MODULE 2
Know the WIC Foods

Vermont WIC Annual Grocer Training
Effective October 2019
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

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 annually (effective October 1)

- WIC Grocer Liaison distributes updated food guides for customer service and cashiers in September
1. Stock Approved Foods

WICShopper App

- Free smartphone app
- Scan barcodes or key in UPC
- Check current balance
- Vermont WIC Foods guide
- Recipes
2. VT WIC Approved Foods

Effective 10/01/19
2. VT WIC Approved Foods (Effective 10/01/19)

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 10/01/19)

**Frozen Fruits & Vegetables**

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

- **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

**Brands**

- Any Brand
2. VT WIC Approved Foods (Effective 10/01/19)

Canned Fruits & Vegetables

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

[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

Brands
- Any Brand
2. VT WIC Approved Foods (Effective 10/01/19)

**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
2. VT WIC Approved Foods (Effective 10/01/19)

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 10/01/19)

Tortillas

[WIC-Approved]

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

Brands

- Specific National Brands
- Specific Local Brands
- Specific Store Brands
2. VT WIC Approved Foods (Effective 10/01/19)

Brown Rice

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

**Not Allowed**
- Added sugars, fats, oils or salt

**Brands**
- Any Brand
Customer Benefit Choice

WIC customers can choose a mix of bread, pasta, tortillas 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 10/01/19)

Eggs

WIC-Approved
- Whole dozen
- Medium and large
- Brown and white

Not Allowed
- Enhanced or specialty (Omega-3)
- Organic

Brands
- Any Brand
2. VT WIC Approved Foods (Effective 10/01/19)

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 or shredded
- Specialty or special reserve

**Brands**
- Specific National Brands
- Specific Local Brands
- Specific Store Brands
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 10/01/19)

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 10/01/19)

**Yogurt**

![Image of 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 10/01/19)

**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 10/01/19)

**Tofu**

**WIC-Approved**

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

**Brands**

- Specific National Brands
- Specific Local Brands
2. VT WIC Approved Foods (Effective 10/01/19)

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 10/01/19)

Peanut Butter

**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
2. VT WIC Approved Foods (Effective 10/01/19)

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 10/01/19)

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
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 10/01/19)

Hot Cereal

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

Brands
- Specific National Brands
- Specific Store Brands
2. VT WIC Approved Foods (Effective 10/01/19)

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 10/01/19)

### 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.

<table>
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<th>Cereal</th>
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<th>Ounces</th>
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<th>Total Ounces</th>
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<td>9 oz</td>
<td>9 oz</td>
<td>36 oz</td>
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<td>24 oz</td>
<td>11.8 oz</td>
<td></td>
<td>35.8 oz</td>
</tr>
<tr>
<td></td>
<td>15.8 oz</td>
<td>16 oz</td>
<td></td>
<td>31.8 oz</td>
</tr>
</tbody>
</table>
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

Brands

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

Notes

- Additional restrictions on some national brands
2. VT WIC Approved Foods (Effective 10/01/19)

**Women’s Juice**

- **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 10/01/19)

**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 10/01/19)

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
Infant Meats

WIC-Approved
- 2.5 ounce jars
- Stage 1 or 2nd Foods
- Any variety

Not Allowed
- Added sugar or salt
- Dinners

Brands
- Specific National 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 10/01/19)

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
2. VT WIC Approved Foods (Effective 10/01/19)

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 – Gerber

⚠️ 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