

Vermont WIC
Annual Grocer Training
Effective October 2022

MODULE 6
What's New
with VT WIC



1. Overview





Vermont WIC Foods

Food Package Updates

- Yearly Review
- Manufacturer Submissions
- Vermont WIC Food Guide effective October 1, 2021-September 2023
- Insert effective Oct 1, 2022

Milk

Now allowing Organic Milk!

Current Authorized Brands

- Full Circle Market
- Horizon
- Nature's Promise
- O Organics
- Organic Valley
- Stonyfield



- Must meet fortification guidelines
 - Whole Milk- ≥ 2.5 mcg Vit D per cup (240 ml)
 - Low-fat Milk- ≥ 2.5 mcg Vit D per cup (240 ml) and ≥ 150 mcg Vit A per cup (240 ml)
- Must be pasteurized
- Lactose Free, Enhanced Allowed (DHA, Omega 3)

Eggs

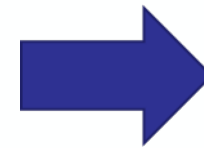
Eggs

✓ WIC-Approved

- Whole dozen
- Brown and white
- Medium, large, extra large, jumbo
- Cage-free
- Vegetarian-fed
- Enhanced or specialty (Omega-3)

~~⊘ Do not buy~~

- Organic



**New!
Organic Allowed!!**

Dozen, Any Size



Any Brand



Breakfast Cereal

Any size from 9 ounce – 36 ounce

Lowest size now 8.9 oz

Cheerios- 8.9 oz

Grain Berry Multi-Bran Flakes

Pics Honey Oats and Flakes w Almonds

Post Honey Bunches of Oats Cinnamon

That's Smart Crisp Rice

Hot Cereal- new variety/sizes

Cream of Wheat Whole Grain Instant 12 oz

Cream of Wheat Original Instant 12.7 oz



Juice – 64 oz shelf stable

Great Value- new flavors

- Cranberry Pomegranate
- Pear
- Pineapple
- Mango



Ocean Spray- new flavor

- Cranberry Elderberry Juice



Welch's- new flavors

- Grape Juice with Fiber
- Orange Pineapple Apple



Hannaford- new flavors

- 100% Cherry Juice Blend
- Cranberry Juice
- Hot and Spicy Vegetable Juice
- Pineapple Juice
- Tomato Juice



That's Smart- new brand

- Grape Juice



New Brands and Flavors

Yogurt

- Activia Low Fat Vanilla
- Dannon Light & Fit Greek Plain



Tortillas

- Pics Corn Taco Tortillas
- Pics Whole Wheat Fajita Tortillas



Infant Cereal

- Beech-Nut Golden Corn Cereal



Infant Fruits and Vegetables

- O Organics



2. Other



Expiration of Food Waivers

The WIC waiver that has allowed us to temporarily allow additional food items is tied to the federal public health emergency declaration. It is currently set to expire in April 2023.

This means bread over 16 oz in size and the 2% milks will no longer be eligible for WIC.

Thank you
for being our partner
in providing healthy
foods to young
families across
Vermont.

