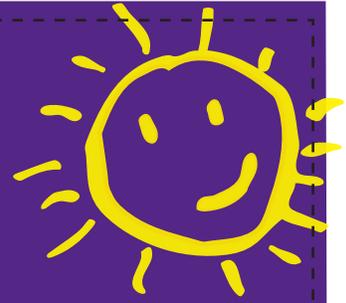


MASSACHUSETTS  
WIC APPROVED  
FOOD GUIDE



1-800-552-9425  
[www.mass.gov/wic](http://www.mass.gov/wic)

## Retail Stores

OFFERING FAMILIES  
GOOD FOOD & A  
WHOLE LOT MORE



# WELCOME TO WIC!

**The Massachusetts  
Women, Infants, and Children  
(WIC) Nutrition Program  
is pleased to announce that  
we have enhanced our food  
package. The new foods are  
lower in fat, higher in fiber,  
and more culturally appropriate.  
The goal is to help families  
meet the Dietary Guidelines  
for all Americans.**

**Start off right.  
Start with WIC.**



**GOOD FOOD *and*  
A WHOLE LOT MORE!**

## MILK

### Type and size specified on check

**Fluid milk:** Least expensive brand, Fat Free, 1% Lowfat  
NO flavored milk or buttermilk

**Only when specified on check:**

**Fluid milk:** Least expensive brand, 2% Reduced Fat, Whole milk

**Evaporated or dry milk:** Any brand, Whole, Lowfat or Fat Free

**Long-Life milk:** Any brand, Whole, Lowfat, or Fat Free

**Lactose free milk:** Any brand (Example: Lactaid)



## CHEESE

### One package only, up to 16 ounces

Any brand, American, Colby, Cheddar, Monterey Jack, Mozzarella or Muenster

NO deli cheese

NO sliced cheese (except American)

NO string, shredded or imported cheese, cheese food/product/spread, individually wrapped slices, snack packs, or flavored cheese.



## EGGS

Least expensive brand: Grade A Large brown or white



**NO Organic Milk, Cheese, or Eggs allowed.**

## PEANUT BUTTER

**16 to 18 ounce jars**

Any brand, Creamy or Chunky  
NO flavored, reduced fat, or peanut butter spreads



## DRIED BEANS/PEAS

**1 pound bag**

Any brand or type



## CANNED BEANS

**15.5 ounce or 16 ounce cans**

Plain, mature beans, peas or lentils  
Goya or Store Brand  
NO green beans, wax beans, or green peas



**NO Organic Peanut Butter or Beans allowed.**

APPROVED MILK / CHEESE / EGGS / PEANUT BUTTER / BEANS

## JUICES

100% fruit juice only  
Type and size specified on check

### FROZEN

#### 11.5 or 12 ounce cans

**Apple:** Big Y, Flavorite, Hannaford, IGA, Market Basket, Parade, Red & White, Richfood, Shaws, Shurfine, Seneca (red cans, Granny Smith, Country Style), Stop & Shop, White Rose

**Grapefruit:** Any brand

**Grape:** Big Y, Hannaford, Seneca, Shaws, Stop & Shop, Shurfine, Welch's (yellow pull-strip can only)

**Mixed blend:** Dole 100% juice - Pineapple Orange Banana, Pineapple Orange Strawberry, Orange Peach, Mango, Orange Strawberry Banana

**Orange:** Any brand

**Pineapple:** Dole, Market Basket, Stop & Shop

**Pineapple/Orange:** Any brand

**White Grape/White Grape blends:** Welch's (yellow pull-strip can only)



## JUICES

100% fruit juice only

### BOTTLE

64 ounce plastic bottles

### NAME BRANDS

Juicy Juice - any flavor

Langers – Apple, Berry, Grape, Punch, Pineapple, Red Grape, Vegetable, White Grape

Welch's – Purple Grape, Red Grape, White Grape

### STORE BRANDS

Approved flavors must state:

“100% juice” AND “120% Vitamin C” on the label.

Best Yet, Big Y, Hannaford, IGA, Price Chopper, Market Basket, Stop & Shop, Shaws, Shurfine, White Rose

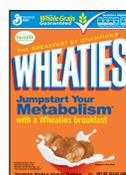
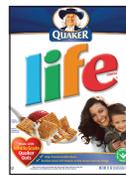


APPROVED JUICES (FROZEN AND BOTTLE)

## CEREALS

12 ounce boxes or larger. NO single serving packets.  
Please see next page for all approved brands.





You can buy 2 or 3 boxes of cereal – 12 ounces or larger that add up to 36 ounces total.

$$\begin{array}{|c|} \hline \text{Cereal} \\ \hline 18 \text{ oz.} \\ \hline \end{array} + \begin{array}{|c|} \hline \text{Cereal} \\ \hline 18 \text{ oz.} \\ \hline \end{array} = 36 \text{ oz.}$$

$$\begin{array}{|c|} \hline \text{Cereal} \\ \hline 20 \text{ oz.} \\ \hline \end{array} + \begin{array}{|c|} \hline \text{Cereal} \\ \hline 16 \text{ oz.} \\ \hline \end{array} = 36 \text{ oz.}$$

For example:

$$\begin{array}{|c|} \hline \text{Cereal} \\ \hline 12 \text{ oz.} \\ \hline \end{array} + \begin{array}{|c|} \hline \text{Cereal} \\ \hline 12 \text{ oz.} \\ \hline \end{array} + \begin{array}{|c|} \hline \text{Cereal} \\ \hline 12 \text{ oz.} \\ \hline \end{array} = 36 \text{ oz.}$$

APPROVED CEREALS

## **CEREALS**

**12 ounce boxes or larger, NO single serving packets.  
These brands only:**

### **NATIONAL BRAND CEREALS:**

**Cheerios: (plain, Multi Grain)**

**Chex: (General Mills – Corn, Wheat, Rice, Multi-Bran)**

**Cream of Wheat: (1 minute, 2 ½ minute, 10 minute)**

**Cream of Wheat Whole Grain: (2 ½ minute)**

**Farina**

**Grape Nuts**

**Grape Nut Flakes**

**Kellogg's Complete All-Bran Wheat Flakes**

**Kellogg's Corn Flakes (plain only)**

**Kellogg's Crispix**

**Kellogg's Rice Krispies**

**Kellogg's Mini Wheats Frosted, bite size**

**Kellogg's Mini Wheats Frosted, original**

**Kellogg's Special K**

**Kix**

**Maltex**

**Maypo (Maple, Instant, Vermont Style)**

**Post Banana Nut Crunch**

**Post Bran Flakes**

**Post Honey Bunches of Oats (Honey Roasted)**

**Post Honey Bunches of Oats (Almond)**

**Post Honey Bunches of Oats – Vanilla Bunches**

**Quaker Instant Grits (original flavor)**

**Quaker Life (plain)**

**Quaker Oatmeal Squares (Hint of Brown Sugar)**

**Total**

**Wheaties (plain)**

All cereal listed in purple are whole grain.

## CEREALS

**12 ounce boxes or larger, NO single serving packets. These brands only:**

### STORE BRAND CEREALS:

**Bran Flakes:** Big Y, Great Value, Hannaford, IGA, Market Basket, Ralston, Red & White, Richfood, Shaws, Shurfine, Stop & Shop

**Corn Flakes:** Best Yet, Big Y, Flavorite, Great Value, Hannaford, IGA, Market Basket, Price Chopper, Ralston, Red & White, Richfood, Shaws, Shurfine, Stop & Shop, White Rose

**Crisp Rice:** Best Yet, Big Y, Market Basket, Great Value, Hannaford, IGA, Ralston, Red & White, Richfood, Shaws, Shurfine, Stop & Shop, White Rose

**Frosted Shredded Wheat:** Best Yet, Hannaford, Market Basket, Ralston, Richfood, Shaws, Shurfine, Stop & Shop

**Nutty Nuggets:** Great Value, Hannaford, IGA, Market Basket, Price Chopper, Red & White, Richfood, Shaws, Shurfine, Stop & Shop

**Oats & More with Almonds:** Hannaford, IGA, Market Basket, Richfood, Shaws, Shurfine, Stop & Shop

**Oats & More with Honey:** Great Value, Hannaford, IGA, Market Basket, Richfood, Shaws, Shurfine, Stop & Shop

**Square-Shaped Corn Cereal/Rice Cereal:** Big Y, Great Value, Hannaford, IGA, Market Basket, Price Chopper, Richfood, Shaws, Shurfine, Stop & Shop

**Square-Shaped Wheat Biscuits:** Hannaford, Great Value, Shurfine

**Tasteeo's/Toasted Oats:** Best Yet, Big Y, Flavorite, Great Value, Hannaford, IGA, Market Basket, Price Chopper, Ralston, Red & White, Richfood, Shaws, Shurfine, Stop & Shop, White Rose

**Whole Grain 100:** Hannaford, Market Basket, Price Chopper, Stop & Shop

All cereal listed in purple are whole grain.

APPROVED CEREALS (complete list)

## FRUITS & VEGETABLES

### FRESH FRUITS & VEGETABLES

- Any variety of fresh vegetables and fruits
- Bagged salad mixtures, bagged vegetables
- Whole or cut

**NO:** White potatoes\*, items from the salad bar, party trays, fruit baskets, dried fruit, decorative vegetables and fruits (chilies, garlic on a string, etc), painted pumpkins, nuts, including peanuts, fruit/nut mixtures, herbs, spices, salad dressing, croutons

### FROZEN VEGETABLES

- Any brand and size
- Any plain vegetable, plain vegetable mixtures (without white potatoes\*)
- Beans of any kind
- Any package type (bag, box)
- With or without salt

**NO:** White potatoes\*, french fries, hash browns, tater tots, other shaped potatoes, vegetables with sauces (cheese sauce, teriyaki sauce, buttered, seasoned, breaded, etc), vegetables mixed with pasta, rice, or any other ingredient, added fat, oil, sugar

### FROZEN FRUITS

- Any brand with no added sugar
- Any plain fruit, plain fruit mixtures

**NO:** Fruits with added sugar, ingredients other than fruit, artificial sweeteners

### CANNED VEGETABLES

- Any brand and size
- Any plain vegetable, plain vegetable mixtures (without white potatoes\*)
- Any container type (metal, plastic, glass)
- Regular, low sodium

**NO:** White potatoes\*, pickled (sauerkraut), creamed vegetables (including corn), or sauced vegetables, baked beans, pork & beans, and canned or dried beans/peas purchased with regular WIC check, soups, ketchup, relishes, olives, vegetables with added sugar, fats, oils

**\*White potatoes are any potatoes other than sweet potatoes and orange yams.**

## CANNED TOMATO PRODUCTS

- Any brand and size
  - Metal cans only
- Pastes, purees, whole, crushed tomatoes

**NO:** Soups, salsa, sauces (pizza, spaghetti, or tomato), ketchup, stewed and diced tomatoes, added sugars, seasonings, fats, oils

## CANNED FRUITS

- Any brand and size packed in water or juice
- Any plain fruit, plain fruit mixtures (except fruit cocktails)
  - Any container type (metal, plastic, glass)
- Applesauce – ‘No sugar added’ or ‘unsweetened’ varieties only
  - 100% canned pumpkin

**NO:** Fruit cocktails, cranberry sauce, pie fillings, any syrup (heavy, light, ‘naturally light’, extra light, etc.), added sugar (‘lightly sweetened in fruit juice’, etc.), nectar, added salt, fat, oils, products with artificial sweeteners

## HOW TO PROCESS A FRUIT AND VEGETABLE CHECK

The Fruit and Vegetable check is processed like a regular WIC check except:

- The Fruit and Vegetable Check will have a maximum dollar amount written on it.
  - WIC participants can use these checks to buy an assortment of fresh, frozen or canned fruits and vegetables.
    - If the purchase price of the items is more than the maximum dollar amount, the WIC participant can pay the difference, or put an item back.
    - If the purchase price of the item is less than maximum dollar amount, no change can be given to the WIC participant.

## WHOLE GRAIN OPTIONS

### WHOLE GRAIN BREAD

#### 16 ounce package

**Arnold:** Stone Ground 100% Whole Wheat Bread, Select Wheat Sandwich Rolls

**Gold Medal:** 100% Wheat with Flax Bread

**Country Kitchen:** 100% Whole Wheat, Wheat Italian

**Pepperidge Farm:** Stone Ground 100% Whole Wheat Bread, Very Thin Slice  
Soft 100% Whole Wheat Bread, Whole Grain Rye Seeded Bread

**Sunbeam:** 100% Whole Wheat Bread

**Wonder:** 100% Soft Whole Wheat Bread

**Store Brands:** Big Y, Hannaford (No Salt Added), Market Basket Wheat with  
Flax Bread, Shaws (No Salt Added), Shaws Wheat with Flax Bread,  
Stop & Shop Wheat with Flax Bread, Stop & Shop 100% Whole Wheat  
Bread (No Salt Added)



### TORTILLAS

#### 16 ounce package

Soft Corn Tortillas or Whole Wheat Tortillas

Big Y, Chi-Chi's, Don Pancho, Hannaford, Market Basket, Mission  
(Wraps not allowed)



### BROWN RICE

#### 14 - 16 ounce package

Any brand, Regular, Quick, or Instant



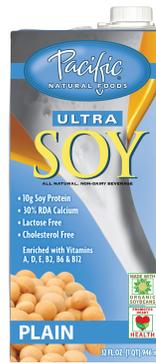
SOY OPTIONS  
**SOY MILK**

**quart, shelf stable**

Pacific Natural Foods Ultra Soy  
(Plain only)

**half gallon, refrigerated**

8th Continent Original Soymilk  
(Plain only)



**TOFU**

**14 - 16 ounce package**

Nasoya: Cubed Super Firm Tofu, Firm Tofu, Lite Firm Tofu,  
Lite Silken Tofu, Soft Tofu (Organic tofu allowed)



## BABY FOOD – FRUITS AND VEGETABLES

### 4 ounce jars

NO DHA Plus™ allowed.

#### Beech-Nut

**Stage 2 Fruits:** 'Single Fruit' varieties only: Applesauce, Chiquita Bananas, Pears

**Stage 2 Vegetables:** 'Single Vegetable' varieties only: Butternut Squash, Tender Sweet Carrots, Tender Golden Sweet Potatoes, Tender Young Green Beans, Tender Sweet Peas



## BABY FOOD – MEATS

### 2.5 ounce jars

NO DHA Plus™ allowed.

#### Beech-Nut

**Stage 1:** Beef and Beef Broth, Chicken and Chicken Broth, Turkey and Turkey Broth



## INFANT CEREAL

### 8 ounce boxes

**Beech-Nut Cereal:** Rice, Oatmeal, Barley or Multigrain – plain cereal without fruit or formula



## INFANT FORMULA

Brand, size, and type listed on check



**For Breastfeeding Women Only:**

**TUNA FISH**

**5 ounce can**

Any brand, Chunk Light packed in water

**PINK SALMON**

**5 or 6 ounce cans**

Any brand, Pink Salmon packed in water or oil, skin and bones allowed

**SARDINES**

**3.75 ounce can**

Any brand, packed in water or oil, skin and bones allowed, flavorings allowed

**BREAD**

**24 ounce breads**

**Arnold:** Whole Grain Classic 100% Whole Wheat Bread

**Pepperidge Farm:** Whole Grain 100% Whole Wheat Bread

**Wonder:** 100% Stoneground Whole Wheat Bread

Items will be specified on WIC check.

**BABY FOODS AND BREASTFEEDING WOMEN ONLY**

## HOW TO PERFORM A WIC TRANSACTION

### FOLLOW THESE STEPS:

1. Separate WIC items from other food items
2. Make sure the customer has their WIC Gold Card and a valid WIC check
3. Only accept WIC checks presented within the dates on the WIC check
4. Make sure the types and quantities of foods listed on the WIC check have been selected
5. Total the WIC items and deduct any coupons the customer might have
6. Enter the total amount of the WIC items—using pen—in the designated space on the WIC check
7. Have the customer sign the WIC check
8. Verify signature with the WIC Gold Card

THIS DOCUMENT CONTAINS THE FOLLOWING SECURITY FEATURES: VOID PANTOGRAPH, MICROPRINTING, AND WATERMARK ON BACK

Commonwealth of Massachusetts  
Massachusetts WIC Program

Participant Name	Member ID	Check #	First Use Date

Amount

Food (No Substitutions)

Improper use of this check is subject to State and Federal prosecution.

Actual Purchase Price

\$

VOID WITHOUT A WIC MEMBER STAMP

Unauthorized Vendors May Not Accept This Check  
Vendor must deposit within 60 days of "First Use Date"

SIGN ONLY AFTER PRICE IS WRITTEN ABOVE  
I guarantee the correct price was written above

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To find out about WIC, call 1-800-WIC-1007 or a program near you.

#### BOSTON AREA

Blue Hill Corridor	(617) 822-5584
Brighton/Roslindale	(617) 254-0492
Cambridge/Somerville	(617) 666-5059
Chelsea/Revere	(617) 887-4340
Dorchester North	(617) 825-8994
Dorchester South	(617) 825-0805
East Boston	(617) 568-6400 x0
Jamaica Plain	(617) 983-6086
Roxbury	(617) 989-3055
South Boston	(617) 464-5850
South Cove	(617) 521-6777
South End	(617) 425-2070

#### CAPE

Cape Cod	(800) 942-2445
Outer Cape	(800) 675-1188

#### CENTRAL

Framingham/Waltham	(508) 620-1445
North Central	(978) 345-6272 x1
South Central	(508) 765-0139
Worcester	(508) 860-7744

#### NORTHEAST

Lawrence	(978) 681-4960
Lowell	(978) 454-6397
North Shore	(781) 599-7290
North Suburban	(781) 338-7578
Northern Essex	(978) 374-2191

#### SOUTHEAST

Brockton	(508) 588-8241
Fall River	(508) 679-9349
New Bedford	(508) 997-1500
Plymouth	(508) 747-4933
Quincy	(617) 376-4190
Taunton/Attleboro	(508) 823-6346 x227

#### WESTERN

Berkshire North	(413) 445-9429
Berkshire South	(413) 528-0457
Franklin/Hampshire/No. Quabbin	(413) 376-1160
Holyoke/Chicopee	(413) 534-2460
Springfield North	(413) 737-8868
Springfield South	(413) 693-1029



WIC Nutrition Program • 1-800-WIC-1007  
Nutrition Division • MA Department of Public Health  
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