

# PILOT WIC FOODS CARD

NEW YORK STATE SEPTEMBER 2012



New York State

**WIC**



Together Growing Stronger Families

# WHY IS WIC IMPORTANT?

At WIC, you meet with a nutritionist to discuss your health needs during critical times in life – pregnancy and early childhood. The foods and information you receive at WIC are key to ensuring optimal growth and health.

TURN  
THIS



DID  
YOU  
KNOW?

SOME CHILDREN MAY NEED TO TRY NEW FOODS **MANY TIMES** BEFORE LIKING THEM. GIVE YOUR CHILD A TASTE, BE PATIENT, LET THEM CHOOSE HOW MUCH TO EAT. SET GOALS!



INTO  
THIS





# USING THIS FOODS CARD

The purpose of this foods card is to help set and meet nutritional goals for your child as he or she develops and to make shopping with WIC fun and easy for WIC families.

NYS WIC offers a large variety of **delicious** and **nutritious** foods. While you are shopping, use the “food group” tabs on the right edge of this foods card to choose what you would like to buy based on what is listed on your WIC checks.\*

You will see the icons below throughout this foods card. They will be your guide in getting to know and identify your WIC foods.

\*Stores carry different products and may not always have the items you’re looking for.



## GET TO KNOW YOUR WIC FOODS

**LOOK FOR THIS “CAN BUY” LABEL**  
WHEN AN ITEM IS LISTED ON YOUR WIC CHECK, YOU CAN CHOOSE FROM WHAT IS UNDER THIS LABEL.



**THE “CANNOT BUY” SECTION**  
ITEMS IN THIS AREA ARE NOT ALLOWED FOR PURCHASE WITH YOUR WIC CHECKS.



**“ANY BRAND”**  
SOME WIC FOODS ARE AVAILABLE BY BRAND NAME ONLY. WHEN YOU SEE THIS FLAG, YOU CAN CHOOSE **ANY** BRAND WITHIN ITS CATEGORY.



**WIC TIPS**  
SEARCH FOR THIS STAR TO LEARN HELPFUL WIC SHOPPING TIPS.



# SHOPPING CHECKLIST

## 1 BEFORE YOU SHOP MAKE SURE YOU HAVE:

- Your **WIC ID Card**
- This **WIC Foods Card**
- Your **UNSIGNED WIC Checks with valid dates**

**TIP**

ONLY TAKE THE CHECKS  
THAT CAN BE USED  
DURING THIS VISIT

<b>STATE OF NEW YORK</b> DEPARTMENT OF HEALTH WIC PROGRAM	PARTICIPANT	48333843 - Std Child Package, Test	NOT GOOD BEFORE	NOT GOOD AFTER
	AGENCY	283 - Test Agency 283	06/06/2012	07/05/2012
FOR THESE ITEMS ONLY - REFER TO WIC ACCEPTABLE FOOD CARD:		PAY TO:	647215260 <sup>3</sup>	
1 Dozen Eggs 2 Gallons Whole Milk 1 64-Ounce Container or 16 oz Concentrate WIC Juice 1 16-Ounce WIC Bread			NOT TO EXCEED *25.82*	
KeyBank, Albany, NY      29-70-213      12158		CHECK NOT VALID UNLESS STAMPED ABOVE BY MY AUTHORIZED WIC VENDOR AND DEPOSITED BY 08/05/2012	PAY EXACTLY DOLLARS    CENTS	
THE BACK OF THIS CHECK CONTAINS A SECURITY MARK. DO NOT ACCEPT WITHOUT HOLDING AT AN ANGLE TO VERIFY SECURITY MARK. IMPROPER USE OF THIS CHECK IS SUBJECT TO STATE AND FEDERAL PROSECUTION.		X SIGNATURE OF PARTICIPANT AT REDEMPTION MUST MATCH SIGNATURE ON WIC ID CARD. NOT NEGOTIABLE UNLESS SIGNED.		

## 2 WHILE SHOPPING:

- Look carefully at what is listed on check
- Use this WIC Foods Card to help you select WIC approved foods listed on your check
- Your WIC check will tell you how many (**1 Dozen**) and the size (**64 Ounces**) of each product you can get

**MATCH ITEMS BY:**

- ✓ TYPE
- ✓ SIZE
- ✓ AND QUANTITY

LISTED ON YOUR CHECK

**TIP**



# WIC BUILDS HEALTHY FAMILIES

## 3 BEFORE CHECKOUT:

- Do you have **all the foods** listed on each check that you intend to use?
- Is the total cost of food purchased **less than or equal to** the “**Not to Exceed**” amount on the checks?

## 4 AT THE REGISTER:

- Do not use express, cash only, or self-checkout lanes
- Place your WIC items on the check-out counter grouped together by check
- Place the matching **UNSIGNED** WIC check on top of each group of these items
- Tell the cashier you will be using your WIC checks
- The cashier will write the total cost of your food in the **PAY EXACTLY** section of the check. The cashier will pass the check back to you to sign.

### TIP

**DO NOT SIGN** YOUR WIC CHECKS UNTIL **AFTER** THE CASHIER WRITES YOUR TOTAL ON THE CHECK.

# READY? SET? START SHOPPING!



# MILK & EGGS

GOOD SOURCE OF CALCIUM, PROTEIN, VITAMIN D, IRON



## CHECK YOUR MILK TYPE

Buy the milk TYPE printed on your WIC check.  
(For example: 1%, Whole Milk, Lactose Free)



## MILK



### EVAPORATED/ CANNED MILK

12 oz. cans ONLY



### DRY/POWDERED MILK

25.6 oz. ONLY



### FLUID PASTEURIZED MILK



### CANNOT BUY:

- Sweetened condensed milk
- Flavored, organic, buttermilk, or milk with added calcium



## EGGS

Medium or Large  
White or Brown Eggs



EXTRA LARGE  
JUMBO  
ORGANIC  
CAGE FREE  
OMEGA-3



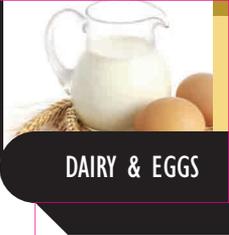
### CANNOT BUY:

- Jumbo eggs
- Extra large
- Specialty eggs  
(Including organic, reduced cholesterol, cage free/free range, omega-3)



# CHEESE

GOOD SOURCE OF PROTEIN AND CALCIUM 



DAIRY & EGGS



## FROM THE DAIRY SHELF

Blocks or slices marked with weight, type and cost. Reduced and Low-Fat varieties.

- Pasteurized process American
- Monterey Jack
- Mozzarella
- Cheddar
- Colby



## FROM THE DELI

Pasteurized Process American Cheese is the **ONLY** cheese allowed for purchase from the deli.



### CANNOT BUY:

SPREADS  
SHREDDED  
STICKS  
FLAVORED  
IMPORTED  
ORGANIC

- Cheese foods, products or spreads
- Shredded, grated, cubed, string, or stick cheese
- Flavored, blended, imported or organic cheese
- Individually wrapped slices



# TOFU

GOOD SOURCE OF SOY PROTEIN 



**CAN BUY**

14-16 OUNCE PACKAGES



### Nasoya Organic Tofu

- Soft
- Firm
- Lite Firm
- Lite Silken



### House Premium or Organic Tofu

- Soft
- Medium Firm
- Firm



### Soy Boy Organic Tofu

- Firm
- Extra Firm



### Nature's Promise Organic Tofu

Firm

**STORE BRAND TOFUS ALLOWED**

*Wegmans*

**WHOLE  
FOODS  
MARKET**

**Stop&Shop**

• Organic Firm ONLY

# SOY BEVERAGES

GOOD SOURCE OF SOY PROTEIN 

**CAN BUY**



### 8th Continent

Soy milk –  
Original 64 oz.  
refrigerated carton



### Pacific Natural Foods

Ultra Soy –  
Plain 32 oz.  
shelf-stable carton

# BEANS, PEAS, LENTILS

GOOD SOURCE OF PROTEIN, IRON AND FIBER 



14-16 OUNCES



TOFU/SOY/BEANS

## DRY

- ANY brand plain mature dry beans
- ANY variety
- Organic allowed



## CANNED

- ANY brand plain mature canned beans
- ANY variety
- Organic allowed



### CANNOT BUY:

BAKED  
ADDED PORK  
ADDED SUGAR  
ADDED FATS  
ADDED MEAT  
ADDED OILS

- Baked beans
- Pork and beans
- Canned beans containing added sugars, fats, meat, or oils

# WHOLE GRAIN – BREADS

GOOD SOURCE OF FIBER AND B VITAMINS



CAN BUY

16 OUNCE PACKAGES



**Arnold**  
Stone Ground  
100% Whole  
Wheat Bread



**Sara Lee**  
Classic 100%  
Whole Wheat



**Stroehmann**  
Small  
100% Whole  
Wheat



**Sunbeam**  
100% Whole  
Wheat Bread



**Wonder**  
Soft 100%  
Whole Wheat  
Bread



**Sterns**

- 100% Whole Wheat Bread
- 100% Whole Wheat Rolls
- Whole Grain Bread



**Pepperidge Farm**

- Stone Ground 100% Whole Wheat Bread
- Very Thin Sliced Soft 100% Whole Wheat Bread
- Whole Grain Seeded Rye Bread



**Mehadrin Bakery**

- 100% Whole Wheat Bread
- 100% Whole Wheat Mini Mix Rolls



**Alvarado Street Bakery**  
Essential Flax Seed Bread

# 1 POUND (1 LB.) IS THE SAME AS 16 OUNCES (16 OZ.)

Bread sizes are usually marked at the bottom front of bread package. WIC approves all 16 oz. breads on this page.



**Country Kitchen**  
Whole Grain Wheat  
Italian Bread



**Weight Watchers**  
Multi-Grain  
Bread



**Monks**  
100% Stone  
Ground Wheat  
Whole Grain Bread



**Rubschlager**

- 100% Rye Rye-Ola Sunflower
- 100% Whole Wheat
- Cocktail Rye



- Cocktail Whole Grain
- European Style Whole Grain



## STORE & OTHER BRAND BREADS ALLOWED



**Pathmark**  
100% Whole  
Wheat Bread



**ShopRite**  
Whole Wheat  
Bread



**Stop & Shop**  
100% Whole Wheat  
Bread (No Salt Added)

**Chaim's**

- Whole Wheat Bread
- Whole Wheat Mini Rolls

**NSA Bread**  
Whole Wheat  
Bread

**Windmill Farms**

- 100% Stone Ground Whole Wheat Bread – Hamotzie
- 100% Stone Ground Whole Wheat Bread – Mezonos
- Six Pack Whole Wheat Rolls

# WHOLE GRAIN – TORTILLAS

GOOD SOURCE OF FIBER AND B VITAMINS

CAN BUY

16 OUNCE PACKAGES



## Celia's

- Corn Tortillas
- Whole Wheat Flour Tortillas



## Chi-Chi's

- White Corn Tortillas
- Whole Wheat Tortillas



## Don Pancho

- White Corn Tortillas
- Whole Wheat Tortillas



## La Banderita

- Corn Tortillas
- Whole Wheat Tortillas



## La Burrita

Corn Tortillas



## MexAmerica

100% Whole Wheat Tortillas with a Touch of Honey



## Ortega

10 Whole Wheat Tortillas



## Tia Rosa

10 Whole Wheat Tortillas



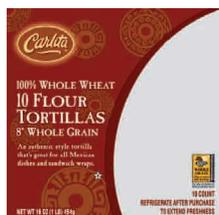
## Mission

- Whole Wheat Tortillas
- Yellow Corn Tortillas – Extra Thin

## WHAT IF YOU DON'T WANT SOME ITEMS ON YOUR WIC CHECK?



**Only the WIC office can tailor your WIC checks.** Talk to your nutritionist about your preferences and shopping patterns. Stores cannot switch items on the checks for something else.



**Carlita**  
8 Whole Wheat  
Tortillas

### STORE BRAND TORTILLAS ALLOWED



Hannaford



Wegmans

- Whole Wheat Tortillas



BREAD &  
TORTILLAS



**Shur-fine**  
Whole Wheat 8  
Fajita Style Tortillas

## BROWN RICE

GOOD SOURCE OF FIBER AND B VITAMINS



14-16 OZ. OR 28-32 OZ. PACKAGES



"ANY BRAND" PLAIN brown rice in boxes or bags;  
may be instant, quick, or regular cooking

# VEGETABLES & FRUITS

GOOD SOURCES OF VITAMINS



CAN BUY

ANY  
BRAND

FRESH, FROZEN OR CANNED



## FRESH VEGETABLES & FRUITS

- **ANY variety** of FRESH vegetables and fruits
- Sweet potatoes and yams
- Bagged salad mixtures, bagged vegetables
- Organic vegetables and fruits are allowed



### CANNOT BUY:

WHITE POTATOES  
SALAD BAR  
TRAYS/BASKETS  
DRIED

- Any type of potatoes except for sweet potatoes and yams
- Items from the salad bar
- Party trays, fruit baskets, and decorative vegetables and fruits
- Dried vegetables and fruits
- Nuts, including peanuts and fruit/nut mixtures
- Herbs, spices, and salad dressings

TIP

### PAY THE DIFFERENCE ON V&Fs

**DID YOU KNOW?** If your vegetables & fruits check purchase adds up to **MORE** than the check's value, you may pay the difference between the purchase price and the check value.





**TIP**

## HOW TO GET MORE FOOD?...

WEIGH THEM! If you choose FRESH vegetables or fruits priced by the pound, do the following to get the most food:



- 1 PLACE** the item on the scale.
- 2 ROUND** the weight up to the nearest pound or half pound.
- 3 ESTIMATE** the cost of the item based on the chart below.

### CHART FOR FRESH PRODUCE (SEE BACK COVER FOR FULL CHART)

Price per Pound (lb.)	1 lb.	1½ lbs.	2 lbs.	2½ lbs.	3 lbs.	3½ lbs.	4 lbs.
0.49	0.49	0.74	0.98	1.23	1.47	1.72	1.96
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
1.79	1.79	2.69	3.58	4.48	5.37	6.27	7.16
1.89	1.89	2.84	3.78	4.73	5.67	6.62	7.56
1.99	1.99	2.99	3.98	4.98	5.97	6.97	7.96
2.09	2.09	3.14	4.18	5.23	6.27	7.32	8.36
2.19	2.19	3.29	4.38	5.48	6.57	7.67	8.76
2.29	2.29	3.44	4.58	5.73	6.87	8.02	9.16
2.39	2.39	3.59	4.78	5.98	7.17	8.37	9.56
2.49	2.49	3.74	4.98	6.23	7.47	8.72	9.96



VEGETABLES & FRUITS

### EXAMPLE

USING THE SCALE: 4 pears weighed 1.6 lbs.

**ROUND** up to **2 lbs.** **ESTIMATE.** Find 2 lbs. on top row.

On the left green column, trace down to the **price per lb.** of the pears (in this example **\$1.59/lb.**)

THE ESTIMATED TOTAL FOR THIS ITEM IS: **\$3.18.**



# VEGETABLES & FRUITS

GOOD SOURCES OF VITAMINS 

CAN BUY

ANY  
BRAND



## FROZEN VEGETABLES

- ANY BRAND
- ANY PLAIN vegetable
- ANY PLAIN vegetable mixtures **without potatoes**
- ANY packaging type
- Regular, low-sodium



WHITE POTATOES  
WITH SAUCES  
WITH SEASONINGS  
SINGLE-SERVE

### CANNOT BUY:

- CONTAINERS THAT SAY:
  - Cheese sauce;
  - Any other type of sauce;
  - Seasoned, flavored, breaded
- White potatoes
- French fries, hash browns, tater tots, other shaped potatoes
- Vegetables with sauces
- Vegetables mixed with pasta, rice, **or any other ingredient**
- Single-serve packages

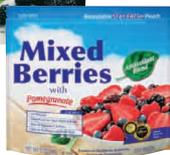
CAN BUY

ANY BRAND

# FROZEN FRUITS



- ANY BRAND
- ANY PLAIN fruit, PLAIN fruit mixtures
- ANY SIZE
- ANY bag or box packaging



ADDED SUGAR

## CANNOT BUY:

- Ingredients **other** than fruit including **added sugar**
- Products packaged in tubs

TIP

## MIX & MATCH FRESH, FROZEN, CANNED



+



1.5 lbs.  
at \$1.99/lb.  
\$2.98

Quantity (1)  
3 lb. Bag  
\$2.98



+



+



2 Pints at  
\$1.99 Each  
\$3.98

2 Bags at  
\$1.49 Each  
\$2.98

2 Cans at  
\$1.50 Each  
\$3.00

\$5.96

\$9.96

# VEGETABLES & FRUITS

GOOD SOURCES OF VITAMINS 

CAN BUY

ANY  
BRAND



## CANNED VEGETABLES

- **ANY BRAND**
- **ANY PLAIN** vegetable
- **ANY PLAIN** vegetable mixtures **without potatoes**
- **ANY CONTAINER TYPE** and **SIZE**
- Regular, low-sodium



### CANNOT BUY:

CANNED POTATOES  
PICKLED  
SOUPS  
FATS/OILS

- Canned potatoes
- Pickled or creamed vegetables
- Baked beans, pork and beans
- Soups, ketchup, relishes, olives
- Added fats, oils, condiments



## CANNED TOMATO PRODUCTS

CAN BUY

ANY  
BRAND

- **ANY BRAND**
- **ANY SIZE**
- METAL CANS ONLY
- Pastes, purees, whole, crushed tomatoes



### CANNOT BUY:

- Tomato soups, salsa, and sauces (pizza, spaghetti, or tomato)
- Stewed and diced tomatoes
- Added sugars, seasonings, fats, oils

**TIP**

**CHOOSE CONTAINERS THAT SAY:**

**CAN BUY**

**ANY BRAND**



**No Sugar Added**



**100% PURE FRUIT & JUICE**  
IN PEAR JUICE FROM CONCENTRATE

**“In Its Own Juice”**

**“In Pear Juice from Concentrate”**

**“In Unsweetened Pineapple Juice”**

**“Naturally Sweet”**

**“100% Pure Fruit and Juice”**

**“100% Natural”**

**“No Sugar Added”**

**“Unsweetened”**



## CANNED FRUITS

- **ANY BRAND** packed in water or juice
- **ANY PLAIN** fruit, plain fruit mixtures (except fruit cocktails)
- **ANY CONTAINER TYPE** (metal, plastic, glass)
- **ANY SIZE** (except single-serving packages)
- Applesauce
  - “No sugar added”
  - “Unsweetened” **ONLY**
- Products with artificial sweeteners



**SYRUP**  
**SUGAR/SALT**  
**FATS/OILS**

### **CANNOT BUY:**

- Fruit cocktails, cranberry sauce, pie filling
- In syrup (heavy, light, “naturally light,” etc.)
- Added sugar, salt, fat, oils

# 100% JUICE

GOOD SOURCE OF VITAMIN C

**CAN BUY**

64 OZ., 48 OZ. SHELF / 11.5-16 OZ. CONCENTRATES

## Nutrition Facts

Serving Size 8 fl oz (240ml)		Servings Per Container 1	
Amount Per Serving		Calories from Fat 0	
Calories 110			% Daily Value
Total Fat 0g		Calcium	2%
Sodium 0mg		Riboflavin	4%
Potassium 450mg		Vitamin B6	6%
		Magnesium	6%
Vitamin C	120%	a 2,000 calorie per or lower squeezed orange	

**Vitamin C 120%**

**Ingredients: 100% pure juice**



## CANNOT BUY:

Products that are NOT 100% juice

“-ADES”  
HI-C  
TWISTERS  
COOLERS

## EXAMPLES:

Juice drinks, “-ades” (lemonade, Kool-Aid, Gatorade, etc.), nectars, juice beverages, Hi-C, cocktails, twisters, or coolers

## STORE & OTHER 64 OZ. BRAND JUICES ALLOWED



### Hannaford

- Purple or White Grape Juice
- Apple Grape
- Berry Blend
- Cranberry Grape
- Cranberry Raspberry



### Price Chopper

- Apple Juice
- Apple Juice Plus Calcium
- Totally Juice Berry Flavor
- Totally Juice Grape Flavor



### Wegmans

- Purple ONLY Grape Juice
- Apple Juice
- Apple Grape
- Berry
- White Grape Cranberry
- White Grape Peach



### Stop & Shop

- Purple Grape Juice
- White Grape Juice
- Apple Juice (Regular, with calcium, not from concentrate)



### PriceRite

- Purple ONLY Grape Juice



### Red & White

- Apple Juice
- Purple Grape



IGA



Hy-Top



Flavorite



Food Club

- Apple Juice

# 64 OZ. PLASTIC BOTTLE VARIETIES



**Welch's Grape Juice**  
Purple or White Grape Juice



**Parade**  
• Apple Juice  
• Grape Juice



**Bay Mist**  
Purple Grape Juice



**Old Orchard**  
• Apple  
• Purple or White Grape  
• Apple Cranberry  
• Berry Blend Cranberry



**Richfood**  
Purple or White Grape Juice



**Juicy Juice**  
Any Flavor



**Krasdale**  
Purple ONLY Grape Juice



**Lucky Leaf**  
Apple Juice



**Tipton Grove**  
Apple Juice



**Musselman's**  
Apple Juice



JUICES

# 64 OZ. PLASTIC BOTTLE CITRUS



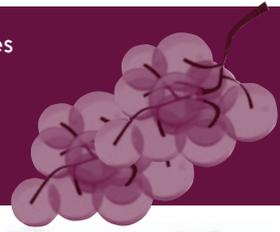
**ANY BRAND OF:**

- 100% Orange Juice
- 100% Grapefruit Juice
- 100% Pineapple Juice

48 OZ.  
CAN BUY

# PLASTIC BOTTLE VARIETIES

Grapefruit, orange, and pineapple juices are allowed with or without added calcium; any pulp content. Combinations of these juices are allowed.



Shur-fine



Seneca



Lucky Leaf



Musselman's



Haddar



Gefen

• Apple



Apple & Eve

- Apple
- Cranberry Apple
- Cranberry Raspberry
- Naturally Cranberry



Northland

- Cranberry
- Cranberry Grape
- Cranberry Raspberry



Juicy Juice

- Orange Tangerine
- Purple Grape Juice
- Apple

## STORE & OTHER 48 OZ. BRAND JUICES ALLOWED



**Hannaford**  
Purple or  
White Grape



**Red & White**  
• Apple  
• Purple or  
White Grape



**Key Food**  
Purple or  
White Grape



**ShopRite**  
Purple or  
White Grape

CAN BUY

# CONCENTRATES SHELF-STABLE 11.5 OZ.



**Juicy Juice**  
"Any Flavor"



**Welch's**  
"Any Flavor"



## FROZEN 11.5-12 OZ.



**Old Orchard**

- Apple
- Purple or White Grape
- Apple Cherry
- Apple Cranberry
- Apple Raspberry
- Cranberry
- Cranberry Raspberry



**Welch's**

- Purple or White Grape
- White Grape Cranberry
- White Grape Peach
- White Grape Pear
- White Grape Raspberry



**Seneca**

- Purple Grape
- Apple



**Hannaford**

- Purple Grape
- Apple



**Sunrise Valley**  
Apple



**Walmart Brand  
Great Value**

- Purple Grape
- Apple



## APPLE ONLY FROZEN CONCENTRATES



- Apple



**ShopRite**

- Purple Grape
- Apple

## FROZEN 16 OZ.

### ANY BRAND OF:

- 100% Orange Juice
- 100% Grapefruit Juice
- 100% Pineapple Juice



# CEREALS

GOOD SOURCE OF IRON, B VITAMINS, AND OTHER NUTRIENTS 

**CAN BUY**

'WHOLE GRAIN' UNLESS MARKED WITH AN \*



## NATIONAL BRAND COLD CEREALS



**Post Honey Bunches of Oats**  
With Vanilla Bunches



**Post Grape-Nuts**

- Regular Only
- Grape-Nuts Flakes



**General Mills Chex\***

- Corn Chex
- Rice Chex



**General Mills Cheerios**  
Regular Only



**Kellogg's Corn Flakes**  
Regular Only



**Kellogg's Mini Wheats (Bite Size)**

- Frosted
- Unfrosted



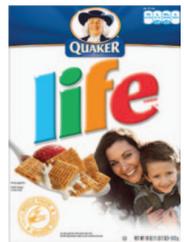
**Malt-O-Meal Frosted Mini Spooners**



**General Mills Kix\***  
Regular Only



**Quaker Oatmeal Squares**  
A Hint of Brown Sugar



**Quaker Life**  
Regular Only

## FIND YOUR SUPERMARKET!

**TIP**

**MORE CEREALS**



**Pathmark**



**Pathmark**

**Hannaford**

**Best Yet**

- Corn Flakes
- Toasted Oats
- Frosted Shredded Wheat (Bite Size)
- Crispy Rice

**PRICE RITE**

**PriceRite**

- Corn Flakes
- Toasted Oats
- Frosted Shredded Wheat
- Frosted Shredded Wheat (Bite Size)
- Crisp Rice

**Krasdale**



**Parade**

**Red & White  
SUPERMARKET**

**Krasdale**

**Hy-Top**

**Parade**

**Red & White**



**Wegmans**



**White Rose**

**Kemach**

**Wegmans**

**Taanug**

- Corn Flakes
- Toasted Oats

**Richfood**

**Richfood**

- Corn Flakes
- Toasted Oats
- Frosted Shredded Wheat (Bite Size)



**CEREALS**

The Many  
Ways to  
Buy  
**36**  
Ounces of  
Cereal

**TIP**

**MIX & MATCH**

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

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

$$18 \text{ oz.} + 18 \text{ oz.} = 36 \text{ oz.}$$

$$20.4 \text{ oz.} + 15.6 \text{ oz.} = 36 \text{ oz.}$$

## MORE COLD CEREALS ALLOWED



**Stop & Shop**

- Corn Flakes
- Oates & O's
- Frosted Shredded Wheat
- Frosted Shredded Wheat (Bite Size)
- Crispy Rice



**Shurfine**



**Tops**



**IGA**

- Corn Flakes
- Toasted Oats
- Tosteos
- Frosted Shredded Wheat (Bite Size)



**Food Town**

- Corn Flakes
- Tosteos
- Frosted Shredded Wheat
- Crispy Rice



**America's Choice**

- Corn Flakes
- Frosted Shredded



**Walmart Brand Great Value**

- Corn Flakes
- Frosted Shredded



**Food Club**

- Corn Flakes
- Toasted Oats
- Frosted Shredded Wheat (Bite Size)
- Crisp Rice



**Price Chopper**

- Corn Flakes
- Toasted Oats
- Frosted Shredded Wheat

**Rollin Oats**

- Toasted Oats
- Frosted Shredded Wheat (Bite Size)

**Nature's Crunch**

- Frosted Shredded Wheat (Bite Size)



**Ralston**

- Corn Flakes
- Tosteos
- Frosted Shredded Wheat
- Crispy Rice



**ShopRite**

- Corn Flakes
- Toasted Oats
- Frosted Shredded Wheat
- Frosted Shredded Wheat (Bite Size)
- Scrunchy Crispy Rice



**Flavorite**

- Corn Flakes
- Frosted Shredded Wheat (Bite Size)



**Valu Time**

- Frosted Shredded Wheat



**Weis**

- Corn Flakes
- Crispy Rice



**Western Beef**

- Corn Flakes



# HOT CEREALS 12 oz. PACKETS OR LARGER

## GRITS INDIVIDUAL SERVING PACKETS ONLY

**CAN BUY**



**Quaker**  
Instant Grits

- Original
- Butter



**Flavorite**  
Instant Grits

- Original
- Butter



**Walmart Brand**  
**Great Value**  
Instant Enriched Grits

- Original
- Butter



# HOT WHEAT CEREAL BULK PACKAGING ONLY



**B&G Foods**  
Cream of Wheat

- Cream of Wheat Whole Grain (2 1/2 Minute)
- Cream of Wheat (1, 2 1/2, 10 Minute)\*



**Malt-O-Meal**

- Original Hot Wheat Cereal\*



**U.S. Mills**

- Farina Creamy Hot Wheat Cereal (Original)\*



# OATMEAL BULK PACKAGING ONLY



**Homestat Farm**  
**Maypo**

- Vermont Style
- Instant Oatmeal – Maple Flavor

# INFANT FOODS

GOOD SOURCE OF IRON, ZINC, AND VITAMINS 



## BREAST IS BEST!

Breastfeeding is important. At WIC, you will get a food package of greater value to support your milk supply and keep you strong while you care for your growing baby.



CAN BUY

## INFANT FORMULA

Your WIC check lists the brand, size, and form (powder, concentrate, or ready use) that you must buy.



CAN BUY

## INFANT CEREAL 8 & 16 OZ. CONTAINERS



Gerber.

**Gerber Cereal for Baby** is the ONLY brand of cereal allowed for infants up to 12 months old.



### Gerber

- Barley
- Oatmeal
- Rice
- Whole Wheat
- Mixed



ORGANIC

### CANNOT BUY:

Organic, extra ingredients such as DHA, fruit, formula, or added protein

# BABY FOODS

## MEATS 2.5 OZ. CONTAINERS

CAN BUY

**Beech-Nut**



### STAGE 1: Beech-Nut

- Beef & Beef Broth
- Chicken & Chicken Broth
- Turkey & Turkey Broth



**Gerber**



### 2ND FOODS: Gerber

- Beef & Beef Gravy
- Chicken & Chicken Gravy
- Ham & Ham Gravy
- Turkey & Turkey Gravy

# VEGETABLES & FRUITS 4 OZ. CONTAINERS



### STAGE 2: Beech-Nut: Vegetables "Single Vegetable" Varieties Only

- Butternut Squash
- Tender Golden Sweet Potatoes
- Tender Sweet Carrots
- Tender Sweet Peas
- Tender Young Green Beans



### STAGE 2: Beech-Nut: Fruit "Single Fruit" Varieties Only

- Applesauce
- Chiquita Bananas
- Peaches
- Pears



### 2ND FOODS: Gerber: Vegetables "Single Vegetable" Varieties Only

- Carrots
- Green Beans
- Peas
- Squash
- Sweet Potatoes



### 2ND FOODS: Gerber: Fruit "Single Fruit" Varieties Only

- Applesauce
- Bananas
- Pears



**CANNOT BUY:** Any other brand or variety of baby food vegetables and fruits (including organic, with DHA); NO guava, mango, papaya



INFANT FOODS



# PEANUT BUTTER/CANNED FISH

GOOD SOURCE OF PROTEIN AND IRON



## PEANUT BUTTER

ANY BRAND 18 oz. jar; crunchy, smooth, low-fat



### CANNOT BUY:

- Peanut spread
- Freshly ground
- Whipped
- Mixed with jelly, marshmallow, chocolate, or honey
- Added vitamins and minerals

SPREADS  
FRESH GROUND  
WHIPPED  
FLAVORED  
ADDED VITAMINS



## CANNED FISH

Canned fish may be packed in water or oil and may contain bones and skin.



**Light Tuna**  
5 and 6 oz. cans



**Pink Salmon**  
5, 6, 7.5 oz. cans



**Sardines**  
3.75 oz. cans



### CANNOT BUY:

- Albacore tuna, blueback salmon, red salmon
- Flavored
- With added ingredients
- Pouches
- Individual serving containers

ALBACORE  
BLUEBACK, RED SALMON  
FLAVORED  
POUCHES  
INDIVIDUAL CONTAINERS

# SHOPPING Q&A

**Q.** What if I do not want all of the foods on a check?

**A.** If you do not expect to use all of the foods, please ask a WIC nutritionist to change your food package.

**Q.** Can I use coupons with WIC checks at the grocery store or pharmacy?

**A.** Yes! You may also use the store's savings card with your WIC transactions. It may allow you to select national brands and stay within the "Not to Exceed" amount on your check.

**Q.** If the store is out of an item, can I get a rain check?

**A.** No! Stores may not give you a rain check for WIC foods. If a store doesn't have all the WIC foods listed on your check, ask the store manager if the foods are in stock. You may have to go to another store if all foods are not available.

**Q.** If my checks expire can they be replaced?

**A.** No! Make sure you use your WIC checks within the valid dates allowed. After they expire, they cannot be reissued.



**Q  
&  
A**

**PEANUT BUTTER  
& CANNED FISH**

## CHART FOR ESTIMATING PRICE OF FRESH PRODUCE\*

Price per Pound (lb.)	1 lb.	1½ lbs.	2 lbs.	2½ lbs.	3 lbs.	3½ lbs.	4 lbs.
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
1.79	1.79	2.69	3.58	4.48	5.37	6.27	7.16
1.89	1.89	2.84	3.78	4.73	5.67	6.62	7.56
1.99	1.99	2.99	3.98	4.98	5.97	6.97	7.96
2.09	2.09	3.14	4.18	5.23	6.27	7.32	8.36
2.19	2.19	3.29	4.38	5.48	6.57	7.67	8.76
2.29	2.29	3.44	4.58	5.73	6.87	8.02	9.16
2.39	2.39	3.59	4.78	5.98	7.17	8.37	9.56
2.49	2.49	3.74	4.98	6.23	7.47	8.72	9.96

\*See page 15 for instructions on how to use this chart to help you buy the most with your vegetable and fruit checks.

