MODULE 2
Know the WIC Foods
1. Stock Approved Foods
1. Stock Approved Foods

**Food Categories and Sub-categories**

**Fruits and Vegetables**
- Fresh
- Frozen
- Canned

**Whole Grains**
- Bread
- Whole Wheat Pasta
- Tortillas
- Brown Rice
- Oatmeal

**Dairy**
- Eggs
- Soymilk Beverage
- Milk
- Cheese
- Tofu
- Yogurt

**Peanut Butter and Beans**
- Peanut Butter
- Canned Beans
- Dried Beans, Lentils, and Peas

**Cereals**
- Hot Cereal
- Cold Cereal

**Juice**
- Child’s Juice
- Women’s Juice

**Infant Foods**
- Infant Fruits and Vegetables
- Infant Cereal
- Infant Meats
- Canned Fish
- Infant Formula
1. Stock Approved Foods

Approved Products List (APL)

- VT WIC has approved specific brands and products within each food category and sub-category
- This list is the Approved Products List (APL)
- Each WIC item on the APL has a UPC in the WIC system
- The eWIC card system will only accept UPCs for foods on the APL
1. Stock Approved Foods

Minimum Inventory

- Defines the types and quantities of foods that must be stocked at all times
- Vermont WIC retail grocers must stock the Minimum Inventory year-round

- Minimum Inventory must be met with WIC-approved products only
1. Stock Approved Foods

**WIC Minimum Inventory Example**

**Whole Grains**

**Small Independent Grocers and Small Co-ops**

- Must stock at least 3 subcategories
- Must stock at least 2 units each for a minimum of 6 whole grain units
1. Stock Approved Foods

**WIC Minimum Inventory Example**

**Whole Grains**

**Chains, Large Grocers and Large Co-ops**

- Must stock 12 loaves of bread on the shelf at all times, and
- Must stock all 4 subcategories with a minimum of at least 30 whole grain units
1. Stock Approved Foods

**WIC Minimum Inventory Example**

**Women’s Juice**

**Small Independent Grocers and Small Co-ops**

- Must stock at least 6 units total
- Minimum may be all 48oz shelf-stable, all 11.5-12oz frozen, or combined
1. Stock Approved Foods

VT WIC Foods Guide

- Details all the Vermont WIC-Approved food products
- Includes sizes, packaging, brands, varieties, and any restrictions for each WIC food category
- Updated every other year (effective October 1); Insert on non-updated years
- WIC Grocer Liaison distributes updated food guides for customer service and cashiers in September
1. Stock Approved Foods

**WICShopper App**

- Free smartphone app (download and choose “Vermont”)
- Scan barcodes or you can key in UPC
- Grocers can use this for both customer service assistance (if allowed) or to assist with shelf tagging to identify if a food is Vermont WIC approved or not.
2. VT WIC Approved Foods

Effective 10/01/21
2. VT WIC Approved Foods (Effective 10/01/21)

Fresh Fruits & Vegetables

- **WIC-Approved**
  - Any size
  - Whole, cut, bagged or packaged
  - Organic allowed

- **Brands**
  - Any Brand

- **Not Allowed**
  - Added sugars, fats and oils
  - Salad bar items
  - Dried fruits or vegetables
  - Edible blossoms
  - Salad kits or party trays with added food items (dip, dressing, nuts, etc.)
  - Fruit baskets
  - Herbs or spices
2. VT WIC Approved Foods (Effective 10/01/21)

Frozen Fruits & Vegetables

WIC-Approved

- Any size
- Any package type (bag, box, etc.)
- Organic allowed

Brands

- Any Brand

Not Allowed

- Added fats or oils
- Added sugar, dextrose or artificial sweetener
- Non-fruit or non-vegetable ingredients (pasta, rice, cheese, etc.)
- Vegetables with sauce
Canned Fruits & Vegetables

WIC-Approved
- Any size
- Any container (can, jar, plastic)
- Organic allowed

Brands
- Any brand
- Packed in water or juice

Not Allowed
- Fruit cocktails in syrup
- Added sugars, fats or oils
- Pickled vegetables
- Creamed vegetables
- Salsa
- Sauce (pizza, spaghetti or tomato)
- Stewed tomatoes or tomato paste
- Guacamole
2. VT WIC Approved Foods (Effective 10/01/21)

Bread

WIC-Approved

- 16 ounce (1 pound) loaves
- Whole Wheat
- Whole Grain

Not Allowed

- Loaves larger than 16 ounces (1 pound) not WIC-approved

Brands

- Specific National Brands
- Specific Local Brands
- Specific Store Brands
Whole Wheat Pasta

WIC-Approved

- 16 ounce (1 pound) packages
- Any shape
- 100% Whole Wheat
- 100% Whole Grain

Brands

- Specific National Brands
- Specific Local Brands
- Specific Store Brands
2. VT WIC Approved Foods (Effective 10/01/21)

Tortillas

WIC-Approved

- 16 ounce (1 pound) packages
- 100% Whole Wheat
- Corn

Brands

- Specific National Brands
- Specific Local Brands
- Specific Store Brands
Oatmeal

WIC-Approved

- 16 ounce (1 pound) packages
- 32 ounce (2 pound) packages
- Organic allowed

Brands

- Specific National Brands

Not Allowed

- Added sugars, fats, oils or salt
2. VT WIC Approved Foods (Effective 10/01/21)

**Brown Rice**

![Brown Rice](image)

**WIC-Approved**
- 14–16 ounce packages
- 28–32 ounce packages
- Bags, boxes, and plastic jars
- Organic allowed

**Brands**
- Any Brand

**Not Allowed**
- Added sugars, fats, oils or salt
2. VT WIC Approved Foods (Effective 10/01/21)

**Customer Benefit Choice**

WIC customers can choose a mix of *bread, pasta, tortillas, oatmeal and rice* to add up to the total number of ounces of *Bread-Whole Grains-Pasta* on their Family Food Benefits list. Here are two examples:

- One 16 ounce loaf bread + One 16 ounce package tortillas = 32 oz
- One 16 ounce package pasta + One 32 ounce package rice = 48 oz
2. VT WIC Approved Foods (Effective 10/01/21)

Eggs

- WIC-Approved
  - Whole dozen
  - Medium, large, extra large, jumbo
  - Brown and white

- Not Allowed
  - Organic

Brands

- Any Brand
2. VT WIC Approved Foods (Effective 10/01/21)

Cheese

- **WIC-Approved**
  - 8 ounce and 16 ounce packages
  - Regular
  - Low-fat
  - Blocks
  - American slices

- **Not Allowed**
  - Imported or deli
  - Individually wrapped slices
  - Organic
  - Flavored
  - String
  - Specialty or special reserve

**Brands**

- Specific National Brands
- Specific Local Brands
- Specific Store Brands
2. VT WIC Approved Foods (Effective 10/01/21)

Cow’s Milk

WIC-Approved

Fluid
- Gallon, ½ gallon, quart
- Whole, Low-fat, Nonfat

Shelf-Stable
- Quart

Nonfat Dry Milk Powder
- 25.6 ounce (makes 2 gal)

Brands
- Any Brand

Not Allowed

- Enhanced or specialty
- Reduced-fat (2%)
- Organic
- Flavored
- Glass bottles

Notes
- Whole milk approved only for children 12-24 months
- Low-fat (1%) and Nonfat (skim) milk for women and children 2-5 years
2. VT WIC Approved Foods (Effective 10/01/21)

Goat’s Milk

WIC-Approved

Fluid
• ½ gallon, quart (Whole)
• Quart (Low-fat)

Powdered
• 12 ounce (makes 3 qt)
• Whole, Nonfat

Brands
• Meyenberg Brand Only

Not Allowed
• Enhanced or specialty
• Reduced-fat (2%)
• Organic
• Flavored
• Glass bottles

Notes
• Whole milk approved only for children 12-24 months
• Low-fat (1%) and Nonfat (skim) milk for women and children 2-5 years
2. VT WIC Approved Foods (Effective 10/01/21)

Yogurt

**WIC-Approved**
- 32 ounce tubs
- 8-packs and 16-packs of 2-ounce tubes
- Organic allowed

**Not Allowed**
- Pouches
- Artificial sweeteners

**Brands**
- Specific National Brands
- Specific Local Brands
- Specific Store Brands

**Notes**
- Whole milk yogurt approved only for children 12-24 months
- Low-fat and nonfat yogurt for women and children 2-5 years
- Additional restrictions on some national and store brands
2. VT WIC Approved Foods (Effective 10/01/21)

Soymilk Beverage

![Soymilk Beverage]

- **WIC-Approved**
  - Refrigerated
    - 32 ounce (1 quart)
    - 64 ounce (½ gallon)
  - Shelf-stable
    - 32 ounce (1 quart)

- **Not Allowed**
  - Organic

**Brands**
- Specific National Brands
2. VT WIC Approved Foods (Effective 10/01/20)

Tofu

WIC-Approved

- 8 ounce, 14 ounce, and 16 ounce packages
- Organic allowed

Brands

- Specific National Brands
- Specific Local Brands
Customer Benefit Choice

WIC customers can combine tofu packages to add up to the total number of pounds on their Family Food Benefits list.

1 lb (16 oz)

- One 16 oz
- OR
- Two 8 oz

4 lb (64 oz)

- Four 16 oz
- OR
- Four 14 oz + One 8 oz

6 lbs (96 oz)

- Six 16 oz
2. VT WIC Approved Foods (Effective 10/01/21)

Peanut Butter

![Peanut Butter Image]

**WIC-Approved**
- 16–18 ounce jars
- Smooth / Creamy
- Chunky / Crunchy
- Plastic or glass jars

**Not Allowed**
- Reduced fat
- Low sodium
- Organic
- Specialty peanut butters
- Peanut butter spreads
- Flavored or mix-in ingredients

**Brands**
- Specific National Brands
- Any Store Brand

**Notes**
- Additional restrictions on some national brands
Canned Beans

**WIC-Approved**
- 15–16 ounce cans
- Regular
- Low-sodium
- Organic allowed

**Not Allowed**
- Added sugars, fats or oils
- Added vegetables, fruits or meats
- Added flavors, herbs or spices
- Refried beans

**Brands**
- Any Brand
2. VT WIC Approved Foods (Effective 10/01/21)

Dried Beans, Lentils and Peas

**WIC-Approved**
- 1 pound packages
- Organic allowed

**Not Allowed**
- Added sugars, fats or oils
- Added flavors, herbs or spices
- Soup mix

**Brands**
- Any Brand
2. VT WIC Approved Foods (Effective 10/01/20)

Customer Benefit Choice

1 Peanut Btr/Beans/Peas on a Family Food Benefits list means the WIC customer can buy:

- One 16–18 oz jar of peanut butter
- Four 15–16 oz cans of canned beans
- One 16 oz package of dry beans, lentils, peas
2. VT WIC Approved Foods (Effective 10/01/21)

Hot Cereal

✅ WIC-Approved

- Various sizes per brand (11.8–36 ounce boxes)
- Whole grain
- Gluten-free

Brands

- Specific National Brands
- Specific Store Brands
Cold Cereal

WIC-Approved

- Various sizes (9–36 ounce boxes)
- Whole grain
- Gluten-free

Brands

- Specific National Brands
- Specific Store Brands
2. VT WIC Approved Foods (Effective 10/01/21)

Customer Benefit Choice

WIC customers can combine hot or cold cereal packages to add up to the total ounces on their Family Food Benefits list.

- 18 oz + 9 oz + 9 oz = 36 oz
- 12 oz + 12 oz + 12 oz = 36 oz
- 24 oz + 11.8 oz = 35.8 oz
- 15.8 oz + 16 oz = 31.8 oz
2. VT WIC Approved Foods (Effective 10/01/21)

Child’s Juice

✅ WIC-Approved

- **Shelf-stable 100% Juice:**
  - 64 ounce bottles
- **Orange Juice**
  - Frozen: 16 ounce cans
  - Refrigerated: 64 ounce bottle

🚫 Not Allowed

- Organic

⚠️ Notes

- Additional restrictions on some national brands

Brands

- Specific National Brands
- Specific Local Brands
- Specific Store Brands
2. VT WIC Approved Foods (Effective 10/01/21)

Women’s Juice

![Image of Juice Bottle]

- **WIC-Approved**
  - **Shelf-stable 100% Juice**
    - 48 ounce bottles
  - **Frozen**
    - 11.5–12 ounce cans

- **Not Allowed**
  - Organic

**Brands**
- Specific National Brands
- Specific Local Brands
- Specific Store Brands

**Notes**
- **Shelf-stable:** Only 48 oz bottles approved for women
2. VT WIC Approved Foods (Effective 10/01/21)

Infant Fruits and Vegetables

WIC-Approved
- 4 ounce containers (single and 2-packs)
- Stage 1 and Stage 2 (4 oz packaging only)
- Any variety fruit or vegetable
- Any variety mixed fruits
- and mixed vegetables

Not Allowed
- Added sugars, salt, starches or rice
- Dinners
- Pouches
- Desserts

Brands
- Specific National Brands
- Specific Store Brands

Notes
- 1 transaction has limit of 50 WIC items. Keep this in mind if a customer is purchasing many infant foods.
2. VT WIC Approved Foods (Effective 10/01/21)

**Infant Cereal**

- **WIC-Approved**
  - 8 ounce and 16 ounce packages
  - Single and multigrain
  - Organic allowed

- **Not Allowed**
  - Added fruit, formula or vegetables

**Brands**

- Specific National Brands
2. VT WIC Approved Foods (Effective 10/01/21)

Infant Meats

✅ WIC-Approved
  • 2.5 ounce jars
  • Select variety packs
  • Stage 1 or 2nd Foods
  • Any variety

🚫 Not Allowed
  • Added sugar or salt
  • Dinners

⚠️ Notes
  • 1 transaction has limit of 50 WIC items. Keep this in mind if a customer is purchasing many infant foods.

Brands
  • Specific National Brands
2. VT WIC Approved Foods (Effective 10/01/21)

Canned Fish

**WIC-Approved**
- **Chunk Light Tuna**
  5 ounce cans
- **Sardines**
  3.75 ounce cans
- **Salmon**
  5, 6 and 7.5 ounce cans

**Not Allowed**
- Albacore tuna
- Chunk white tuna
- Pouches

**Brands**
- Specific National Brands
Infant Formula

WIC-Approved

- Infant formula must be purchased from an authorized source
- Standard contract formulas allowed
- Specialized medical formulas allowed by prescription (e.g. Pediasure)

Brands

- Contract Brand Only – Abbott (Similac)

Notes

- Only exact type and size container listed on WIC customer’s Family Food benefits list approved
3. Keep UPC Data Current
3. Keep UPC Data Current

VT WIC Documentation Available

• Visit healthvermont.gov/wicgrocers for:

  Approved Products List (APL)
  • Effective October 1
  • Updated Annually

  Minimum Inventory Standards
  • For Small Independent Grocers and Small Co-ops
  • For Chains, Large Grocers and Large Co-ops

  UPC Database
  • Contains all active WIC UPCs
  • Updated Monthly