either verbally, in print, or online. Note: You must provide proof of purchase if you are found to be selling/trading/giving away OR offering to sell/trade/give away:
    - WIC-approved foods that were not purchased with an eWIC card
    - Breast pump that wasn't provided by the WIC Program
  - Try to or actually return or exchange WIC foods bought with the eWIC card at the store.
  - Try to or actually buy foods or other items that are not allowed.
  - Accept credit or cash for WIC foods.
  - Steal an eWIC card from the WIC office or a participant.
  - Falsely state that an eWIC card, WIC food, or breast pump was lost or stolen.
  - Use abusive language, threaten, or be physically violent with people at the WIC office or while shopping for WIC foods.

WISCONSIN

Foods are approved even if the package design changes.

To report concerns of possible WIC Program fraud and abuse, call Wisconsin WIC Fraud Hotline 1-866-260-1727

Department of Health Services
Division of Public Health
P-44578 (Rev. 1/2018)
Federal Regulations 246

Visit our website:
http://dhs.wisconsin.gov/wic/index.htm

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To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at: www.ascr.usda.gov/complaint_filing_cust.html, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

(1) mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;
(2) fax: (202) 690-7442; or
(3) email: program.intake@usda.gov

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