VIRGINIA
WIC Food List 2022
WIC Food List Contents:

- Fruits and Vegetables
- Whole Grains
- Legumes | Peanut Butter | Canned Fish
- Milk | Eggs | Cheese | Yogurt
- Breakfast Cereals
- Juice
- Infant Food | Infant Cereal | Infant Formula

Frequently Asked Questions

VirginiaWIC.com or MYVAWIC.ORG
The foods that you get from Women, Infants and Children (WIC) provide nutrients that are important for good health and development. WIC foods are meant to add to what you already buy and are rich in calcium, protein, iron, fiber, and vitamins A, D, and C. Choose the foods that your family likes based on what is listed on your WIC Shopping List and what is available where you shop. WIC nutritionists will offer tips about feeding your children and ideas to improve your family’s health and nutrition.

Successful Shopping Tips

BEFORE YOU SHOP
- Look at your WIC shopping list or recent receipt to check your available benefit balance.
- Check the dates of the benefit period. Shop before the “Last Day to Spend” to prevent unused benefits from expiring.
- Bring your eWIC card, WIC Food List, and WIC shopping list or recent benefit balance to the store.

WHILE YOU SHOP
- Shop for WIC foods at Authorized Virginia WIC Retailers that display the “eWIC Accepted Here” window decal.
- Choose only WIC-approved items from this Food List and make sure you have the correct quantities indicated on your WIC shopping list/benefit balance. Keep in mind that retailers may not carry all of the items listed or pictured.
- Look for WIC shelf labels to identify WIC approved foods in the following categories:
  - Breakfast Cereals
  - 1% and Skim/Fat-Free Milk
  - Yogurt
  - Cheese
  - Peanut Butter
  - Juice
• Some stores require eWIC transactions to be made in specific checkout lanes. Check with customer service if you are unsure which lanes accept eWIC cards as payment.

• Tell the cashier you are using your eWIC card and ask if you need to separate your groceries.

• Use your eWIC card before other forms of payment.

• Keep your receipt after every eWIC card purchase. It shows your available food benefit balance and the Last Day to Spend (LDTS) your current benefits.
Cash Value Benefits are used to purchase WIC-eligible fruits and vegetables. These include fresh, frozen, and canned fruits and vegetables. Your cash value benefits will appear on your shopping list as a dollar amount. If the cost of your fruits and vegetables are more than the dollar amount available on the cash value benefit, you may put something back or pay the difference with another form of payment (SNAP, cash or credit/debit card).

- Canned and frozen fruits and vegetables are often less expensive than fresh fruits and vegetables when they are not in season.
- Some fresh fruits and vegetables won’t last long after you bring them home. Buy small amounts more often so that you can eat them without throwing any away.
- Canned and frozen fruits and vegetables can be bought in large quantities when they are on sale because they can be stored much longer.
- Buying fruits and vegetables in their whole form is cheaper. Although pre-cut, pre-washed, and ready-to-eat fruits and vegetables are convenient, they often cost more.
- Organic fruits and vegetables are typically more expensive than similar non-organic varieties. Make your choice based on the factors that are important to you.
FRESH FRUITS AND VEGETABLES

✔ BUY

- Whole, cut, or bagged fruits and vegetables
- Organic or non-organic
- Includes individual serving containers

✖ DON’T BUY:

- added fats and sugars
- breaded vegetables
- dried vegetables and fruits (including prunes or raisins)
- edible blossoms or flowers
- fruit baskets
- fruit leather/fruit roll-ups
- chili peppers or 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

Fruits and Vegetables
FROZEN FRUITS & VEGETABLES

☑️ BUY
- Organic or non-organic
- Includes frozen beans or peas

❌ DON’T BUY:
- added sugars, artificial sweeteners, syrups, fats, oils, flavorings, seasonings
- herbs and spices
- vegetables with cream, cheese, butter sauces
- combinations with breaded vegetables, rice or pasta
- vegetables with added meats
- soup
- pizza
- popsicles, fruit bars, fruit smoothies
CANNED FRUITS

✔️ BUY
- Organic or non-organic
- Water or juice packed
- Includes unsweetened applesauce
- Includes individual serving containers

❌ DON’T BUY:
- added sugars, artificial sweeteners, syrups, fats, oils, flavorings, seasonings (including cinnamon)
- herbs and spices
- canned fruits with added salt

Choose containers that say:
- “In its Own Juice”
- “100% Fruit Juice”
- “Naturally Sweet”
- “Unsweetened”

CANNED VEGETABLES

✔️ BUY
- Organic or non-organic
- Regular or low-sodium
- Whole, diced, crushed, or pureed tomatoes; tomato paste
- Includes individual serving containers

❌ DON’T BUY:
- ketchup, stewed tomatoes, tomato sauces (including pizza and spaghetti), salsa
- canned vegetables with added meats
- baked beans or pork and beans
- dry or canned beans included in the legume category
- soups

Choose containers that say:
- “In its Own Juice”
- “100% Tomato Juice”
- “Naturally Sweet”
- “Unsweetened”

CANNED VEGETABLES

NEW!

CANNED FRUITS

NEW!
Whole Grains

WHOLE WHEAT BREADS

☑ BUY

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

- Best Choice
  - 100% Whole Wheat Bread

- Bimbo
  - 100% Whole Wheat Bread

- Food Lion
  - 100% Whole Wheat Bread

- Giant
  - 100% Whole Wheat Bread

- IGA
  - 100% Whole Wheat Bread

- Kern's
  - 100% Whole Wheat Bread

- Kroger
  - 100% Whole Wheat Round Top Bread

- Lewis Bakeries
  - 100% Whole Wheat Bread

- Nature's Own
  - Healthy Life 100% Whole Wheat
  - Whole Wheat W/Honey Bread

- Our Family
  - 100% Whole Wheat Bread
DON’T BUY:
• organic varieties
• varieties with artificial sweeteners or added ingredients (including herbs, peppers, cheese, cinnamon, raisins)
• English muffins/rolls/buns

Whole Grains
Whole Grains

WHOLE WHEAT PASTA

✓ BUY

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

**Great Value Whole Wheat**
- Elbows
- Penne
- Thin Spaghetti

**Harris Teeter Whole Grain**
- Penne Rigate
- Rotini
- Spaghetti
- Thin Spaghetti

**Kroger Whole Grain**
- Penne Rigate
- Rotini
- Spaghetti
- Thin Spaghetti

**Essential Everyday Whole Wheat**
- Elbow Macaroni
- Penne Rigate
- Rotini
- Spaghetti
- Thin Spaghetti

**Food Club Whole Wheat**
- Penne Rigate
- Spaghetti
WHOLE WHEAT PASTA

- Publix Whole Grain
  - Penne
  - Spaghetti
- Ronzoni Whole Grain
  - Linguine
  - Penne Rigate
  - Rotini
  - Spaghetti
  - Thin Spaghetti
- Signature Select Whole Wheat
  - Elbow Macaroni
  - Linguine
  - Penne
  - Penne Rigate
  - Rotini
  - Spaghetti
  - Thin Spaghetti
- Weis Whole Wheat
  - Angel Hair
  - Penne Rigate
  - Rotini
  - Spaghetti

DON'T BUY:
- organic varieties
- refrigerated or frozen varieties
- varieties with added ingredients (including seasoning, vegetables, protein, fiber)
- pasta meals

BROWN RICE

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

DON'T BUY:
- organic varieties
- varieties with added sugars/artificial sweeteners/salt/saturated fats/oils/flavorings
- rice mixes
- specialty rice including jasmine, basmati, wild
Whole Grains

TORTILLAS

- **Best Choice**
  - Corn
  - Whole Wheat
  - Whole Wheat Fajita

- **Chi Chi’s**
  - White Corn Taco
  - Whole Wheat Fajita

- **Food Lion**
  - White Corn
  - Whole Wheat Fajita

- **Essential Everyday**
  - White Corn
  - Whole Wheat

- **Food Club**
  - White Corn
  - Whole Wheat
  - Whole Wheat Fajita

- **Giant**
  - White Corn
  - Whole Wheat

- **IGA**
  - White Corn

- **Kroger**
  - Whole Wheat

**BUY**
- 16 oz. (1 pound) package size only
- Choose from the following WIC eligible brands

**Best Choice**
- Choose from the following brands:
  - Corn
  - Whole Wheat
  - Whole Wheat Fajita

**Chi Chi’s**
- Choose from the following brands:
  - White Corn Taco
  - Whole Wheat Fajita

**Food Lion**
- Choose from the following brands:
  - White Corn
  - Whole Wheat Fajita

**Essential Everyday**
- Choose from the following brands:
  - White Corn
  - Whole Wheat

**Food Club**
- Choose from the following brands:
  - White Corn
  - Whole Wheat
  - Whole Wheat Fajita

**Giant**
- Choose from the following brands:
  - White Corn
  - Whole Wheat

**IGA**
- Choose from the following brands:
  - White Corn

**Kroger**
- Choose from the following brands:
  - Whole Wheat
**DON’T BUY:**

- organic varieties
- refrigerated varieties
- varieties with added ingredients (including herbs, peppers, cheese)
- corn tortilla chips
- hard shell tortilla/taco shell, taco kits
- wraps, flatbreads, pita
Legumes

**DRIED PEAS, BEANS, LENTILS**

✔️ **BUY**
- 16 oz. (1 pound) package size only
- Choose any brand and single variety

✖️ **DON’T BUY:**
- organic varieties
- varieties with 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

**CANNED BEANS**

✔️ **BUY**
- 15 oz. to 16 oz. can size only
- Choose any brand and single variety
- Regular, low-sodium, salt-free

✖️ **DON’T BUY:**
- organic varieties
- varieties with added fats, oils, sugars, meats, flavors
- combination, mixes
- fresh and frozen immature varieties (including green peas, snap peas, green beans) that can be purchased using WIC Cash Value Benefits

**PEANUT BUTTER**

✔️ **BUY**
- 16 oz. to 18 oz. jar size only
- Choose WIC approved national and store brands
- Choose from the following varieties:
  - Chunky
  - Creamy
  - Crunchy
  - Natural
  - Extra crunchy
  - Smooth
  - Natural

✖️ **DON’T BUY:**
- organic
- blends
- low-fat or reduced-fat
- low-sugar
- low-sodium
- honey roasted
- fortified, added vitamins
- freshly ground
- whipped
- peanut spreads
Canned Fish

Available to women who are fully breastfeeding or mostly breastfeeding multiples.

TUNA
✔ BUY
- Chunk light, water packed tuna only
- 5.0 oz. to 6.5 oz. can size only
- Choose WIC approved national and store brands

DONT’ BUY:
- organic or flavored varieties
- low-sodium

SALMON
✔ BUY
- Alaskan or Pink salmon only
- 7.5 oz. or 14.75 oz. can size only
- Choose WIC approved national and store brands

DONT’ BUY:
- pouches, single serving, lunch packs, or ready to serve
- solid, white, and/or albacore salmon

Shopping Tip

1 CONTAINER OF 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

Legumes | Peanut Butter | Canned Fish
Cow’s Milk

- **BUY** (As prescribed or listed on your WIC benefit balance)
  - Choose the best value or WIC eligible brand only
  - Gallon, Half-Gallon, and Quart size containers only

Specialty Milk

- **BUY** (As prescribed or listed on your WIC benefit balance)
  - **Lactose-Free Milk**
    - Choose WIC approved national and store brands in the following sizes: only: 96 oz., Half-Gallon, Quart
  - **Ultra High Temperature (UHT) Milk**
    - Choose WIC approved national and store brands

- **Soy Milk** - Choose from the following brands and varieties

**WAYS TO BUY A GALLON**

- 8 QUARTS = 128 OZ.
- 2 HALF-GALLONS = 128 OZ.
- 1 GALLON = 128 OZ.

**DON’T BUY:**

- organic varieties
- ½% milk
- sweetened or flavored varieties
- deluxe skim
- added calcium
- dry, evaporated, condensed varieties
- varieties not listed including buttermilk, goat, almond, coconut, cashew, rice, kefir
- light or fat-free soy milk
- raw/unpasteurized milk

**Shopping Tip**

- 0.25 = 1 Quart
- 0.50 = Half-Gallon
- 1.0 = 1 Gallon

**Brands and Varieties**

- 8th Continent Soy: 64 oz., refrigerated, original or vanilla flavor
- Pacific Natural Foods Ultra Soy: 32 oz., shelf stable, original or vanilla flavor
- Silk: 32 oz., shelf stable, original flavor
  - 64 oz., refrigerated, original flavor
  - 64 oz. 2 pack/128 oz., refrigerated, original flavor
**EGGS**

✔ **BUY**
- Any size, white or brown, grade A or AA
- One dozen carton size only
- Choose WIC approved national and store brands

✖ **DON’T BUY:**
- organic varieties
- egg substitutes
- cage free or free range eggs
- pre-boiled eggs
- specialty eggs including low-cholesterol (Eggland’s Best), Omega-3 enriched

**CHEESE**

✔ **BUY**
- 16 oz. (1 pound) package size only
- Prepackaged in block, sliced or string form only
- Regular, reduced-fat, fat-free or low-sodium
- Choose WIC approved national and store brands
- Choose from the following varieties:
  - American
  - Cheddar
  - Monterey Jack
  - Mozzarella (whole or part-skim)
  - Swiss
  - String Cheese

✖ **DON’T BUY:**
- organic or mixed varieties
- cheese product, imitation cheese, cheese spread
- blended cheese food
- varieties with added ingredients or flavors, including smoked cheese
- imported cheese
- individually wrapped slices, deli-sliced, cubed or shredded
- variety packs

**YOGURT**

✔ **BUY**
- 32 oz. container size only
- Plain or vanilla flavor
- Whole, low or nonfat (As prescribed or listed on your eWIC shopping list)
- Choose WIC approved national and store brands
- Greek yogurt allowed (plain or vanilla)

✖ **DON’T BUY:**
- organic or specialty varieties
- varieties with artificial sweeteners and added ingredients like granola, candy, honey, nuts or fruit on the bottom
- drinkable or pouch varieties
- infant yogurt

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**Milk | Eggs | Cheese | Yogurt**

15
Cold Cereals

WAYS TO BUY UP TO 36 oz OF CEREAL

- Buy any combination of hot or cold WIC approved cereals, totaling 36 ounces.

BUY:
- 12 oz. or larger, up to 36 oz.

Always Save

Best Choice

- Bran Flakes - Enriched
- Corn Crisps
- Corn Flakes
- Crisp Rice
- Crispy Corn & Rice

Best Choice

- Frosted Shredded Wheat
- Frosted Shredded Wheat Maple & Brown Sugar
- Frosted Shredded Wheat Strawberry
- Happy O’s
- Rice Crisps

A minimum of 51% whole grain cereal

= Gluten Free

= A minimum of 51% whole grain cereal

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Cold Cereals

**Food Club**
- Corn Squares
- Crisp Rice
- Bite Size Frosted Shredded Wheat
- Honey and Oats with Honey and Oat Clusters
- Oatmeal Squares
- Rice Squares
- Bite Size Strawberry Frosted Shredded Wheat

**Food Club**
- Toasted Oats
- Twin Grain Crisp
- Wheat Squares
- Bran Flakes
- Corn Flakes
- Crispy Hexagons
- Crispy Rice

**Food Lion**
- Bite Size Frosted Shredded Wheat
- Oats & More with Honey
- Tasteeos
- Toasted Rice
- Bite Size Strawberry Frosted Shredded Wheat

**General Mills**
- Cheerios
- Cheerios - Multigrain

* = A minimum of 51% whole grain cereal  
= Gluten Free
<table>
<thead>
<tr>
<th>Brand</th>
<th>Cereal Varieties</th>
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</thead>
<tbody>
<tr>
<td>Great Value</td>
<td>Bran Flakes</td>
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<tr>
<td>Harris Teeter</td>
<td>Corn Flakes</td>
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<tr>
<td>IGA</td>
<td>Frosted Shredded Wheat</td>
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<td>Kellogg’s</td>
<td>Corn Flakes</td>
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<td></td>
<td>Crispy Rice</td>
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</tbody>
</table>

- ✧ = A minimum of 51% whole grain cereal
- ✧ = Gluten Free
Cold Cereals

Laura Lynn
- Wheat Bran Flakes
- Frosted Mini Spooners
- Strawberry Mini Spooners

Malt-O-Meal
- Crispy Rice
- Gluten Free

Our Family
- Bran Flakes
- Corn Biscuits
- Corn Flakes
- Crispy Hexagons
- Crispy Rice
- Frosted Shredded Wheat
- Oats & More with Honey

Our Family
- Rice Biscuits
- Toasted Oats
- Grape-Nuts Flakes
- Grape-Nuts Original
- Honey Bunches of Oats Cinnamon
- Honey Bunches of Oats Honey Roasted
- Honey Bunches of Oats Vanilla

= A minimum of 51% whole grain cereal
= Gluten Free
Cold Cereals

Signature Select
- Oats & More with Honey
- Rice Pockets
- Toasted Oats
- Bran Flakes
- Corn Flakes
- Crisp Rice
- Toasted Oats

That’s Smart
- Oats & More with Honey
- Rice Pockets
- Toasted Oats
- Bran Flakes
- Corn Flakes
- Crisp Rice
- Toasted Oats

Wegmans
- Bran Flakes
- Corn Flakes
- Corn Squares
- Crispy Rice
- Oats & Honey
- Rice Squares
- Toasted Oats

Weis
- Wheat Squares
- Bite Size Toasted Corn
- Bite Size Strawberry Frosted Shredded Wheat
- Bite Size Toasted Rice
- Corn Flakes
- Crispy Corn & Rice
- Crispy Rice

= A minimum of 51% whole grain cereal
= Gluten Free
Bite Size Frosted Shredded Wheat
Multi-Grain Toasted Oats
Toasted Oats
Wheat Bran Flakes
Wheat Flakes

= A minimum of 51% whole grain cereal
= Gluten Free

Breakfast Cereals
Hot Cereals

☑️ BUY:
- 11.8 oz. or larger
- Including Grits

 ||= A minimum of 51% whole grain cereal
 |= Gluten Free

Best Choice
- Instant Grits
- Original Instant Oatmeal
- Hot Cereal
- Instant Hot Cereal
- Instant Original
- Instant Whole Grain
- Original 1 Minute

Cream of Rice
- Cream of Rice

Cream of Wheat
- Cream of Wheat

Essential Everyday
- Creamy Wheat
- Instant Grits Original
- Instant Oatmeal Original

Food Club
- Instant Grits
- Instant Oatmeal Original
✅ BUY:
- 11.8 oz. or larger
- Including Grits

= A minimum of 51% whole grain cereal
= Gluten Free

Food Lion
- Instant Grits Original
- Instant Oatmeal Regular
- Instant Oatmeal Original
- Instant Cream Farina Original

Giant
- Instant Oatmeal Original

Great Value
- Instant Oatmeal Original

Harris Teeter
- Grits Original
- Instant Oatmeal Original
- Instant Oatmeal Original
- 100% Natural Old Fashioned Oatmeal

IGA
- 100% Natural Old Fashioned Oatmeal
- 100% Natural Whole Grain Quick Oats

Breakfast Cereals
Hot Cereals

☑ BUY: ● 11.8 oz. or larger

Kroger
- Instant Oatmeal Original

Laura Lynn
- Instant Oatmeal Original

Malt-O-Meal
- Co Co Wheats
- Chocolate Hot Wheat Cereal
- Farina
- Original Hot Wheat Cereal

Our Family
- Instant Oatmeal Regular

Publix
- Instant Oatmeal Original

olved:

= A minimum of 51% whole grain cereal

= Gluten Free
**Juice**

**FROZEN JUICE**

*(For Women Only)*

- **BUY**
  - Unsweetened, 100% single variety fruit juice
  - 12 oz. size containers only
  - Choose from the following WIC eligible brands and varieties

<table>
<thead>
<tr>
<th>Brand</th>
<th>Variety</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always Save</td>
<td>apple</td>
</tr>
<tr>
<td>Best Choice</td>
<td>apple, grape</td>
</tr>
<tr>
<td>Best Yet</td>
<td>apple</td>
</tr>
<tr>
<td>Essential Everyday</td>
<td>apple, grape</td>
</tr>
<tr>
<td>Food Club</td>
<td>apple, grape</td>
</tr>
<tr>
<td>Freedom's Choice</td>
<td>apple</td>
</tr>
<tr>
<td>Giant</td>
<td>apple, grape</td>
</tr>
<tr>
<td>Great Value</td>
<td>apple, grape</td>
</tr>
<tr>
<td>Hy-Top</td>
<td>apple, grape</td>
</tr>
<tr>
<td>Kroger</td>
<td>apple, grape</td>
</tr>
<tr>
<td>Old Orchard</td>
<td>apple, grape, white grape</td>
</tr>
<tr>
<td>Our Family</td>
<td>apple</td>
</tr>
<tr>
<td>Shurfine</td>
<td>apple</td>
</tr>
<tr>
<td>Signature Select</td>
<td>apple</td>
</tr>
<tr>
<td>Tipton Grove</td>
<td>apple</td>
</tr>
<tr>
<td>Tree Top</td>
<td>apple</td>
</tr>
<tr>
<td>Valu Time</td>
<td>apple</td>
</tr>
<tr>
<td>Wegmans</td>
<td>apple</td>
</tr>
<tr>
<td>Weis</td>
<td>apple</td>
</tr>
</tbody>
</table>

**DON’T BUY:**

- organic varieties
- varieties with added sugar or artificial sweeteners
- blended varieties
- fruit drinks, fruit punch, juice cocktail
- reduced acid
- infant juice

**All brands of 100% orange juice and 100% grapefruit juice in the following container sizes are WIC approved:**

- 12 oz: frozen
- 64 oz: refrigerated
- 64 oz: shelf stable
### LIQUID JUICE
(For Children Only)

- **BUY**
  - Unsweetened, 100% single variety fruit juice
  - 64 oz. size containers only, shelf stable or refrigerated
  - Choose from the following WIC eligible brands and varieties

<table>
<thead>
<tr>
<th>Always Save</th>
<th>Apple &amp; Eve</th>
<th>Best Choice</th>
<th>Best Yet</th>
<th>Essential Everyday</th>
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<tr>
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<td>apple, grape, white grape</td>
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<table>
<thead>
<tr>
<th>Freedom's Choice</th>
<th>Giant</th>
<th>Great Value</th>
<th>Harris Teeter</th>
<th>Harvest Classic</th>
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<tr>
<th>Hy-Top</th>
<th>IGA</th>
<th>Juicy Juice</th>
<th>Kroger</th>
<th>Laura Lynn</th>
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<thead>
<tr>
<th>Lowes</th>
<th>Mott's</th>
<th>Ocean Spray</th>
<th>Old Orchard</th>
<th>Our Family</th>
</tr>
</thead>
<tbody>
<tr>
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<td>apple, grape</td>
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<tr>
<th>Piggly Wiggly</th>
<th>Publix</th>
<th>Shurfine</th>
<th>Signature Select</th>
<th>Signature Select</th>
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<tr>
<th>That's Smart</th>
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<th>Wegmans</th>
<th>Weis</th>
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<tbody>
<tr>
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<td>apple</td>
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Mother’s milk has everything a baby needs to grow and stay healthy. Doctors strongly recommend breastfeeding for the first year, and longer if desired by mother and baby.

WIC Encourages and Supports Breastfeeding

Breastfeeding

Benefits Babies

- Best possible nutrition
- Reduces the risk of infant illnesses, diarrhea, and SIDS
- Reduces the risk of chronic disease including diabetes, asthma, heart disease, and cancer
- Increases baby’s immunity to fight diseases and prevent allergies
- Always clean and safe
- Easy to digest - immediately ready to help baby grow

Breastfeeding

Benefits Moms

- Reduces the risk of chronic diseases, breast, and ovarian cancers
- Promotes weight loss after pregnancy
- Always ready and at the right temperature
- Economical and saves money

Breastfeeding

Benefits Families

- Saves money, time, and the environment
- Builds a foundation for a life time of good health
- Prepares babies for interactive play
- Allows babies to stay healthier – moms and dads don’t have to miss work

Exclusively breastfeeding mothers and their babies are eligible to receive extra food benefits from WIC. Contact your local WIC office for breastfeeding support and feeding tips.
INFANT CEREAL

✔ BUY
- 8 oz. container size only
- Rice and oatmeal varieties only
- Choose WIC approved national and store brands
- Organic allowed

✖ DON’T BUY:
- mixed cereals
- varieties that include DHA, fruit, formula, and/or yogurt

INFANT FOOD

INFANT FOOD

FoB Buy
- Choose single ingredients or combinations of fruits and vegetables (i.e., apple-banana, apple-sweet potato, etc.)
- Choose WIC approved national and store brands
- Organic allowed

✖ DON’T BUY:
- pouches
- desserts, dinners, or casseroles
- mixtures with added DHA/ARA, salt, sugar, cheese, cereal, or pasta

INFANT FORMULA

Choose the brand, variety, and type listed on your food prescription or eWIC shopping list only.
Where can I buy my WIC food?
Your WIC benefits can only be purchased at Virginia WIC approved stores. Look for the “eWIC Accepted Here” window decal to identify approved stores. Your local WIC office can also help you find approved stores in your area.

Are WIC eligible foods identified at the store?
WIC approved stores will use shelf labels to identify WIC eligible foods in the following categories: 1%/fat-free milk, cheese, yogurt, juice, peanut butter, and breakfast cereals. Some labels may be incorrect due to mislabeling. Use this food list to verify. Eligible foods in the other categories are identified within this food list.

Do I have to buy every item on my shopping list at one time?
You do not have to buy all your foods at one time. Buy what you need. As food items are purchased with your eWIC card, these items will be deducted from the available balance.

Can I use my eWIC card at any checkout lane?
Some stores require eWIC transactions to be made in specific checkout lanes. Check with customer service if you are unsure which lanes accept eWIC cards as payment.

Do I have to separate my WIC foods from other foods that I am buying?
Although it is not required to separate your WIC foods at all stores, it is a good practice to follow. You may also want to present any coupons ahead of time, so that the cashier knows how to best ring up your purchase.

What should I do with my eWIC card after my benefits are used for the month?
You will use the same eWIC card every month to redeem your WIC benefits. It’s important to keep your card safe with the black strip clean and free from scratches. Do not store your card near your cell phone, magnets, or hot places like the dashboard of the car; this could cause your card to stop working.

When will I be able to use my WIC benefits?
Your WIC benefits will be loaded onto your eWIC card at 12:00 midnight on the First Date to Spend (FDTS) and will expire at 12:00 midnight on the Last Day to Spend (LDTS).

What happens if all of my WIC foods are not purchased this month, will these benefits roll over to the next month?
No, any benefits that are not used will expire on the Last Day to Spend (LDTS) and cannot be used later.
How do I check my benefit balance?
- Check your last store receipt from the current month
- Perform a balance inquiry at the store
- Call customer service at 1-877-677-5963 (on back of card)

Can I change the foods listed on my shopping list?
If you have concerns about your WIC food prescription, contact your local WIC office. Food substitutions may not be made at the store. WIC foods can only be exchanged for the exact same item. WIC foods cannot be returned to the store for cash, credit or exchanged for different items.

What if I run out of food and I have already used all of my WIC benefits?
The WIC program is only meant to “supplement” your diet. The foods you receive at WIC are not intended to meet all of your nutritional needs. You will need to purchase additional foods on your own, including infant formula.

Your local WIC office can offer referrals to food assistance programs as needed.

Why did the cashier tell me that the item I am trying to buy is not allowed using my eWIC card?
If a food is not allowed as an eWIC purchase, it might be because:
- you do not have enough benefits left
- it is not on your food prescription
- it is not a Virginia WIC eligible food
- it is not in the Virginia WIC APL (Approved Product List)
If this happens, keep your receipt, take a picture of the food and barcode, and contact your local WIC office.

What should I do if I have problems at the grocery store?
If you have a problem at the grocery store, **scan first** then ask to talk with the store manager. If the issue cannot be resolved at the store, contact your local WIC office to discuss your concerns. You may be asked to provide the following:
- Store name, address, and phone number
- Date and time of the incident
- Name(s) of store personnel involved (store manager, cashier, etc.)
- Food item name, UPC (barcode), package size
- Copy of store receipt
- Details of the incident

Frequently Asked Questions
Money Saving Tips

• Check store ads for sales.
• Create a weekly meal plan based on food prices.
• Make a shopping list and stick to it. Avoid shopping while you are hungry.
• Use your store discount/loyalty card and coupons.
• Compare brands— store brands often offer similar products for less money.
• Look at the top and bottom shelves — stores often stock the higher priced items at eye level on the middle shelves.
• Buy fresh produce when it is in season — it will cost less and taste better than out of season produce.
• Take the time to prepare your own meals— convenience foods, pre-cut fruits and vegetables, instant rice/oatmeal tend to cost more than if you prepare them yourself.
• Buy in bulk —larger packages often cost less than several small packages. Just be sure that you have storage space and will be able to use the item before it goes bad.
• Reach to the back of the shelf for the freshest items — especially for meat, dairy, fruits and vegetables.
• Shop wisely...not all stores offer the same selection.
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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 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.

This institution is an equal opportunity provider.

QUESTIONS?
Just call 877-835-5942 or
Contact your local WIC clinic at:

Please note that every store may not carry all of the Virginia WIC approved foods. This list is subject to change as new food options become available.

VirginiaWIC.com or MYVAWIC.ORG