

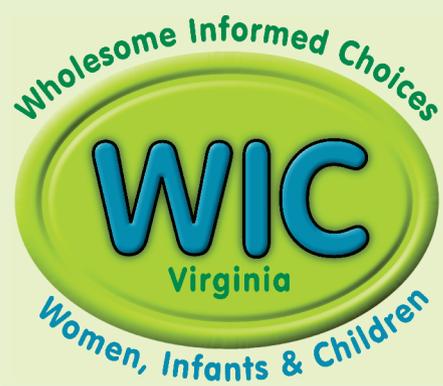
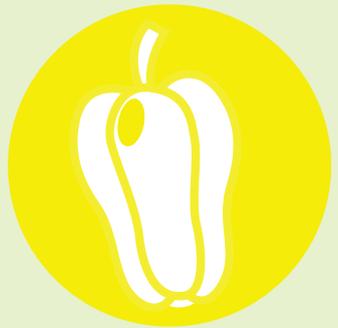
Virginia Department of Health
Division of Community Nutrition
109 Governor Street, 8th Floor
Richmond, VA 23219
<http://www.WICVA.com>

VDH VIRGINIA
DEPARTMENT OF HEALTH
Healthy People in Healthy Communities
www.vdh.virginia.gov

For information on what formulas can be purchased at stores visit this site: <http://bit.ly/1Psa11l>

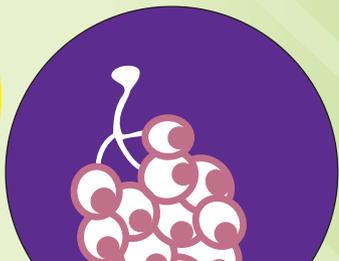


For information about the Virginia eWIC Benefit Card and Your Shopping Experience visit this site: <http://bit.ly/1Locndw>



WIC Approved Food List 2016

2016 Approved Food List



A Guide to Using Your WIC Benefits

Tips for a Successful Shopping Trip

- Look for the “eWIC Cards Accepted Here” window decal when you enter stores.
- Look for the “WIC” shelf label when you shop, shelf labels identify WIC eligible foods in the following categories: **breakfast cereals; cheese; juice; 1% milk or skim/fat free milk; peanut butter; whole wheat bread; and beans/peas/lentils.**
- Understand the benefits on your eWIC card prior to shopping; bring your most recent benefit balance.
- Use your store customer discount card and coupons to reduce the cost of your WIC foods.
- Shop wisely...not all stores offer the same selection.
- Contact your local WIC office if you have questions about any of the WIC foods listed on your food prescription, eWIC shopping list, or benefit balance.

Shopping Tip

Look for the window decal and shelf labels



Infant Formula, Infant Cereal & Infant Food

Infant Formula

➤ Choose the brand, variety, and type listed on your food prescription or eWIC shopping list only

Infant Cereal

➤ Choose the brand listed on your food prescription or eWIC shopping list

➤ 8 oz. container size only

➤ Rice and oatmeal varieties only

Not Included: Organic and mixed cereals or varieties that include DHA, fruit, formula, and/or yogurt

Breast Fed is Best Fed!

Mother's milk has everything a baby needs to grow and stay healthy. Doctors strongly recommend breastfeeding for the first year, or longer if desired.

- A breastfeeding mom is eligible to receive extra fruits and vegetables, cheese, and eggs, plus tuna or salmon if her infant receives no formula from WIC.
- Contact your local WIC clinic to find out more about the type of support available to breastfeeding moms.

Infant Food

➤ Choose any brand

➤ Fruits and Vegetables

- 4 oz. container size only (twin packs of 4 oz. per container = 8oz.)
- Choose single ingredients or combinations of fruits and vegetables (i.e., apple-banana, apple-sweet potato, etc.)

➤ Meats (Available to exclusively breastfed infants 6-11 months only)

- 2.5 oz. container size only
- Choose any single variety meat with added broth and/or gravy (i.e., chicken, beef, turkey, ham, etc.)

Not Included: Pouches, organic varieties, desserts, dinners, casseroles, or mixtures with added DHA/ARA, salt, sugar, cheese, cereal, or pasta

Fruits and Vegetables

Items included in your Cash Value Benefits

Choose any brand, variety, and container size



Fresh & Frozen Fruits and Vegetables

➤ Organic fruits and vegetables are included

➤ Any frozen beans or peas

➤ Whole, cut, or bagged salad mixes, vegetables, and fruits

Not Included: Added fats and sugars, breaded vegetables, dried fruit (including prunes or raisins), edible blossoms or flowers, fruit baskets, fruit leather, fruit roll-ups, chili peppers on a string, garlic on a string, herbs and spices, salad dressings, fruit and vegetable trays, nuts, olives, decorative fruits and vegetables (including gourds), painted pumpkins, salad bar items, salad kits with dressing or other food items (including croutons), veggie chips, dry or canned beans included in the legume category

Canned Fruits

- Water or juice packed
- Unsweetened Applesauce
- Choose containers that say:
 - “In its Own Juice”
 - “100% Natural”
 - “Naturally Sweet”
 - “Unsweetened”
 - “100% Fruit Juice”

Canned Vegetables & Tomato Products

- Regular or low-sodium
- Metal containers only for tomato products: whole, diced, crushed, paste, and puree. For all other vegetables-any container types allowed.

Not Included: Added sugars/artificial sweeteners/syrups/fats/oils/avorings/seasonings (including cinnamon), herbs and spices, canned fruits with added salt, vegetables with cream/cheese/butter sauces, single serving containers, fruit cocktail, cranberry sauce, cocktail cherries, pie filling, olives, pickles, relish, pickled vegetables (including sauerkraut), combinations with breaded vegetables, rice or pasta, ketchup, stewed tomatoes, tomato sauces (including pizza and spaghetti), salsa, added meats, baked beans or pork and beans, dry or canned beans included in the legume category, soups



Unsweetened, 100% single variety fruit juice
Choose from the following WIC eligible brands and varieties only

Frozen Juice (For Women Only)

12 oz. size containers only

Apple Juice

- Always Save
- Best Choice
- Best Yet
- Essential Everyday
- Food Club
- Food Lion
- Giant
- Great Value
- Hy-Top
- Kroger
- Market Pantry
- My Essentials
- Old Orchard
- Our Family
- Shurfine
- Signature Kitchens
- Tipton Grove
- Tree Top
- Valu Time

Grape Juice

- Essential Everyday
- Food Club
- Giant
- Great Value
- Hy-Top
- Kroger
- Market Pantry
- Old Orchard

Orange Juice

- Choose any WIC eligible brand

Grapefruit Juice

- Choose any WIC eligible brand

Shopping Tip

All varieties of WIC eligible brands such as: grape, orange, and grapefruit juice are allowed. Examples include: White Grape, Concord Grape, White Grapefruit, Ruby Red Grapefruit, Pink Grapefruit, Orange with or without pulp, Orange with Calcium, etc.

Not Included: Organic varieties, added sugar or artificial sweeteners, blended, fruit drinks, fruit punch, juice cocktail, reduced acid, infant juice

Liquid Juice (For Children Only)

➤ 64 oz. size containers only, shelf stable or refrigerated

Apple Juice

- Always Save
- Apple and Eve
- Best Choice
- Best Yet
- Essential Everyday
- Food Club
- Food Lion
- Giant
- Great Value
- Hy-Top
- IGA
- Juicy Juice
- Kroger
- Laura Lynn
- Lowes
- Market Pantry
- Mott's
- My Essentials
- Old Orchard
- Our Family
- Shurfine
- Signature Kitchens
- Tipton Grove
- Tree Top
- Valu Time

Orange Juice

- Choose any WIC eligible brand

Grapefruit Juice

- Choose any WIC eligible brand

Grape Juice

- Always Save
- Apple and Eve
- Best Choice
- Best Yet
- Clover Valley
- Essential Everyday
- Food Club
- Food Lion
- Giant
- Great Value
- Hy-Top
- IGA
- Kroger
- Laura Lynn
- Lowes
- Market Pantry
- Old Orchard
- Our Family
- Shurfine
- Signature Kitchens
- Tipton Grove
- Valu Time
- Welch's



MyPlate Tip

Limit Fruit Juice. 100% fruit juice can be part of a healthy balanced diet. However, fruit juices contain more sugar than whole fruits. Limit your child's 100% fruit juice intake to 4 oz. a day.

Not Included: Organic varieties, added sugar or artificial sweeteners, blended, fruit drinks, fruit punch, juice cocktail, reduced acid, infant juice 7

Cheese



- WIC eligible brands only
- 16 oz. (1 pound) package size only
- Prepackaged in block or sliced form only
- Regular, reduced-fat, fat-free or low-sodium
- Choose from the following varieties:
 - American
 - Cheddar
 - Monterey Jack
 - Mozzarella (whole or part-skim)
 - Swiss

Not Included: Organic or mixed varieties, cheese product, cheese spread, blended cheese food, imitation, flavored or added ingredients, imported, smoked, sticks, string, individually wrapped, deli-sliced, cubed, shredded, variety packs

MyPlate Tip



Take Care of Yourself and Your Family. Dairy foods are especially important to build the growing bones of kids. For everyone's health, try to include low-fat or fat-free dairy foods with meals and snacks.

Eggs

- Choose any brand
- Large, White, Grade A or AA
- One dozen carton size only

Not Included: Organic varieties, egg substitutes, brown, pre-boiled, low-cholesterol (Eggland's Best), Omega-3 enriched, specialty eggs



Cow's Milk (As prescribed or listed on your eWIC shopping list)

- Choose the Best Value or WIC eligible brand only
- Gallon, Half-Gallon, and Quart size containers only

Specialty Milk (As prescribed or listed on your eWIC shopping list)

- **Lactose-Free or Lactose-Reduced Milk:** Choose any brand, in the following sizes only
 - 96 oz., Half-Gallon, Quart
- **Soy Milk:** Choose from the following brands and varieties
 - 8th Continent Soy, 64 oz., refrigerated, original or vanilla flavors only
 - Pacific Natural Foods Ultra Soy, 32 oz., shelf stable, original or vanilla flavor only
 - Silk, 64 oz. or 32 oz., refrigerated, original flavor only
- **Ultra High Temperature (UHT) Milk:** Choose any brand

Not Included: ½%, organic varieties, sweetened or flavored, deluxe skim, added calcium, dry, evaporated, condensed, buttermilk, goat, almond, coconut, cashew, kefir, rice, soy added, light or fat-free soy, raw unpasteurized

Shopping Tip

1.00 Milk = Gallon
 .50 Milk = ½ Gallon
 .25 Milk = Quart

- ❖ .50 milk = .25 + .25
- ❖ .75 milk = .25 + .50
- ❖ .75 milk = .25 + .25 + .25
- ❖ 1.00 milk = .50 + .50
- ❖ 1.00 milk = .25 + .25 + .50

Legumes: Beans, Peas and Lentils



Dried and Canned Mature Beans, Peas and Lentils

- Choose any brand
- 15 oz. to 16 oz. can size -**OR**- 1 pound (16 oz.) bag size only
- Regular, low-sodium, salt-free
- Choose from the following single, plain varieties only:
 - Black Beans
 - Black-eyed Peas
 - Butter Beans/LimaBeans
 - Chickpeas/Garbanzo Beans
 - Kidney Beans (dark and light)
 - Lentils
 - Navy Beans
 - Pinto Beans
 - Red Beans

Not Included: Organic varieties, added fats/oils/sugars/meats/flavors, combination/mixes, dried beans with seasoning packets, soup mixes, fresh and frozen immature varieties (including green peas, snap peas, green beans) that can be purchased using WIC Cash Value Benefits

Peanut Butter



- Choose WIC eligible brands only
- 16 oz. to 18 oz. jar size only
- Choose from the following varieties only

- Chunky
- Creamy
- Crunchy
- Extra crunchy
- Smooth



Not Included: Organic or natural varieties, blends, low-fat or reduced-fat, low-sugar, low-sodium, honey roasted, fortified/added vitamins, freshly ground, whipped, peanut spreads



Shopping Tip: Legumes

1 Container Legumes=



1 pound (16 oz.) package dry
mature beans, peas, or lentils

- OR -



4 (15-16 oz.) cans
mature beans

- OR -



1 (16-18 oz) jar of peanut butter

Canned Fish

Available to women who are fully breastfeeding, mostly breastfeeding multiples, or pregnant with more than one baby
Choose from the following varieties only

Tuna

- Choose any brand
- 5.0 oz. to 6.5 oz. can size only
- Chunk light, water packed tuna only

Salmon

- Choose any brand
- 7.5 oz. or 14.75 oz. can size only
- Alaskan or Pink salmon only

Not Included: Organic or flavored varieties, low-sodium, pouches, single serving, lunch packs, ready to serve

Whole Grains

Whole Wheat Breads



- Choose WIC eligible brands only
- 16 oz. (1 pound) package size only
- *Whole wheat flour* must be the first ingredient listed on the food label

Not Included: Organic varieties, buns, English muffins, artificial sweeteners, added ingredients (including herbs, peppers, cheese, cinnamon, raisins)

Brown Rice

- Choose any brand
- 16 oz. (1 pound) package size only
- Bag or box containers
- Regular, instant, and quick varieties

Not Included: Organic varieties, added sugars/salt/fats/oils/ flavorings, mixes, artificial sweeteners, specialty rice including jasmine, basmati, wild

MyPlate Tip

INGREDIENTS:
WHOLE GRAIN WHEAT FLOUR,
WATER, SUGAR, WHEAT GLUTEN,
SOYBEAN OIL, NATURAL FLAVOR,
SEA SALT, YEAST, CULTURED
WHEAT FLOUR, MOLASSES, SOY
LECITHIN, RAISIN JUICE, VINEGAR,
ASCORBIC ACID: TOPPED WITH
WHEAT BRAN.

Read the Food Label. Most Americans consume enough grains, but few are whole grains. **At least half of all the grains eaten should be whole grains.**

Tortillas

Choose from the following WIC eligible brands and varieties only
16 oz. (1 pound) package size only

Whole Wheat Tortillas

➤ *Whole wheat flour* must be the first ingredient listed on the food label

- Best Choice
- Carlita
- Celia's
- Chi Chi's
- Don Pancho
- Food Club
- Food Lion
- Giant
- Kroger
- La Banderita
- Ortega
- Our Family
- Mi Casa
- Mission
- My Essentials
- Pepito

Corn Tortillas

➤ *Whole corn, corn (masa), whole ground corn, corn masa flour, masa harina, or white corn flour* must be the first ingredient listed on the ingredient listed on the food label

- Best Choice
- Carlita
- Celia's
- Chi Chi's
- Don Pancho
- Food Club
- Giant
- Guerrero
- La Banderita
- La Burrita
- Mission
- Pepito

Not Included: Organic varieties, refrigerated, added ingredients (including herbs, peppers, cheese), corn tortilla chips, taco kits, hard shell tortilla/taco shell, wraps, flatbreads, pita

Breakfast Cereals



Choose from the following WIC eligible brands and varieties only

COLD CEREALS

▷ 12 oz. or larger, up to 36 oz.



- Corn Crisps
- Corn Flakes
- Crisp Rice
- Crispy Corn and Rice
- Enriched Bran Flakes*
- Frosted Shredded Wheat Bite Size*
- Happy O's*
- Honey Oat Clusters
- Live Life @ 100%*
- Multi-Grain Happy O's*
- Nutty Nuggets*
- Rice Crisps
- Right Choice Toasted Rice Flakes
- Wheat Crisps
- Wheat Bran Flakes*



- Corn Flakes
- Frosted Shredded Wheat*
- Toasted Oats*
- Crispy Rice



- Bite Size Frosted Shredded Wheat*
- Corn Flakes
- Crispy Hexagons
- Crispy Rice
- Crunchy Corn Squares
- Crunchy Oat Squares*
- Crunchy Rice Squares (G)
- Crunchy Wheat Squares*
- Good Day Lightly Toasted Rice
- Honey Oats and Flakes
- MultiGrain Toasted*
- Nutty Nuggets*
- Toasted Oats*
- Wheat Bran Flakes*



- Bite Size Frosted Shredded Wheat*
- Corn Flakes
- Corn Squares
- Crisp Rice
- Essential Choice Bran Flakes*
- Essential Choice Oat*
- Essential Choice Toasted Rice Flakes
- Essential Choice Wheat and Crunchy*
- Honey and Oats
- Rice Squares (G)
- Toasted Oats*
- Twin Grain Crisps (G)
- Wheat Squares*



- Bite Size Frosted Shredded Wheat*
- Corn Flakes
- Crispy Hexagons
- Crispy Rice
- Enriched Bran Flakes*
- Essentially You Toasted Rice Flakes
- Multigrain Tasteos*
- Oats and More with Honey
- Simple Living*
- Tasteos*
- Toasted Corn
- Toasted Rice (G)



- Bran Flakes*
- Be Well
- Corn Flakes
- Corn Squares
- Crispers
- Crispy Rice
- Frosted Shredded Wheat*
- Honey Crunchin Oats
- Nutty Nuggets*
- Oat Squares*
- Oats and O's*
- Rice Squares
- Shredded Wheat*

* Indicates a whole grain option
(G) Indicates a gluten-free option

COLD CEREALS

➤ 12 oz. size or larger, up to 36 oz.



- Bran Flakes*
- Corn Flakes
- Crisp Rice
- Crunchy Nuggets*
- Crunchy Oat Squares*
- Frosted Shredded Wheat*
- Honey Oats and Flakes
- Toasted Corn
- Toasted Multi-Grain*
- Toasted Rice (G)
- Toasted Wheat*
- Toasted Whole Grain Oats*



- Bran Flakes*
- Corn Flakes
- Crispy Honey Oats and Flakes
- Crispy Rice
- Frosted Shredded Wheat Bite Size*
- Toasted Oats*



- Bite Size Frosted Shredded Wheat*
- Corn Flakes
- Corn Squares
- Crispy Corn and Rice
- Crispy Rice
- Enriched Bran Flakes*
- Nutty Nuggets*
- Rice Squares
- Tasteeos*



- Crispy Rice
- Corn Flakes
- Bran Flakes*
- Bite Size Frosted Shredded Wheat*
- Rollin' Oats*



- Bran Flakes*
- Bite Size Frosted Shredded Wheat*
- Corn Bitz (G)
- Corn Flakes
- Crispy Hexa-Grains
- Crispy Rice
- Honey Crisp Medley
- Living Well
- Multi-Grain Toasted*
- Nutty Nuggets*
- Rice Bitz (G)
- Toasted Oats*



- Bite Size Corn
- Bite Size Rice (G)
- Bite Size Shredded Wheat*
- Corn Flakes
- Crisp Rice
- EssentiAlls
- Hexa Crisp (G)
- Honey and Oats
- Little Bit Nutty*
- Toasted Oats*
- Wheat Bran Flakes*



- Bran Flakes*
- Corn Flakes
- Crispy Rice
- Frosted Shredded Wheat Bite-Size*
- Nutty Nuggets*
- Oats and More with Honey
- Tasteeos*
- Twin Grain Crisp



- Corn Flakes
- Honey and Oat Mixers
- Frosted Shredded Wheat*
- Toasted Oats*
- Toasted Rice



- Bite-Sized Frosted Shredded Wheat
- Corn Flakes
- Crispy Rice
- Frosted Shredded Wheat*
- Multigrain Tasteeos*
- Tasteeos*

* Indicates a whole grain option
(G) Indicates a gluten-free option

COLD CEREALS

➤ 12 oz. size or larger, up to 36 oz.



- 4 Corner Crunch Original*
- Bite Size Frosted Shredded Wheat*
- Corn Biscuits
- Corn Flakes
- Crispy Hexagons
- Crispy Rice
- Essentially You Lightly Toasted Rice
- High Fiber Bran Flakes*
- MultiGrain Toasted Oats*
- Nutty Nuggets*
- Oats and More with Honey
- Rice Biscuits (G)
- Toasted Oats*
- Wheat Biscuits*



- Corn Flakes
- Crispy Rice
- Toasted Oats*



- Corn Biscuits (G)
- Corn Flakes
- Crispy Hexagons (G)
- Crisp Rice
- Essentially You Toasted Rice Flakes
- Frosted Shredded Wheat Bite Size*
- Nutty Nuggets*
- Oats & More with Honey
- Oat Wise*
- Rice Biscuits (G)
- Tasteos*
- Wheat Biscuits*
- Wheat Bran Flakes*



- Corn Flakes
- Corn Squares (G)
- Crisp Rice
- Frosted Shredded Wheat Bite Size*
- Good Choice – Original*
- Nutty Nuggets*
- Oats & More with Honey
- Rice Squares
- Toasted Oats*
- Wheat Bran, Enriched High Fiber Flakes*
- Wheat Squares*



- Bite Size Frosted Shredded Wheat*
- Bran Flakes*
- Corn Flakes
- Crispy Rice
- Live It Up!
- Oats & More with Honey
- Rice Pockets (G)
- Toasted Oats*
- Wheat Pockets*



- Bran Flakes*
- Corn Flakes
- Crispy Rice
- Frosted Shredded Mini Wheat*
- Toasted Oats*

* Indicates a whole grain option
(G) Indicates a gluten-free option

MyPlate Tips for Eating More Whole Grains



- Snack on ready-to-eat, whole grain cereals.
- Try rolled oats or a crushed, unsweetened whole grain cereal as breading for baked chicken, fish, veal cutlets, or eggplant parmesan.
- Try an unsweetened, whole grain ready-to-eat cereal as croutons in salad or in place of crackers with soup.

HOT CEREALS

Choose from the following WIC eligible brands and varieties only

➤ 11.8 oz. or larger, up to 36 oz.

➤ Instant, Quick & Regular cooking varieties

Oatmeal – Regular or Original Flavor*



* Indicates a whole grain option

Farina



Creamy Wheat Enriched Farina



Hot Wheat Cereal (Farina)



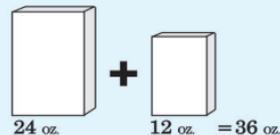
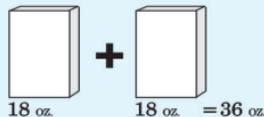
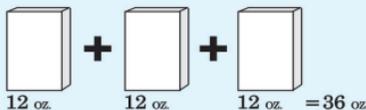
Creamy Wheat



Creamy Wheat Enriched Farina

Shopping Tip:

What Does 36 oz. of Cereal Look Like?



Additional Resources

Understanding WIC Terms

- **APL (Approved Product List):** a State WIC Office managed database for WIC approved foods. This contains specific UPCs which have been reviewed and are eligible for redemption using eWIC benefits.
- **Benefit Balance:** the total balance of items available for purchase on your eWIC benefit card.
- **Brand:** the name, term, logo that distinguishes one seller's products over others.
- **Container Size:** the number of elements a product contains (oz., lbs., etc.).
- **CVB (Cash Value Benefit):** used for purchase of fresh, frozen, and canned fruits and vegetables.
- **eWIC Card:** a tool that works like a debit card to make eWIC benefits available for purchase.
- **eWIC Shopping List:** a list of items pertaining to a specific family's food prescription that can help with shopping trips.
- **Food Prescription:** a specific package of foods issued by a nutritionist for individual dietary purposes and needs.
- **UPC (Universal Product Code):** the 12 digit product number located below the barcode on the product packaging.
- **Variety:** different food options within the same food category (example: varieties of canned fruits may include pears and pineapple).
- **WIC Best Value:** a product that provides the greatest nutrition benefit for the money. This applies to milk only.
- **WIC Eligible Brand:** a brand that has been approved by the Virginia WIC Program; look for the WIC shelf labels to identify WIC eligible brands.

Contact your local WIC office if you have questions about any of the WIC terms listed above

About the Complaint/Incident Process

If you have an incident to report to the State WIC Office it is critical to send sufficient information so that any eWIC service delivery issues or other concerns may be followed up in a timely manner. Please submit this information to your local WIC Office so that we may handle your complaint properly:

- Store Name
- Store telephone number
- Date of the incident/time
- Name of any store personnel involved (i.e., cashiers, store manager, etc).
- Family ID
- First and Last name of the eWIC cardholder
- Food Item Name
- UPC and picture of the product, if available
- Package size
- Receipt/copy of receipt

Shopping Tip

Locate the UPC on the product package just below the bar code.



*The ideal submission method is to use Complaint Against Store form (345-A).
Please contact your local WIC Office to receive a complaint form (345-A).*

Please contact the Virginia WIC Program with all suggestions, comments, and concerns on how WIC can better serve you.

1-877-TELL-WIC or TELLWIC@vdh.virginia.gov

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To file a program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](#), (AD-3027) found online at: http://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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