

# NYS WIC Foods Guide



**WIC**  
**Program**

**PLACE WIC CHECK HERE**

## **PARTICIPANT RIGHTS**

**WIC participants have the right to**

- fair and respectful treatment
- use any grocery store or pharmacy in New York State that is authorized to accept WIC
- request a transfer to another WIC agency
- be told in advance when and why WIC Program benefits will end
- confidentiality
- access to all services offered by WIC, including a tailored food package

# WHY IS WIC IMPORTANT?

WIC provides healthy food and a whole lot more.



Healthy Foods



Nutrition and Health Education



Breastfeeding Support



Program Referrals

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# USING THIS GUIDE

The purpose of this guide is to help make shopping for WIC foods easier.

NYS WIC offers a large variety of nutritious foods. While you are shopping, use the colored tabs to shop by food category. Choose the foods that your family likes based on what is listed on your WIC checks and what is available where you shop.

You will see the icons below throughout this food card. They will be your guide in getting to know and identify your WIC foods.

| GET TO KNOW YOUR WIC FOODS                                                                                                                                      |                                                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| <p><b>LOOK FOR THIS “CAN BUY” LABEL</b></p> <p>Items in this area are allowed for purchase with your WIC checks.</p>                                            |                             |
| <p><b>THE “CANNOT BUY” SECTION</b></p> <p>Items in this area are not allowed for purchase with your WIC checks.</p>                                             |  <p><b>CANNOT BUY:</b></p> |
| <p><b>“ANY BRAND”</b></p> <p>Some WIC foods are available by brand name only. When you see this flag, you can choose <b>ANY</b> brand within this category.</p> |                            |
| <p><b>WIC TIPS</b></p> <p>Search for this star to learn helpful WIC shopping tips.</p>                                                                          |                           |
|                                                                                                                                                                 |                                                                                                               |

# SHOPPING CHECKLIST

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## BEFORE YOU SHOP, MAKE SURE YOU HAVE:

- ☐ Your **WIC ID Card**
- ☐ This **WIC Foods Guide**
- ☐ Your **UNSIGNED WIC checks** with **valid dates**

**TIP**

**ONLY TAKE THE CHECKS  
THAT CAN BE USED  
DURING THIS VISIT**

The image shows a sample WIC check from the State of New York, Department of Health, WIC Program. The check is for KeyBank, Albany, NY, and is dated 04/26/2015. It includes a list of items to be purchased: 1 11.5-12 Ounce Concentrate WIC Juice, 1 Dozen Eggs, and 2 Gallons Nonfat or 1% LowFat Milk. The check is marked 'VOID' and has a 'Pay Exactly' box for the total purchase price. Callout boxes provide instructions for filling out the check:

- The WIC ID Number:** Points to the 'PARTICIPANT' field (30116573 - Wright, Mom).
- Name of person or family for whom the food is intended:** Points to the 'AGENCY' field (301 - Test Agency 301).
- The "Not Good Before" date is the earliest the check can be used:** Points to the 'NOT GOOD BEFORE' field (04/26/2015).
- The "Not Good After" date is the latest date the check can be used:** Points to the 'NOT GOOD AFTER' field (05/25/2015).
- The "Pay Exactly" Box is where the vendor enters the total purchase price for the items on the check:** Points to the 'PAY EXACTLY' box.
- The foods the participant must buy with this check. Use NYS WIC Foods Guide to verify correct foods:** Points to the list of items to be purchased.
- Line where the participant or proxy signs in BLUE OR BLACK INK AFTER the correct dollar amount has been entered in the "Pay Exactly" box:** Points to the signature line.
- Line where the participant or proxy writes in date in BLUE OR BLACK INK; using the same format as the dates in the Not Good Before/Not Good After boxes, AFTER the correct dollar amount has been entered in the "Pay Exactly" box:** Points to the date line.

# SHOPPING CHECKLIST

2

## WHILE SHOPPING:

- ☐ Look carefully at what is listed on your WIC check.
- ☐ Use this shopping guide to help you select WIC approved foods.
- ☐ Your WIC check will tell you how many **(1 container)** and the size **(64 ounces)** of each product you can get.



# SHOPPING CHECKLIST

## 3 BEFORE CHECKOUT:

- ☐ Gather **all the foods** listed on each check.
- ☐ Find a checkout lane that is not express, cash only, or self-checkout.

## 4 AT THE REGISTER:

- ☐ Place your WIC items on the checkout counter grouped together by check.
- ☐ Place the matching **unsigned** WIC check on top of each group of these items.
- ☐ Tell the cashier you will be using your WIC checks.
- ☐ **Never** pre-sign your WIC checks.
- ☐ After the cashier writes the total cost in the **PAY EXACTLY** box, **sign and date the check in BLUE OR BLACK INK.**

# SHOPPING CHECKLIST

## TIP

### DO:

- It is preferred that checks are dated MM/DD/YYYY (example: 04/28/2015).
- It is also okay to use other date formats common in the United States (examples: 4/28/15, 04/28/15).
- If a participant or proxy makes a mistake dating the check, the participant/proxy should put a line through the date, initial, and write the correct date above the mistake.

### DON'T:

- It is not ok to use words to write the month (example: April 28, 2015).
- A date stamp may not be used to “date” the check.

## TIP

**DO NOT SIGN AND DATE YOUR WIC CHECKS UNTIL AFTER THE CASHIER WRITES YOUR TOTAL ON THE CHECK.**





# MILK

GOOD SOURCE OF CALCIUM, PROTEIN AND VITAMIN D



## CHECK YOUR MILK TYPE

Your WIC check lists the fat content you must buy. Buy the milk type printed on your WIC check. (For example: nonfat, 1%, whole, lactose free, kosher, goat's milk)



### COW'S MILK

Buy the largest container available or the size listed on the WIC check (gallons, 96 ounces, half gallons, or quarts)



### EVAPORATED/ CANNED MILK

12 oz. container only



### DRY/POWDERED MILK

25.6 oz. container only



### EVAPORATED/CANNED GOAT'S MILK

12 oz. container only



### CANNOT BUY:

- Flavored, organic, or sweetened condensed milk
- Buttermilk or milk with added calcium
- Reduced fat (2%) milk

# CHEESE

GOOD SOURCE OF PROTEIN AND CALCIUM

CAN BUY

ANY  
BRAND

- Pasteurized processed american, monterey jack, mozzarella, cheddar, colby, swiss, muenster, provolone, or blends of any of these cheeses



- Purchase in blocks or slices
- Must add up to the number of ounces on check (can be 1 or more packages)
- **KOSHER CHEESE** if printed on your WIC check OR if the store does not carry any other kind of cheese



## CANNOT BUY:

- Imported cheese
- Cheese foods, products or spreads
- Cracker cuts
- Shredded, grated, cubed, string, or stick cheese
- Flavored or organic cheese
- Individually wrapped slices



# YOGURT

GOOD SOURCE OF PROTEIN AND CALCIUM

CAN BUY

ANY  
BRAND

Your WIC check lists the fat content you must buy.



- Exactly 32 oz. container OR any combination of sizes that adds up to exactly 32 ounces.
- **Any brand:** plain, plain Greek, organic plain, organic plain Greek
- **KOSHER YOGURT** if printed on your WIC check OR if the store does not have non-kosher items available



## CANNOT BUY:

- Flavored (such as vanilla, fruit)
- Mix-in ingredients (granola, candy, etc)
- Frozen yogurt
- Drinkable/squeezable yogurt



DAIRY/SOY

# TOFU

GOOD SOURCE OF PROTEIN AND CALCIUM

CAN BUY

14-16 OUNCE PACKAGES



**Azumaya:**  
Japanese  
Style – Firm,  
Extra Firm



**House:**  
Premium or  
Organic – Soft,  
Medium Firm,  
Firm,  
Extra Firm



**Nasoya:**  
Organic –  
Silken,  
Lite Firm,  
Firm,  
Extra Firm



**Nature's  
Promise:**  
Organic –  
Firm



**Wegmans:**  
Organic –  
Firm



**Vitasoy:**  
San Sui or  
Korean  
Sprouted  
Organic – Soft,  
Firm, Extra Firm

# SOY BEVERAGES

GOOD SOURCE OF PROTEIN, CALCIUM AND VITAMIN D

CAN BUY



**Pacific Natural  
Foods:**  
**Ultra Soy –  
Original and  
Vanilla**  
Allowed sizes:  
• 32 oz. carton



**8th Continent:**  
**Soy milk – Original  
and Vanilla**  
Allowed sizes:  
• 32 oz. carton  
• 64 oz.  
refrigerated carton



**Silk:**  
**Soy milk – Original**  
Allowed sizes:  
• 32 oz.  
refrigerated carton  
• 64 oz.  
refrigerated carton  
• 128 oz. refrigerated  
multi-pack



**Westsoy:**  
**Organic Plus  
Soy milk – Plain**  
Allowed sizes:  
• 32 oz. or 64 oz. carton  
  
**Plus Soy milk – Vanilla**  
Allowed sizes:  
• 32 oz. or 64 oz. carton

# EGGS

GOOD SOURCE OF PROTEIN

CAN BUY

ANY  
BRAND



**MEDIUM OR LARGE:** White or brown eggs



## CANNOT BUY:

- Jumbo and extra large eggs
- High-cost specialty eggs (including organic, reduced cholesterol, cage free/free range, omega-3)





# BEANS, PEAS, LENTILS

GOOD SOURCE OF PROTEIN, IRON AND FIBER

CAN BUY

ANY  
BRAND



## DRY

- Any brand: 1-pound bag of mature beans, peas, or lentils



## CANNED

- Any brand: 15-16 ounce can of mature beans, peas, lentils

TIP

To lower salt intake, rinse canned beans, peas, lentils



### CANNOT BUY:

- Baked beans, pork and beans
- Canned beans containing added sugars, fats, meat, or oils
- Green beans, green peas, snap beans, yellow beans, and wax beans may not be purchased with a WIC check that says "Beans, Peas, Lentils"; you may use your WIC Vegetables and Fruits check to purchase these types of foods.

# PEANUT BUTTER

GOOD SOURCE OF PROTEIN

CAN BUY

ANY  
BRAND

16-18 OUNCE JAR

**Any brand:** crunchy, chunky, creamy, smooth, natural and reduced fat varieties are allowed.



## CANNOT BUY:

- Peanut spread
- Organic peanut butter
- Freshly ground or whipped peanut butter
- Peanut butter mixed with jelly, marshmallow, chocolate or honey
- Peanut butter with added vitamins and minerals, or other added ingredients (Omega 3, DHA & EPA, Palm Oil, etc.)

# CANNED FISH

GOOD SOURCE OF PROTEIN AND IRON

CAN BUY

ANY  
BRAND

Canned fish may be packed in water or oil, and may contain bones and skin.



**LIGHT TUNA**

5 and 6 oz. cans



**PINK SALMON**

5, 6, 7.5 oz. cans



**SARDINES**

3.75 oz. cans



## CANNOT BUY:

- Albacore tuna
- Blueback salmon
- Red Salmon
- Flavored Salmon
- With added ingredients

**TIP**

To lower fat intake, choose water-packed fish.

PROTEIN

# 100% JUICE

## GOOD SOURCES OF VITAMIN C

### Juice for children comes in these sizes:

- 64 ounce plastic bottles
- 16 ounce containers (frozen concentrates)

### Juice for women comes in these sizes:

- 11.5 ounce containers (shelf-stable concentrates)
- 11.5 – 12 ounce containers (frozen concentrates)

### Your WIC checks lists the size of juice you should buy.

*Look through each juice category to see which brands and flavors are allowed.*

ANY STORE BRAND includes store names AND these brands of 100% juice with 120% or more Vitamin C:

|                                                      |                                                        |                                                  |                                                  |
|------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------|--------------------------------------------------|
| <input checked="" type="checkbox"/> America's Choice | <input checked="" type="checkbox"/> Essential Everyday | <input checked="" type="checkbox"/> Hytop        | <input checked="" type="checkbox"/> Richfood     |
| <input checked="" type="checkbox"/> Best Yet         | <input checked="" type="checkbox"/> Flavorite          | <input checked="" type="checkbox"/> Krasdale     | <input checked="" type="checkbox"/> Shurfine     |
| <input checked="" type="checkbox"/> Clear Value      | <input checked="" type="checkbox"/> Food Club          | <input checked="" type="checkbox"/> Nature's Own | <input checked="" type="checkbox"/> Super A      |
| <input checked="" type="checkbox"/> Crisp            | <input checked="" type="checkbox"/> Great Value        | <input checked="" type="checkbox"/> Parade       | <input checked="" type="checkbox"/> Tipton Grove |
| <input checked="" type="checkbox"/> Delsea Farm      | <input checked="" type="checkbox"/> Harvest Classic    | <input checked="" type="checkbox"/> Red & White  | <input checked="" type="checkbox"/> White Rose   |



### **CANNOT BUY:**

- Organic juice
- Anything that is not 100% juice



# 100% JUICE

GOOD SOURCES OF VITAMIN C

## 64 OZ. PLASTIC BOTTLE CITRUS

CAN BUY

ANY  
BRAND

ANY BRAND OF:

- 100% Orange Juice
- 100% Grapefruit Juice
- 100% Pineapple Juice

## 64 OZ. PLASTIC BOTTLES

**Apple:** ANY STORE BRAND and the following brands:

- Apple & Eve
- Juicy Juice
- Langers
- Lucky Leaf
- Mott's
- Musselman's
- Old Orchard
- Seneca
- Sesame Street



**Juice Blends:** ANY STORE BRAND and the following brands and flavors:



• **Juicy Juice:**

- Apple Raspberry
- Berry
- Cherry
- Fruit Punch
- Kiwi Strawberry
- Mango
- Orange Tangerine
- Strawberry Banana
- Tropical



• **Langers:**

- Apple Berry Cherry
- Apple Cranberry
- Apple Kiwi Strawberry
- Apple Grape
- Apple Orange Pineapple
- Disney Apple Cranberry Grape



• **Old Orchard:**

- Acai Pomegranate
- Apple Cranberry
- Berry Blend
- Blueberry Pomegranate
- Cherry Pomegranate
- Peach Mango
- Wild Cherry



• **Sesame Street:**

- Cookie Monster's Berry
- Elmo's Punch



**CANNOT BUY:**

- Grape juice (except in juice blends)
- Refrigerated cartons

JUICES

# 100% JUICE

GOOD SOURCES OF VITAMIN C

11.5 OZ.

CAN BUY

CONCENTRATES SHELF STABLE

**WELCH'S**

Any Flavor



11.5 OZ. – 12 OZ. CONCENTRATES FROZEN

**APPLE**



ANY STORE BRAND and the following brands:

- Langers
- Old Orchard
- Seneca

**GRAPEFRUIT, ORANGE, PINEAPPLE – ANY BRAND**



**GRAPE**



**Purple and White:** ANY STORE BRAND and the following brands:

- Langers
- Old Orchard
- Welch's

**JUICE BLENDS – ANY STORE BRAND**

**DOLE:**

Any flavor

**LANGERS:**

Autumn Blend  
Spring Blend  
Summer Blend  
Winter Blend

**OLD ORCHARD:**

All flavors with  
dark green lid

**WELCH'S:**

All flavors  
with yellow lid

16 OZ.

CAN BUY

ANY  
BRAND

CONCENTRATES FROZEN



**APPLE**



**GRAPEFRUIT, ORANGE,  
PINEAPPLE**



**JUICE BLENDS**

# VEGETABLES & FRUITS

GOOD SOURCES OF VITAMINS



## FRESH VEGETABLES AND FRUITS

- Any variety of fresh vegetables and fruits
- May be whole or cut up
- Bagged salad mixtures, bagged vegetables
- Checks will specify 'Fresh Only' or 'Fresh/Frozen/Canned'
- Organic vegetables are allowed
- Some checks for infants will specify "1-4 counts" of bananas. A "count" is equal to one banana. Example: 3 counts of bananas = 3 bananas.



### CANNOT BUY:

- Items from the salad bar
- Party trays, fruit baskets, decorative vegetables and fruits
- Dried fruits and vegetables
- Nuts, including peanuts, fruit/nut mixtures
- Herbs, spices, salad dressing



### PAY THE DIFFERENCE ON WIC VEGETABLE & FRUIT CHECKS

**DID YOU KNOW?** You may pay the difference when the cost of your vegetables and fruits is **MORE** than the dollar value printed on the WIC check.

# VEGETABLES & FRUITS

GOOD SOURCES OF VITAMINS



**TIP**

**HOW TO GET MORE FOOD?...**

**WEIGH THEM!**



**PLACE** the item on the scale.

**ROUND** the weight **up to** the nearest pound or half pound.

**ESTIMATE** the cost of the item based on the chart below.

## CHART FOR FRESH PRODUCE

| Price per Pound (lb.) | 1 lb. | 1½ lbs. | 2 lbs. | 2½ lbs. | 3 lbs. | 3½ lbs. | 4 lbs. |
|-----------------------|-------|---------|--------|---------|--------|---------|--------|
| 0.49                  | 0.49  | 0.74    | 0.98   | 1.23    | 1.47   | 1.72    | 1.96   |
| 1.39                  | 1.39  | 2.09    | 2.78   | 3.48    | 4.17   | 4.87    | 5.56   |
| 1.49                  | 1.49  | 2.24    | 2.98   | 3.73    | 4.47   | 5.22    | 5.96   |
| 1.59                  | 1.59  | 2.39    | 3.18   | 3.98    | 4.77   | 5.57    | 6.36   |
| 1.69                  | 1.69  | 2.54    | 3.38   | 4.23    | 5.07   | 5.92    | 6.76   |
| 1.79                  | 1.79  | 2.69    | 3.58   | 4.48    | 5.37   | 6.27    | 7.16   |
| 1.89                  | 1.89  | 2.84    | 3.78   | 4.73    | 5.67   | 6.62    | 7.56   |
| 1.99                  | 1.99  | 2.99    | 3.98   | 4.98    | 5.97   | 6.97    | 7.96   |
| 2.09                  | 2.09  | 3.14    | 4.18   | 5.23    | 6.27   | 7.32    | 8.36   |
| 2.19                  | 2.19  | 3.29    | 4.38   | 5.48    | 6.57   | 7.67    | 8.76   |
| 2.29                  | 2.29  | 3.44    | 4.58   | 5.73    | 6.87   | 8.02    | 9.16   |
| 2.39                  | 2.39  | 3.59    | 4.78   | 5.98    | 7.17   | 8.37    | 9.56   |
| 2.49                  | 2.49  | 3.74    | 4.98   | 6.23    | 7.47   | 8.72    | 9.96   |

**EXAMPLE:** Four pears weigh 1.6 pounds (lbs.). The price is **\$1.59** per pound.

**ROUND** up to 2 lbs. Find 2 lbs. on top row. On the left green column, trace down to **\$1.59** (which is the price per lb. in this example).

THE ESTIMATED TOTAL FOR THIS ITEM IS: **\$3.18**

# VEGETABLES & FRUITS

GOOD SOURCES OF VITAMINS

CAN BUY

ANY  
BRAND

## FROZEN VEGETABLES

- Any brand
- Any container/package type
- Any size
- Vegetable must be the first ingredient
- Any variety of vegetable, vegetable mixtures
- Frozen beans, peas and lentils are allowed
- With or without salt



TIP

Did you know?

Frozen vegetables and fruits have a longer shelf life and are just as nutritious as fresh vegetables and fruits.



**CANNOT BUY:**

- Cheese sauce; any other type of sauce
- Breaded
- Added sugars, fats or oils

CAN BUY

ANY  
BRAND

## FROZEN FRUITS

- Any brand
- Any container/package type
- Any size
- Fruit must be the first ingredient
- Any variety of fruit, fruit mixtures
- Ingredients **other** than fruit
- Added sugar
- Any syrup (corn syrup, high fructose corn syrup, maltose, dextrose, sucrose, honey, maple syrup, etc.)



**CANNOT BUY:**

- Ingredients **other** than fruit
- Added sugar
- Any syrup (corn syrup, high fructose corn syrup, maltose, dextrose, sucrose, honey, maple syrup, etc.)

VEGETABLES & FRUITS

# VEGETABLES & FRUITS

GOOD SOURCES OF VITAMINS

CAN BUY

ANY  
BRAND

## CANNED VEGETABLES

- Any brand
- May be regular or low sodium/salt
- Any variety of vegetable, vegetable mixtures
- Any size
- Any container/package type
- Vegetable must be the first ingredient
- Canned tomatoes (paste, puree, whole, crushed, stewed, diced, sauce, salsa)



TIP

To lower salt intake, rinse canned vegetables.



### CANNOT BUY:

- Pickled or creamed vegetables (including corn)
- Baked beans, pork and beans
- Soups
- Ketchup, relishes, olives
- Products with added fats, oils, sugars, meats, syrups, condiments
- Mature legumes such as black beans, garbanzo beans and kidney beans, may not be purchased with a WIC Vegetable and Fruit check; you may use your WIC check that says "Beans, Peas, Lentils" to purchase these types of foods.



# VEGETABLES & FRUITS

GOOD SOURCES OF VITAMINS

CAN BUY

ANY  
BRAND

## CANNED FRUITS

- Any brand packed in water or juice
- Any variety of fruit, fruit mixture
- Any size/container/package type (except single-serving pouches)
- Fruit must be the first ingredient
- Applesauce—"no sugar added" or "unsweetened" varieties only



### CANNOT BUY:

- Cranberry sauce, pie filling
- Any syrup (heavy, light, "naturally light", extra light, etc.)
- Added sugars
- Added salt, fat, oils
- Single-serving pouches

VEGETABLES & FRUITS

# CEREALS

GOOD SOURCE OF IRON, B VITAMINS, AND OTHER NUTRIENTS

## CAN BUY

All cereals are 'whole grain' unless marked with the symbol: \*

☒ Purchase 12-ounce boxes or larger



## CANNOT BUY:

- Organic cereal
- Boxes with single-serving packets

**TIP**

To increase fiber intake, choose whole grain cereal.

## COLD CEREAL NATIONAL BRANDS

### General Mills:



Cheerios  
(regular  
only)



Total  
Whole  
Grain



Corn  
Chex



Rice  
Chex



Wheat  
Chex



Dora  
the  
Explorer

### Kellogg's:



Corn  
Flakes\*  
(regular  
only)



Frosted  
Mini-Wheat's  
Original  
(Little Bites)

### Kemach:



Corn  
Flakes\*



Toasted  
Oats



Wheat  
Flakes



# CEREALS

GOOD SOURCE OF IRON, B VITAMINS, AND OTHER NUTRIENTS

## Malt-O-Meal:

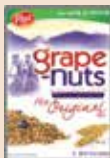


Mini  
Spooners  
(Frosted,  
Strawberry  
Cream,  
Blueberry  
Cream)



Oat  
Blenders\*  
(Honey,  
Honey &  
Almonds)

## Post:



Grape  
Nuts  
(regular  
only)



Grape  
Nuts  
Flakes



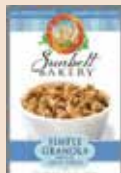
Honey  
Bunches  
of Oats  
(with  
Vanilla  
Bunches)

## Ralston:



Corn  
Flakes\*

## Sunbelt:



Simple  
Granola

## Taanug:



Corn  
Flakes\*



Toasted  
Oats



The Many  
Ways to  
Buy  
**36**  
Ounces of  
Cereal

**MIX & MATCH**

$$12 \text{ oz.} + 12 \text{ oz.} + 12 \text{ oz.} = 36 \text{ oz.}$$

$$12 \text{ oz.} + 24 \text{ oz.} = 36 \text{ oz.}$$

$$18 \text{ oz.} + 18 \text{ oz.} = 36 \text{ oz.}$$

$$20.4 \text{ oz.} + 15.6 \text{ oz.} = 36 \text{ oz.}$$

# CEREALS

GOOD SOURCE OF IRON, B VITAMINS, AND OTHER NUTRIENTS

## CAN BUY

All cereals are 'whole grain' unless marked with the symbol: \*

## COLD CEREAL STORE BRANDS

**Any store brand can be purchased for the following kinds of cereals:**

**Corn Flakes\*** - Plain

**Multigrain Flakes with Oat Clusters\***  
(with or without almonds)

**Also called:** Honey Crunchin' Oats,  
Honey & Oats, Honey Oat Clusters,  
Honey Oats & Flakes, Krispy Honey-Oats,  
Oats & More, Oats & Honey

**Oat O's** - Plain. Also called: Toasted  
Oats, Tasteeos, Oats & O's

**Oat Squares** - Plain. Also called:  
Crisp Oat Squares, Crunchy Oat  
Squares, Oat Crisps

**Shredded Wheat** - Plain or Frosted

**Wheat Flakes** - Plain

**'Any store brand' includes store names  
AND these brands of cold cereal:**



# CEREALS

GOOD SOURCE OF IRON, B VITAMINS, AND OTHER NUTRIENTS

CAN BUY

## HOT CEREALS

---



Cream of Wheat Whole Grain  
(2 1/2 minute)

---



Instant Maple Oatmeal  
Vermont Style Maple Oatmeal

---



Instant Oats with Iron

---

CEREALS

# WHOLE GRAIN – BREADS

GOOD SOURCE OF FIBER AND B VITAMINS

## BREADS

16 OUNCE PACKAGES

**TIP**

**1 POUND (1 LB.) IS THE SAME AS 16 OUNCES (16 OZ.)**

Bread sizes are usually marked at the bottom front of bread package.



- Flax & Grain Bread



- 100% Wheat Bread with Flax



- Franczoz Health Bread  
100% Whole Wheat
- Franczoz Health Bread  
Germinated Whole Wheat



- 100% Whole Wheat
- Westphalian Style Pumpernickel
- Danish Style Pumpernickel
- European Style Whole Grain
- Cocktail Whole Grain
- Cocktail Rye
- Cocktail Pumpernickel
- 100% Rye Rye-Ola Flax
- 100% Rye Rye-Ola Pumpernickel
- 100% Rye Rye-Ola Black Rye
- 100% Rye Rye-Ola Sunflower Bread



- Multigrain Bread
- Wheat Wholegrain Bread



- 100% Whole Wheat
- 100% Multigrain Bread (All Natural)



- Whole Wheat bread
- Whole Wheat rolls

# WHOLE GRAIN – BREADS

GOOD SOURCE OF FIBER AND B VITAMINS

CAN BUY

## BREADS

16 OUNCE PACKAGES

All of these brands offer **100% Whole Wheat** bread that is NYS WIC approved!

|                                                                                     |                                                                                                                           |                                                                                     |                                                                                    |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|     |                                          |    |   |
|    | Gourmet                                                                                                                   |    |   |
|    |                                          | Penn Street                                                                         |   |
|   |                                         |   |  |
|  | <br>No salt added or<br>In store fresh |  |                                                                                    |
|   |                                                                                                                           |  | Must be:<br>Stone Ground<br>Hamotzie,<br>or Mezonos                                |
|                                                                                     |                                                                                                                           |  | Must be:<br>Hamotzie,<br>Mezonos,<br>or Rolls                                      |

WHOLE GRAIN - BREADS



# WHOLE GRAIN – TORTILLAS

GOOD SOURCE OF FIBER AND B VITAMINS

CAN BUY

## TORTILLAS

16 OUNCE PACKAGES



- White Corn Tortillas
- Yellow Corn Tortillas



- White Corn Tortillas



- Corn Tortillas



- Whole Wheat (Flour Gordita Whole Wheat) Tortillas



- Soft White Corn Tortillas
- 100% Whole Wheat Flour Tortillas



- 100% Whole Wheat Tortillas



- White Corn Tortillas



- White Corn Tortillas



- Whole Wheat Tortillas



- Corn Tortillas
- 100% Whole Wheat Fajita Flour
- 100% Whole Wheat Soft Taco Flour

# WHOLE GRAIN – TORTILLAS

GOOD SOURCE OF FIBER AND B VITAMINS

CAN BUY

## TORTILLAS

16 OUNCE PACKAGES



- 100% Whole Wheat with Honey Tortillas



- 100% Whole Wheat Flour Tortillas



- Corn All Natural Tortillas



- Whole Wheat Tortillas



- Whole Wheat Flour Tortillas



- White Corn Tortillas (Shelf Stable & Dairy)
- Whole Wheat Flour Tortillas



- 100% Whole Wheat Flour Tortillas



- Whole Wheat Tortillas



- Whole Wheat Tortillas

YOSSI'S PITA

- Corn Tortillas

WHOLE GRAIN - TORTILLAS

# WHOLE GRAIN – BROWN RICE

GOOD SOURCE OF FIBER AND B VITAMINS

CAN BUY

ANY  
BRAND

## BROWN RICE

14-16 OUNCE OR  
28-32 OUNCE PACKAGES

- Plain brown rice in boxes or bags
- May be instant, quick, or regular cooking



### CANNOT BUY:

- Added ingredients such as fats, oils, salt, or sugars

# WHOLE GRAIN – PASTA

GOOD SOURCE OF FIBER AND B VITAMINS

CAN BUY

ANY  
BRAND

## WHOLE WHEAT PASTA

16 OUNCE PACKAGE ONLY

- Whole wheat pasta in any style or shape
- Made from whole wheat or whole wheat durum flour
- Organic is allowed



### CANNOT BUY:

- Added ingredients such as fats, oils, salt, or sugars



# BREASTFEEDING WIC CAN HELP

## TIP

Deciding to breastfeed is important. Breastfeeding is the natural way for a mother to feed her baby. Breastfeeding is more than food; it is an essential part of overall good health. Breastfeeding connects a mother and her child with an unbreakable bond that will last a lifetime. It creates a relationship that provides protection, nutrition, and comfort. The American Academy of Pediatrics recommends exclusive breastfeeding for the first 6 months of life and continued breastfeeding through 12 months and beyond. Breast milk and complementary foods available through WIC will help a baby continue to grow into a strong and healthy child.

### **WIC provides support through:**

- counseling and education by breastfeeding experts at WIC local agencies
- peer counseling by women who have breastfeeding experience and can provide breastfeeding support to other mothers
- an enhanced food package for a full year, designed to support a breastfeeding mother's milk supply
- an increased food package for a breastfed baby at 6 months of age when s/he begins to eat complementary foods
- a variety of breast pumps for mothers who need to express their breastmilk
- a breastfeeding friendly environment at WIC where breastfeeding mothers know they are supported



Visit: **[www.breastfeedingpartners.org](http://www.breastfeedingpartners.org)**.

# INFANT FOODS

GOOD SOURCE OF IRON, ZINC AND VITAMINS

## CAN BUY

### INFANT FORMULA

Your WIC check lists the brand, size, and form (powder, concentrate, or ready to use) that you must buy.

## TIP

#### PREPARING FORMULA (Powder & Concentrate)

- Follow the directions on the formula container for mixing
- Store prepared formula in the back of the refrigerator (the coldest area)
- NEVER save and reheat an old bottle that your baby did not finish

## CAN BUY

### INFANT CEREAL

8 & 16 OUNCE CONTAINER

Gerber Cereal for Baby



#### Allowed Varieties:

- Oatmeal
- Whole Wheat
- Rice
- Multigrain



#### CANNOT BUY:

Organic, extra ingredients such as DHA, fruit, formula, or added protein

# INFANT FOODS

GOOD SOURCE OF IRON, ZINC AND VITAMINS

## MEATS 2.5 OUNCE CONTAINERS

**Beech-Nut.**



**Gerber.**



**BEECH-NUT or GERBER:**

Any meat with broth or gravy

**TIP**

### FEEDING YOUR BABY

- Make sure your baby is sitting up while eating. High chairs are best.
- Never leave your baby alone while eating.
- Quietly talk to and encourage your baby while eating. Make eye contact.

### KOSHER BABY FOOD MEATS:

If printed on your WIC check (or if the store does not carry Beech-Nut or Gerber)

**FIRST CHOICE:** Chicken with Gravy, Turkey with Gravy

## VEGETABLES AND FRUITS

**4 OUNCE CONTAINERS**

**Beech-Nut.**



**Gerber.**



**BEECH-NUT OR GERBER:**

Any single fruit or vegetable

Any combination of different vegetables and fruits

**Two-packs of baby food counts as two containers.**



### CANNOT BUY:

Organic, pouches, mixtures including non-fruit or non-vegetable ingredients such as meat, yogurt, rice, noodles

# SHOPPING Q&A

## **Q. What if I do not want all of the foods on a check?**

**A.** If you do not expect to use all of the foods, please ask a WIC nutritionist to change your food package.

## **Q. Can I use coupons with WIC checks at the grocery store or pharmacy?**

**A.** Yes! You may also use a store's savings card with your WIC checks.

## **Q. If the store is out of an item, can I get a rain check?**

**A.** No! Stores may not give you a rain check for WIC foods. If a store doesn't have all the WIC foods listed on your check, ask the store manager if the foods are in stock. You may have to go to another store if all foods are not available.

## **Q. If my checks expire can they be replaced?**

**A.** No! Make sure you use your WIC checks within the valid dates allowed. After they expire, they cannot be re-issued.

## **Q. What if I'm asked to sign the WIC check before the transaction is complete?**

**A.** Don't! Checks should not be signed/dated until the cashier writes the total purchase price in the "Pay Exactly" box.

# SHOPPING CHECKLIST

## **Before you shop make sure you have:**

- ☐ Your WIC ID card
- ☐ This WIC Foods Guide
- ☐ Your **UNSIGNED** WIC checks with valid dates

## **While Shopping:**

- ☐ Look carefully at what is listed on the check.
- ☐ Use this WIC Foods Guide to help you select WIC approved foods listed on your check.
- ☐ Your WIC check will tell you the size and how many of each product you can get.

## **Before Checkout:**

- ☐ Do you have **all the foods** listed on each check that you intend to use? Otherwise, the WIC store cannot process your WIC check.

## **At the Register:**

- ☐ Do not use self-checkout, express, or cash only lanes.
- ☐ Place your WIC items on the checkout counter grouped together by check.
- ☐ Place the matching **UNSIGNED WIC** check on top of each group of these items.
- ☐ Tell the cashier you will be using your WIC checks.
- ☐ The cashier will write the total cost of your food in the **PAY EXACTLY** box of the check. The cashier will pass the check back to you to sign and date.

## What to Bring to Your WIC Appointment

- Proof of identity for each person applying.
- Proof of where you live. The proof must show your actual street address, not a post office box.
- Proof of income for each household member who works. Documentation must be for the last 30 days.
- Proof of your participation in Medicaid, SNAP/Food Stamps or Temporary Assistance to Needy Families (TANF), if using these programs.
- Immunization records for children.
- Confirmation of pregnancy – a statement from your health care provider with your baby's due date.
- Any WIC medical forms given to you by your health care provider.



### How do I get my child to eat more vegetables and fruits?

#### 1. Make it fun:

Offer colorful foods, or arrange foods in patterns on the plate.

#### 2. Get them involved:

Shop with your child and have them choose a new fruit or veggie. Cook together and let them help with preparation.

#### 3. Provide easy access:

Cut up some fruits and veggies, and keep it in a covered bowl in the fridge. Your child can easily grab a healthy snack when hunger strikes.

# USDA Nondiscrimination Statement

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotape, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

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](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](mailto:program.intake@usda.gov).

**This institution is an equal opportunity provider.**

## **For other complaints contact:**

- (1) mail: WIC Program Director  
NYSDOH, Riverview Center Room 650,  
150 Broadway, Albany, NY 12204; or
- (2) phone: The Growing up Healthy Hotline at 1-800-522-5006; or
- (3) email: [NYSWIC@HEALTH.NY.GOV](mailto:NYSWIC@HEALTH.NY.GOV)

Participants who make false or misleading statements or withhold information on purpose to get WIC benefits, who participate in more than one WIC program, who sell or give away WIC foods or formula, or who sell or give away WIC checks may have to pay the State back for the benefits received improperly and may be legally prosecuted by New York State or federal officials.

## **WHAT CAN YOU DO IF YOU SUSPECT FRAUD?**

Call the Toll Free Hotline

**1-877-282-6657**

or email

**[foodfraud@health.ny.gov](mailto:foodfraud@health.ny.gov)**

You may report your concerns anonymously.

**PLACE WIC CHECK HERE**

## **PARTICIPANT RESPONSIBILITIES**

### **Participants must:**

- provide WIC staff with true and accurate information for determining eligibility, to the best of their knowledge
- agree to allow WIC Program staff to check that the information provided is correct by contacting employers or other sources
- notify the WIC office if any information provided to WIC changes
- only participate in one WIC Program
- not sell or give away WIC food, formula or WIC checks

# Tell a friend or relative about WIC!

**For more information about WIC:**

Call

**1-800-522-5006**

Email

**nyswic@health.ny.gov**

Visit us on the web at

**[www.health.ny.gov/wic](http://www.health.ny.gov/wic)**

**[www.breastfeedingpartners.org](http://www.breastfeedingpartners.org)**

or contact your local WIC office.

*An electronic version of this guide  
is available in 21 languages and can  
be downloaded from the website.*

