

Effective October 2025

# Utah WIC Program Shopping Guide



Utah Department of  
**Health & Human**  
Services



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## What to bring to certification appointments:

- **Proof of income** such as each applicant's Medicaid card or pay statements from the last 30 days for each adult living in your home. If you're paid every week, bring 4 pay statements. If you're paid every other week or twice a month bring 2 pay statements. Please report all income.
- **Proof of address** such as a current utility bill, or a current rent or mortgage bill or receipt. It must have your street address printed on it.
- **Proof of identity for each person** to be certified such as a driver license, birth certificate, Medicaid card, or photo ID. Infants may use a crib card or a hospital document. Children age 1 and older require a birth certificate, Medicaid card, or photo ID.
- **Proof of guardianship** if you are not the child's parent.
- **Infants and children** being certified.
- A parent or guardian must be present at certification appointments.



## How to use your WIC card

### Welcome to WIC!



- Your WIC card works like a debit card.
- Call the number on the back of your WIC card to activate it before you shop: 1-855-784-5584. You will choose a 4-digit Personal Identification Number (PIN) when you activate the card. **Do this before you shop.**
- Bring your WIC card to every WIC appointment.
- Three months of food benefits are usually issued to your account at one time. However, you can only use the current month's benefit at the store.
- All foods must be purchased before midnight on the last day of the month they are issued for. Foods not purchased during the month will not stay in your account for the next month.
- Call your WIC clinic if your WIC card is lost, stolen, or damaged.
- Let the WIC clinic staff know if you would like another person as your proxy or alternate shopper.
- WIC foods are not meant to be shared. They should only be used by the WIC participant they were issued for.

### Before you shop:

- Download the WICShopper app and register your card to the app.
- Review your benefit balance. To view your benefit balance, go to the WICShopper app > My Benefits tab, call the number on the back of your WIC card 1-855-784-5584, or ask a cashier at any WIC-authorized store.
- Make sure your benefits are correct before you shop. You must make changes to your benefits **before** the first time you shop each month when changes are needed.
- Shop only at Utah WIC-authorized stores. Go to the WICShopper app > WIC Stores & Markets tab to find WIC-authorized stores near you.

### While you shop:

- Check your benefits carefully to know which foods you can buy. Use the Utah WIC Program Shopping Guide to help you.
- Shop throughout the month. Do not wait until the end of the month to buy all your WIC foods, as some foods may not be available.
- Scan foods in the WICShopper app to know if they are a WIC item you can purchase. Not all allowed fresh fruits and vegetables scan as "WIC Allowed" in the WICShopper app but should work at checkout.

### At checkout:

- After all your foods are scanned, swipe your WIC card to purchase your WIC foods.
- Always pay with your WIC card first. Pay for non-WIC items with another method of payment.
- Speak with a store manager or call your WIC clinic if you have problems at the store.
- Submit foods that you think should be WIC-allowed on the WICShopper app > I Couldn't Buy This!

#### Beginning balance receipt

Cheese 1 lb  
Eggs 1 dozen

Ask the cashier for this receipt. This will tell you what food benefits are in your account.

#### Proposed utilization receipt

Eggs 1 dozen

After your foods are scanned, a second receipt will print showing you how much will be taken off your account. Review this receipt carefully. **You can only take off or exchange items at this time, before paying.**

#### Ending balance receipt

Cheese 1 lb  
Eggs 0 dozen

Keep the ending balance receipt from your most recent purchase. This receipt shows the remaining benefits for the rest of the month.



## WICShopper app

WIC shopping, simplified.

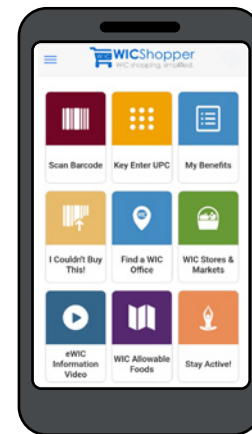
The Utah WIC program offers the WICShopper app. With it, you can:

- View your remaining food benefit balance.
- Scan food barcodes or enter their Universal Product Code (UPC) to make sure they are WIC-allowed.
- View the Utah WIC Program Shopping Guide.
- Find Utah WIC-authorized stores.
- Find Utah WIC clinic information.
- Report foods you believe should be WIC-allowed.
- Access WIChealth for your nutrition education.
- See your next scheduled appointment.
- Much more!



Download the WICShopper app to make the most of your grocery shopping.

- 1 Install WICShopper from the Apple App Store or Google Play.
- 2 Select Utah as your WIC Agency.
- 3 Register your WIC card to the app under the "My Benefits" tab.
- 4 Scan product bar codes to verify WIC-allowed foods.
- 5 If you find a non-approved food that you believe is an error, submit it for review.
- 6 Find easy access to the current Utah WIC Program Shopping Guide.
- 7 Use the most up to date version to avoid issues.



\*Go to settings to choose your preferred language.



To download the WICShopper app, open the camera on your phone and scan the QR code or visit: [ebtshopper.com/download](http://ebtshopper.com/download).



## Check WIC items with the WICShopper app

After you register your WIC card, use the “Scan Barcode” and “Key Enter UPC” features to see if you can buy a food item with your benefits. You’ll see one of these answers after you scan the barcode or enter in the product’s UPC.

**BENEFITS ALLOW:** You can buy this WIC item with the benefits in your account.



**Not Enough Benefits:** You don't have enough benefits in your account to purchase this WIC item.



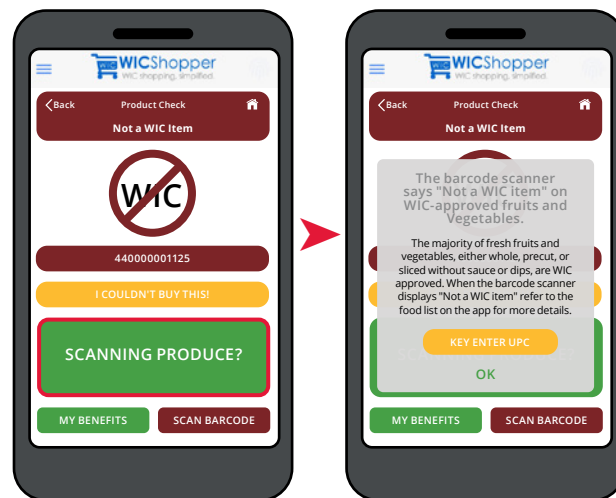
**No Eligible Benefits:** The item is WIC-allowed, but isn't included in your benefits. This may be because of your family members' ages or nutrition needs.



**Not a WIC Item:** The food item is not a WIC item.



When you scan or enter fresh fruits and vegetables, it may say “**Not a WIC Item.**” Click on the “**SCANNING PRODUCE**” button. It explains that the WICShopper app doesn't recognize all fresh fruits and vegetables as WIC-allowed, even if they are. Go to the “**Fruits and vegetables**” section in the Shopping Guide to read about what is and isn't allowed.





### Never sell, trade, or give away WIC foods; this is considered fraud.

It is not required to purchase all items in your WIC account. Speak to WIC staff if you do not use or need all the foods in your account. If you suspect any fraud, please report it to Utah WIC by:

- **Phone:** 1-877-WIC-KIDS (1-877-942-5437)
- **Email:** wic@utah.gov

### \*Store brands and private labels:

Store brands and private labels must be purchased when indicated in the Utah WIC Program Shopping Guide. Examples of store brands and private labels:



Essential Everyday



Lucerne



Food Club



Private Selection



Freedom's Choice



Shoppers Value



Great Value



Signature Select



Harmans



Smart Way



Kroger



WinCo

You can purchase the following foods only if they are store brands or private labels:

- Canned and dried beans
- Canned tuna
- Cheese
- Eggs
- Milk
- Rice

### Organic:

Organic food is only allowed for the following:

- Fresh, frozen, or canned fruits and vegetables
- Infant cereal
- Infant fruits and vegetables
- Quinoa
- Tofu



# Cheese

✓ **Allowed:** \*Store brand or private label; 8 to 16, or 32 ounces (oz)

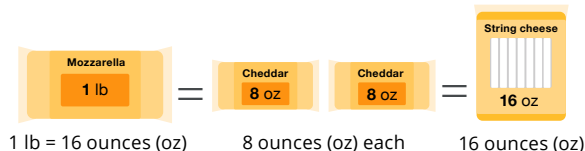
- Regular, reduced-fat, whole, or part-skim
- Block, shredded, sliced, cubed, stick, or string cheese
- Colby
- Mozzarella: part skim or whole
- Monterey Jack
- Muenster
- Pasteurized processed American
- Provolone
- Natural cheddar
- Swiss



✗ **Not allowed:** Deli, cheese food/spread/product, name brand, 1 oz individual string cheese, or any other variety of cheese not listed (such as pepper jack)

**Cheese is issued in units of pounds (lb).** When you choose a package of cheese that is:

- 8 oz it will subtract 0.5 lb from your benefits
- 9 to 12 oz it will subtract 0.75 lb from your benefits
- 13 to 16 oz it will subtract 1 lb from your benefits
- 32 oz it will subtract 2 lbs from your benefits



- Tips**
- Cheese provides similar nutrients to milk like protein, vitamin D, and calcium.
  - Some of your milk benefit can be substituted with cheese. Talk to your local WIC clinic if you would like cheese and less milk.
  - For a guide to buying different cheese sizes go to: WICShopper app > WIC Allowable Foods > English Food Helps > Cheese — more information.



# Tofu

**✓ Allowed:** \*Brands listed below; 14 to 16 oz  
(all options remove 1 lb of benefits)

- Block tofu
- Organic allowed
- Tofu only if listed on your WIC receipt or benefit list



**Azumaya**

- Extra firm, firm



**Franklin Farms**

- Extra firm, firm, medium firm, pressed firm, soft



**House Foods**

- Extra firm, firm, medium firm



**Nasoya**

- Extra firm



**O Organics**

- Extra firm, firm



**Simple Truth Organic**

- Extra firm, firm



**Wildwood Organic**

- Extra firm, firm



**Woodstock**

- Extra firm, firm

**✗ Not allowed:** Any form other than block (cubed),  
seasoned, added fat, sugars, oils, or sodium

# Eggs

**✓ Allowed:** \*Store brand or private label; 1 dozen


- Medium, large, or extra large
- White or brown
- Regular or cage free





**Not allowed:** Omega-3, free range, pasture raised,  
or organic



# Cereal

Whole grain 







 **Allowed:** \*Brands listed below; 12 to 36 oz boxes and bags for cold cereal, 9.8 to 36 oz for hot cereal

 **Not allowed:** Cold cereal containers smaller than 12 oz or cereal with artificial sweetener








All authorized cereals meet the federal WIC guidelines for iron and sugar content.

## Cold cereal



**Food Club:** Bran Flakes  | Corn Flakes  | Frosted Shredded Wheat Bite Size (Original or Strawberry)  | Honey and Oats (Almonds or Original)  | Rice Squares  | Toasted Oats 

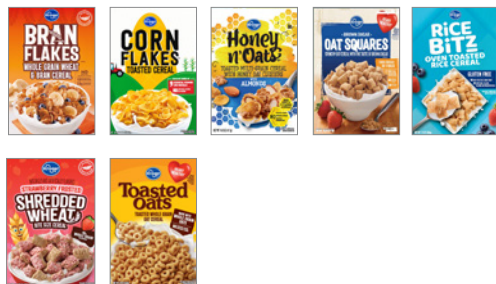


**General Mills:** Bluey  | Cheerios (Hearty Nut Medley, Multigrain, Original, Veggie Blends (Apple Strawberry or Blueberry Banana)  | Chex (Blueberry, Cinnamon, Corn, Rice, Strawberry Vanilla, or Wheat)  | Fiber One Honey Clusters  | Kix (Original)  | Wheaties (Original, Protein Honey Pecan, or Protein Maple Almond)  | Whole Grain Total 

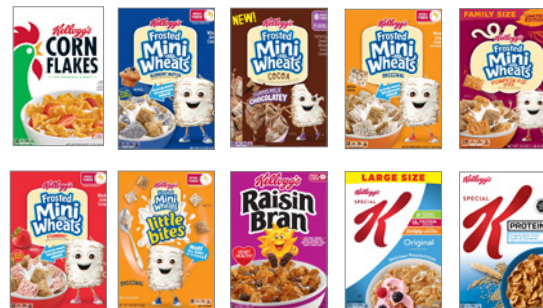




**Freedom's Choice:** Bran Flakes | Frosted Shredded Wheat | Toasted Oats



**Kroger:** Bran Flakes | Corn Flakes | Honey n' Oats With Almonds | Oat Squares | Rice Bitz | Strawberry Frosted Shredded Wheat | Toasted Oats



**Kellogg's:** Corn Flakes | Frosted Mini Wheats (Blueberry Muffin, Cocoa, Original, Pumpkin Pie Spice, or Strawberry) | Frosted Mini Wheats Little Bites | Raisin Bran | Special K (Original) | Special K Protein (Original Multi-Grain Touch of Cinnamon)



**Great Value:** Bran Flakes | Corn Flakes | Frosted Shredded Wheat (Original or Strawberry) | Rice Squares | Toasted O's

Malt O Meal

**Malt-O-Meal:** (Bags)

Frosted Mini Spooners (Original or Strawberry Cream) | Raisin Bran

Post



**Post:** Bran Flakes | Grape Nuts (Flakes or Original) | Great Grains (Banana Nut Crunch, Cranberry Almond Crunch, Crunchy Pecan, Raisin Date Pecan, or Red Berry Almond Crunch) | Honey Bunches of Oats (Almonds, Honey Roasted, or Vanilla) | Raisin Bran

QUAKER



**Quaker:** Life (Mighty Life [Mixed Berry, Very Vanilla], Original) | Oatmeal Squares (Brown Sugar, Honey Nut)

Signature SELECT



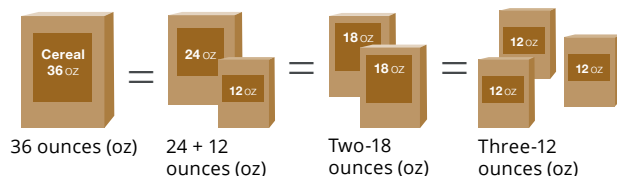
**Signature Select:** Bran Flakes | Corn Flakes | Rice Pockets | Toasted Oats

WinCo FOODS



**WinCo:** Corn Flakes | Frosted Shredded Wheat | Toasted Oats

**Cereal is issued in units of ounces (oz).** Buy packages that total your full benefit amount so you don't have leftover ounces of cereal you can't buy.



- Tips**
- WIC-allowed cereals are low in sugar, high in iron, and some can be a good source of fiber.
  - At least 75% of WIC-allowed cereals are whole grain. Look for the wheat symbol! 🌾
  - You can buy both cold cereal and hot cereal together up to the amount listed on your WIC receipt or benefit list.
  - For a list of WIC-allowed gluten-free cereals and oats go to: WICShopper app > WIC Allowable Foods > English Food Helps > Gluten-free cereals and oats — more information.

## Hot cereal (Original flavor only)



**Cream of Wheat:** Cream of Rice (Instant or Original) | Cream of Wheat 2 1/2 Minutes (Whole Grain) 🌾 | Cream of Wheat Instant



**Food Club:** Instant Oatmeal (packets only) 🌾



**Great Value:** Instant Oatmeal (packets only) 🌾 | Instant Grits (Original)



**Kroger:** Instant Oatmeal (packets only) 🌾



**Malt-O-Meal:** Original Hot Wheat



**Signature Select:** Instant Oatmeal (packets only) 🌾



**Quaker:** Instant Grits (Original) | Instant Oatmeal (packets only) 🌾



**WinCo:** Instant Oatmeal (packets only) 🌾



# Peanut butter and beans

## Peanut butter

✓ **Allowed:** \*Brands listed below; 15 to 18 oz creamy, crunchy, extra crunchy, or natural



Adams



Peter Pan



Essential Everyday



Private Selection



Food Club



Shoppers Value



Freedom's Choice



Signature Select



Great Value



Skippy



Jif



Smart Way



Kroger



Smucker's



Laura Scudder's



WinCo



**Not allowed:** Added honey, jelly, marshmallows, chocolate, or other similar ingredients, reduced-fat, peanut butter spreads, or reduced-fat peanut butter spreads



## Beans and lentils



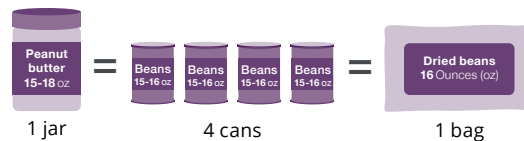
✓ **Allowed:** \*Store brand or private label;

- 1 lb (16 oz) bag
- 15 to 16 oz cans, regular or low sodium

- |                   |                  |              |
|-------------------|------------------|--------------|
| • Black           | • Garbanzo       | • Pink       |
| • Black-eyed peas | (chickpeas)      | • Pinto      |
| • Butter beans    | • Great Northern | • Red        |
| • Cannellini      | • Kidney         | • Split peas |
| (white kidney)    | • Lentils        | • White      |
| • Cranberry       | • Lima           |              |
| • Fat-free        | • Mayocoba       |              |
| refried beans     | • Navy           |              |

✗ **Not allowed:** Added sugar, vegetables or fruits, fats or oils, flavored, bean soup mix, mixed beans, chili, baked beans, beans with meat, canned green peas, snap beans, green beans, wax beans, or any other variety of refried beans

Peanut butter and beans are issued in units of jar/bag.



- Tips**
- You can choose a 16 oz bag of dried beans, canned beans in 15-16 oz cans, or 15-18 oz jars of peanut butter. One jar/bag equals 1 package of dry beans, 4 cans of beans (1 can = 0.25 jar/bag), or 1 jar of peanut butter.
  - For purchasing options when issued multiple jars/bags go to: WICShopper app > WIC Allowable Foods > English Food Helps > Peanut butter and beans — more information.



# Canned fish

## Chunk light tuna

✓ **Allowed:** \*Store brand or private label; 5 to 30 oz cans, 6 oz pouches

- Water or oil packed
- Regular or lower sodium
- May include bones or skin
- May include flavorings (lemon, herbs, broth)

✗ **Not allowed:** Solid white or chunk white albacore tuna, gourmet, or 2.5 oz pouches

- Tips**
- Tuna, mackerel, salmon, and sardines are rich in heart healthy omega-3 fats, iron, and protein.
  - For a list of allowed brands and sizes of canned fish go to: WICShopper app > WIC Allowable Foods > English Food Helps > Canned fish — more information.



## Salmon

✓ **Allowed:** \*Brands listed below; 5 to 30 oz cans, 5 oz pouches


- Water or oil packed
- Regular or lower sodium
- May include bones or skin
- May include flavorings (lemon, herbs, broth)


 **Bumble Bee**

 **Great Value**

 **Chicken of the Sea**

 **Kroger**

 **Essential Everyday**

 **Signature Select**

 **Field Day**

 **StarKist**

 **Food Club**

✗ **Not allowed:** Blueback or Atlantic salmon; gourmet; or 2.5 oz pouches of salmon

**Fish is issued in units of ounces (oz).** Buy packages that total your full benefit amount so you don't have leftover ounces of fish you can't buy.

## Mackerel

✓ **Allowed:** \*Brands listed below; 15 oz cans

- Water packed



Bumble Bee



Kroger

✗ **Not allowed:** Brands not listed in this food guide or cans of mackerel that are smaller or larger than 15 oz

## Sardines

✓ **Allowed:** \*Brands listed below; 3.75 oz cans

- May be packed in water, oil, or seasoning (Louisiana hot sauce, mustard, tomato, etc.)



Beach Cliff



Great Value



Brunswick



Kroger



Bumble Bee

✗ **Not allowed:** Brands not listed in this food guide or cans of sardines that are smaller or larger than 3.75 oz

## Infant cereal and baby food

### Infant cereal

✓ **Allowed:** Brands listed below; dry, 8 oz container



Earth's Best Organic: Mixed grain, oatmeal



Gerber: Multigrain, oatmeal, rice

✗ **Not allowed:** With added formula, fruit, yogurt, probiotics or DHA/ARA

**Tips** • Introduce solid food to your baby when they are around 6 months of age or developmentally ready.

- By 7 to 8 months of age, your baby should eat solid foods from all food groups.
- Mix cereals and mashed cooked grains with breast milk, formula, or water to make it smooth and easy for your baby to swallow.

## Infant fruits and vegetables

- ✓ **Allowed:** Brands listed below; single vegetable, single fruit, mixed vegetables, mixed fruits, vegetables mixed with fruits, 4 oz jar, 2 oz 2-pack, 4 oz 2-pack, or multi-packs up to 128 oz



**Beech-Nut:** Naturals | Nothing Artificial Added | Organic



**Gerber:** Regular | Organic



**Happy Baby Organic**



**O Organics**



**Once Upon A Farm**



**Parent's Choice**



**Simple Truth Organic**



**Tippy Toes:** Regular | Organic



**Wild Harvest**

- ✗ **Not allowed:** Pouches, medleys, dinners, delights, custards, cobbles, desserts, or any added ingredients (spices, oats, etc.)



## Infant meats

Infant meats are an extra benefit for exclusively-breastfed infants.

- ✓ **Allowed:** Brands listed below; "single meat" variety with added broth or gravy, 2.5 oz jar, 10 to 30 oz multi-packs



**Beech-Nut**



**Gerber**

- ✗ **Not allowed:** Meat sticks, dinners, or any added ingredients except for added broth or gravy

## Infant formula

- ✓ **Allowed:** Size and description as listed on your WIC receipt or benefit list
- WIC is a supplemental nutrition program. WIC does not provide all the formula your baby will need each month.
  - Prepare formula according to the formula manufacturer recommendations to keep your baby safe.
  - Check your benefits to see what allowed size, brand, type, and physical state (powder, concentrate, or Ready To Feed [RTF]) of formula is allowed for your baby.

# Whole grain options

## Brown rice

✓ **Allowed:** \*Store brand or private label

- 14 oz (instant) • 16 or 32 oz (regular)

✗ **Not allowed:** Ready-to-serve, added flavors or seasonings

## Whole wheat pasta

✓ **Allowed:** \*Brands listed below; 100% whole wheat pasta, 16 oz

- Whole wheat flour or whole durum wheat flour must be the only flour ingredients listed
- Any shape



Barilla



Kroger



Essential  
Everyday



Ronzoni



Food Club



Signature  
Select



Great Value



WinCo

✗ **Not allowed:** Pasta made with white flour, or a mix of different types of flour, or with added sugars, fats, oils, or salt (sodium)

## Whole grain bread

✓ **Allowed:** \*Brands listed below; 100% whole wheat bread and whole grain bread, 16 or 24 oz

16 ounce loaves of bread:



Bimbo: 100% Whole Wheat



Franz: 100% Whole Wheat Sandwich



Great Grains: Whole Wheat



Kroger: 100% Whole Wheat



Oroweat: 100% Whole Wheat Hot Dog Buns



Sara Lee: 100% Whole Wheat



WinCo: 100% Whole Wheat



Wonder: 100% Whole Wheat



## 24 ounce loaves of bread:

**Aspen Mills:** Honey Whole Wheat**Breadlover's:** 100% Whole Wheat with Honey**Franz:** 100% Whole Wheat | 100% Whole Wheat Sandwich**Grandma Sycamore:** Honey Whole Wheat**Great Grains:** 100% Whole Wheat**Great Value:** 100% Whole Wheat | 100% Whole Wheat & Honey**Kroger:** 100% Whole Wheat**Oroweat:** 100% Whole Wheat**Pepperidge Farm:** 15 Grain | 100% Whole Wheat | Honey Wheat**Private Selection:** 100% Whole Wheat | 100% Whole Wheat Sugar Free**Signature Select:** 100% Whole Wheat**Western Farms:** 100% Whole Wheat**WinCo:** 100% Whole Wheat**X Not allowed:** Rolls, bagels, or white bread

**Tip** • You can buy 16 or 24 oz bread depending on the amount of whole grains in your WIC account. If your starting value is 24 oz and you buy a 16 oz loaf of bread, you will have 8 oz of whole grains left in your WIC account that you will not be able to use.



## Tortillas

✓ **Allowed:** \*Brands listed below; whole wheat or corn tortillas, 12 to 32 oz



**Calidad:**  
White Corn 20 oz



**De Harina:**  
Whole Wheat 16 oz



**Don Pancho:**  
Whole Wheat 12.7 oz | Yellow Corn 13 oz | White Corn 16 oz | Yellow Corn 24.9 oz | White Corn 24.9 oz | Yellow Corn 26 oz



**Essential Everyday:**  
Whole Wheat 16 oz



**Great Value:**  
Whole Wheat 16 oz |  
White Corn 25 oz



**Guerrero:**  
Whole Wheat 16 oz | White Corn 16 oz | White Corn 25 oz | White Corn Street Tacos 31.5 oz | Yellow Corn Street Tacos 31.5 oz



**Kroger:**  
Whole Wheat 16 oz |  
White Corn 24 oz



**La Banderita:**

Yellow Corn 16 oz | White Corn 16 oz | Whole Wheat  
(Fajita and Soft Taco) 16 oz | White Corn 24.9 oz

**Mission:**

Yellow Corn Street Taco 12.6 oz | White Corn Street Taco  
12.6 oz | Whole Wheat 16 oz | Yellow Corn 16 oz

**La Burrita:**

Corn 13.4 oz

**Rancho Market:**

Corn Estilo Gorditas 16 oz

**Santa Fe Tortilla Company:**

Corn 16 oz | White Corn 16 oz | Whole Wheat 16 oz

**✗ Not allowed:** White flour tortillas, hard shells, wraps,  
or uncooked

## Whole wheat pita bread

**✓ Allowed:** \*Brands listed below; 16.8 oz

**Papa Pita****Sam's Choice**

**✗ Not allowed:** White pita bread, or containers smaller  
or larger than 16.8 oz

## Whole wheat English muffins

✓ **Allowed:** \*Brands listed below; 12 to 24 oz



Franz



Oroweat



Signature Select



Thomas'

✗ **Not allowed:** White English muffins, or packages smaller than 12 oz or larger than 24 oz



## Oats

✓ **Allowed:** \*Brands listed below; 12 to 32 oz



**Essential Everyday:**  
Old Fashioned | Steel Cut |  
Quick 1-Minute Oats



**Food Club:**  
Old Fashioned | Quick |  
Steel Cut Oats



**Full Circle:**  
Gluten Free Quick



**Great Value:**  
Gluten Free Quick |  
Old Fashioned | Quick



**Kroger:**  
1 Minute Oats



**Mom's Best:**  
Old Fashioned | Quick  
Oats



**Quaker:**  
1-Minute Regular | 1-Minute Gluten Free | Steel Cut  
Quick 3-Minute | Steel Cut Hearty Traditional Oats

✗ **Not allowed:** Individual serving oatmeal packets, or  
containers smaller than 12 oz or larger than 32 oz

## Quinoa

✓ **Allowed:** \*Brands listed below; quinoa or quinoa  
and whole grain rice mix, 12 to 32 oz



**Great Value:**  
Tri-color, Red, or White Quinoa | Quinoa & Brown Rice

Kroger



**Kroger:**  
White Quinoa

Minute



**Minute:**  
Rice & Quinoa

organics



**O Organics:**  
Tri-color or White Quinoa

simple truth organic



**Simple Truth Organic:**  
Red or White Quinoa

Success



**Success:**  
Tri-color Quinoa

**✗ Not allowed:** Pre-cooked or individual serving cups

**Whole grains are issued in units of ounces (oz).**

Choose combinations that total your full benefit amount so you don't have leftover ounces of whole grains you can't use.

## Fruits and vegetables

**✓ Allowed:** Dollar amount as listed on your WIC receipt or benefit list

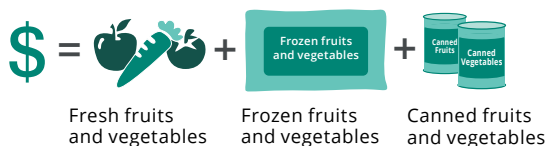
- Whole, pre-cut, or packaged fresh or frozen vegetables and fruits
- Canned fruit without added sugar, oil, fats, or salt
- Canned vegetables without added sugar, oil, or fats. Small amounts of salt and sugar may be added during the canning process to maintain quality of the food
- Fresh ginger and garlic
- Cups of fruits or vegetables in water or juice (no artificial sweeteners such as sucralose or stevia)
- Fresh herbs
- Salsa without added sugar or oil
- Organic



**✗ Not allowed:** Artificial sweeteners, decorative, dressings, dried, packages/party trays with additions (dips, meat, noodles, nuts), pouches, pickled, relishes, creamed, roasted, soups, olives, salad bars, spices, or salsa with sugar or oil

\*Mature beans, peas, and lentils (such as black beans, kidney beans, black-eyed peas) are included in your peanut butter/bean benefit

**Fruits and vegetables are issued as a Cash Value Benefit (CVB).** This means you have a specific dollar amount in your WIC account that can only be used for fruits and vegetables.



- Tips**
- Fruits and vegetables are high in fiber, vitamins, and minerals, and are low in calories and fat.
  - When the fruit and vegetable purchase total is more than the dollar amount on your account you will need to remove some fruits or vegetables from your purchase or pay the difference with another form of payment.
  - Some produce will not scan as "WIC Allowed" in the WICShopper app. However, all fresh produce is authorized and should be allowed for purchase at the cash register.



## Yogurt

✓ **Allowed:** \*Brands listed below; 32 oz containers

• Fat content listed on your WIC receipt or benefit list

✗ **Not allowed:** Drinkable, frozen, individual serving cups, or containers smaller or larger than 32 oz

### Whole-fat



**Bettergoods:**  
Plain Greek



**Brown Cow:**  
Maple | Plain | Vanilla

**Chobani**



**Chobani:**  
Plain Greek



**Food Club:**  
Vanilla



**Kroger**

**Kroger:**  
Blended Vanilla Greek

**Lucerne**

**Lucerne:**  
Plain | Plain Greek

**MOUNTAIN HIGH**

**Mountain High:**  
Plain | Vanilla

**WinCo FOODS**

**WinCo:**  
Plain

**Stonyfield ORGANIC**

**Stonyfield Organic:**  
Probiotic Banilla | Probiotic Plain | Probiotic Strawberry |  
Probiotic Vanilla

## Reduced-fat or low-fat

**Chobani**

**Chobani:**  
Less Sugar Madagascar  
Vanilla & Cinnamon Greek |  
Plain Greek

**DANNON**

**Dannon:**  
Plain

**Essential EVERYDAY**

**Essential Everyday:**  
Blended Blueberry | Blended Strawberry | Blended  
Vanilla

**food club**

**Food Club:**  
Blended Peach | Blended Raspberry |  
Blended Strawberry | Blended Vanilla | Plain

Kroger



**Kroger:**  
Blended Vanilla

LaLa



**LaLa:**  
Blended Mango | Blended  
Strawberry | Blended Vanilla | Plain

Lucerne



**Lucerne:**  
Plain Greek | Strawberry

MOUNTAIN HIGH



**Mountain High:**  
Plain | Vanilla

Stonyfield  
ORGANIC

**Stonyfield Organic:**  
Plain | Vanilla

Tillamook



**Tillamook:**  
Oregon Strawberry |  
Vanilla Bean



## Non-fat

Chobani



**Chobani:**  
Blended Strawberry Greek | Plain Greek | Vanilla Greek |  
Zero Sugar Strawberry Greek | Zero Sugar Vanilla Greek

Essential  
EVERYDAY

**Essential Everyday:**  
Plain

food club  
GREEK

**Food Club:**  
Plain Greek

Great Value



**Great Value:**  
Plain | Plain Greek | Vanilla Light | Vanilla Light Greek



**Kroger:**  
Carbmaster  
Vanilla



**Lucerne:**  
Light Vanilla | Plain | Plain Greek |  
Vanilla Greek



**Mountain High:**  
Plain



**Oikos:**  
Triple Zero Vanilla Greek |  
Vanilla Bean Greek



**O Organics:**  
Plain Greek



**Stonyfield Organic:**  
Plain | Plain Greek | Vanilla



**WinCo:**  
Plain | Plain Greek | Vanilla Greek

- Tips**
- Yogurt provides calcium, protein, vitamins A and D, and is a good source of potassium.
  - Buy the fat content listed on your WIC receipt or benefit list:
    - Women and children 2 years and older are issued reduced-fat, low-fat, or non-fat yogurt.
    - Children younger than 2 years are issued whole fat, reduced-fat, or low-fat yogurt.
  - Some of your milk benefit can be substituted for yogurt. Talk to your local WIC clinic if you would like yogurt and less milk.



# Milk

✓ **Allowed:** \*Store brand or private label; gallon, half gallon, or quart

- Size, description, and fat content listed on your WIC receipt or benefit list
- Buttermilk (half gallon or quart)
- Canned evaporated milk (12 oz)
- Lactose-free only if listed on your WIC receipt or benefit list
- Pasteurized
- Powdered dry milk (9.6 to 64 oz)
- Shelf stable (UHT)
- Quart milk is allowed in any brand

Milk is issued in units of gallons. A half gallon will take 0.5 gallon off your account. A quart will take 0.25 gallon off your account.



✗ **Not allowed:** Flavored, Skim Royale/Delight, unpasteurized, or raw

# Soy milk

✓ **Allowed:** Brands listed below; half gallon or quart

- Original flavor
- Refrigerated or shelf stable (UHT)
- Soy milk only if listed on your WIC receipt or benefit list



8th Continent Soymilk



Bettergoods



Pacific Foods



Silk



✗ **Not allowed:** Organic or any flavor other than original

## Tips

- Milk and soy milk provide calcium, protein, vitamins A and D, and are good sources of riboflavin.
- Buy the milk fat content listed on your WIC receipt or benefit list:
  - Women and children 2 years and older are issued low-fat (1%) or fat-free (skim) milk.
  - Children younger than 2 years are issued whole milk.
- For more information and help with milk sizes, go to: WICShopper app > WIC Allowable Foods > English Food Helps > Milk — more information.
- When assigned lactose-free milk, to get a comprehensive list of sizes and brands available go to: WICShopper app > WIC Allowable Foods > English Food Helps > Lactose-free milk — more information.
- When shelf stable milk is needed, to get a comprehensive list of available shelf stable milk go to: WICShopper app > WIC Allowable Foods > English Food Helps > UHT milk — more information.

## Juice

✓ **Allowed:** Brands listed below; half gallon

- Unsweetened, 100% juice, single flavor, or blends
- 64 oz refrigerated orange juice (no other flavors)
- Regular or low sodium for tomato/vegetable juice

✗ **Not allowed:** Refrigerated juices (except orange juice), cocktails, nectars, or 59 oz containers

### Juice 64 oz

**Finding the right 64 oz juice.** Federal guidelines require juice to be 100% juice. Manufacturers are required to put the percent (%) of juice on the label. This can generally be found above the Nutrition Facts label or on the front of the container.



✓ **Allowed:** 100% juice



✗ **Not allowed:** less than 100% juice

If a juice says 100% vitamin C, that doesn't mean it is 100% juice.



**Apple & Eve:** Apple | Big Bird's Apple | Cranberry Blend | Cranberry Apple | Cranberry Grape | Cranberry Pomegranate | Cranberry Raspberry | Elmo & Abby's Mango Strawberry | Elmo's Punch | Grover's White Grape | Natural Style Apple



**Campbell's:** Low Sodium Tomato | Tomato



**Essential Everyday:** Apple | Cranberry | Grape | Grapefruit | Orange (refrigerated or shelf stable) | Pineapple | Tomato | Vegetable | White Grape



**Food Club:** Apple | Cranberry | Grape | Orange (refrigerated or shelf stable) | Pineapple | Tomato | Vegetable | White Grape



**Freedom's Choice:** Apple | Grape | Tomato



**Great Value:** Apple | Cranberry | Cranberry Grape | Fruit Punch | Cranberry Pomegranate | Grape | Low Sodium Vegetable | Mango | Orange (refrigerated or shelf stable) | Orange Blend | Peach Mango | Pear | Pineapple | Ruby Red Grapefruit | Tomato | Vegetable | White Grape | White Grape Peach



**Juicy Juice:** Apple | Apple Raspberry | Berry | Cherry | Fruit Punch | Grape | Kiwi Strawberry | Mango | Orange Tangerine | Peach Apple | Strawberry Banana | Strawberry Watermelon | Tropical | White Grape



**Kroger:** Apple | Cranberry | Cranberry Cherry | Cranberry Grape | Grape | Low Sodium Vegetable | Pineapple | Pineapple Mango | Orange (refrigerated or shelf stable) | Ruby Red Grapefruit | Vegetable | White Grape | White Grapefruit



**Langers:** Apple | Apple Cranberry | Apple Orange Pineapple | Apple Peach Mango | Cranberry Plus | Cranberry Raspberry Plus | Grape | Orange (shelf stable only) | Pineapple





**Libby's:** Pineapple



**Mott's:** Apple | Apple Cherry | Apple Mango | Apple White Grape | Fruit Punch | Pineapple Passionfruit | Strawberry Kiwi



**Northland:** Blueberry Blackberry Acai | Cranberry | Cranberry Grape | Cranberry Pomegranate | Cranberry Raspberry | Pomegranate Blueberry



**Ocean Spray:** Cranberry | Cranberry Cherry | Cranberry Elderberry | Cranberry Concord Grape | Cranberry Mango | Cranberry Pineapple | Cranberry Pomegranate | Cranberry Raspberry | Cranberry Watermelon



**Old Orchard:** Apple | Apple Cranberry | Berry Blend | Black Cherry Cranberry | Blueberry Pomegranate | Cranberry Pomegranate | Grape | Immune Health Citrus | Immune Health Super Fruit | Kiwi Strawberry | Orange (shelf stable only) | Peach Mango | Red Raspberry | Strawberry Watermelon | White Grape | Wild Cherry



**Ruby Kist:** Apple | Grape | Orange (shelf stable only) | Orange Blend | White Grape



**Shoppers Value:** Orange (refrigerated only)



**Signature Select:** Apple | Apple Cider | Cranberry | Cranberry & Concord Grape | Cranberry Raspberry | Grape | Grapefruit | Orange (shelf stable only) | Pineapple | Vegetable Low Sodium | Tomato | Vegetable | White Grape



**Smart Way:** Apple



**Tree Top:** Apple | Apple Berry | Apple Cranberry | Apple Grape | Orange Passionfruit | Pineapple Orange



**V8:** Original Vegetable | Original Low Sodium Vegetable | Spicy Hot Vegetable



**Welch's:** Concord Grape | Red Grape | White Grape | White Grape Peach



**WinCo:** Apple | Grape | Orange (refrigerated only) | Vegetable | Vegetable Low Sodium | White Grape

## Tips

- 100% juice is an excellent source of vitamin C and a great source of fruits and vegetables.
- For a full list of options when issued convenience (single-serve) packs of juice go to: [WICShopper > WIC Allowable Foods > English Food Helps > Convenience packs of juice](#) — more information.



# Breastfeed!

Women who are mostly or exclusively breastfeeding get WIC food benefits up to 12 months postpartum. This helps them stay healthy and make milk for their babies longer.

Women who are not breastfeeding, or only breastfeeding sometimes, get WIC food benefits for 6 months postpartum. This lets WIC give their babies the food and formula they need.

Let us know if the amount you're breastfeeding changes so WIC can give you and your baby the foods you need.



## Breastfeeding has many benefits:

- ✓ Doctor recommended
- ✓ Perfect nutrition
- ✓ Fewer infections
- ✓ Reduces childhood obesity

Call your WIC clinic for help with breastfeeding.

# Your rights and responsibilities

## You have the right to:

- Receive benefits to buy healthy foods and to know that WIC does not provide all the food needed.
- Get information about healthy eating and active living.
- Receive help and support with breastfeeding.
- Receive information about immunizations and other health services that may help you.
- Fair and respectful treatment from WIC staff and store employees. If you have not been treated fairly, you can talk to a WIC supervisor. You can ask the WIC director or the state WIC office for a conference or hearing if you disagree with decisions regarding your eligibility.
- **Civil rights protection.** WIC program eligibility standards are the same for everyone regardless of race, color, national origin, sex (including gender identity and sexual orientation), disability, age, or reprisal or retaliation for prior civil rights activity.
- **Privacy.** WIC's privacy policy is found on page 68.

## You are responsible to:

- Tell staff about all of your income sources and report any changes.
- Tell staff if you participate in Medicaid, the Supplemental Nutrition Assistance Program (SNAP), or the Family Employment Program (TANF). You will also let WIC know if you stop participating in a program that made you eligible for WIC.
- Tell WIC if you are breastfeeding or if you reduce or stop breastfeeding.
- Tell WIC if you are pregnant or give birth.
- Share your contact information including your address with WIC and report any changes. If you are moving out of state, you can ask for a Verification of Certification (VOC) to make it easier to get on WIC in your new state.

## You agree to:

- Treat clinic staff and store employees with respect. You won't swear, yell, threaten, or harm anyone.
- Use your WIC foods for the family members they were issued for.
- Return extra foods or infant formula to the clinic. You are not required to purchase all the foods and formula issued by WIC if they are not needed.
- Never sell, give away, or trade WIC foods, infant formula, or your WIC card. This includes posting

them online or returning them to the store. Any food or formula you sell or give away that is the same as the WIC food or formula you received will be assumed to be WIC food and you will be asked to pay the program back for the food or formula.

- Receive benefits from only 1 WIC clinic at a time. Dual participation is illegal.
- Keep your appointments or contact the clinic to reschedule. You can be taken off WIC if you do not receive benefits for 2 months in a row. You can be put back on if you complete the required appointments.
- Protect your WIC card like a debit card and keep it from being lost, stolen, or damaged.
- Promptly tell WIC staff if your WIC card is lost or stolen.
- Not share your WIC card or PIN with anyone except for those you authorize with the clinic.
- Follow the rules and instructions in the Utah WIC Program Shopping Guide and WICShopper app.

### Agreement:

You have read or been advised of your rights and responsibilities. If you do not follow these rules, you understand you may be asked to repay WIC for any benefits your family received. You also understand you may lose future benefits and be taken off the WIC program.

This certification is being completed with the receipt of federal assistance. You certify that the information you have given is correct to the best of your knowledge. Program staff may verify all of the information you have given to the clinic. You know that any untrue information you have given to receive WIC food benefits, including but not limited to making a false or misleading statement or misrepresenting, concealing, or withholding facts may result in having to pay back the state agency for the value of food improperly given to you, and may subject you to civil or criminal prosecution under state and federal law.

You understand that each participant must reapply at the end of the certification period and be reassessed for program eligibility.

### WIC privacy policy:

**WIC respects your right to privacy.** As a WIC participant, you may receive reminder text messages, phone calls, letters, or emails. You may request not to receive these reminders. To opt out of texts, tell clinic staff or, reply STOP. To opt out of automated voice reminders, use option 9. Information about your participation in the WIC program may be shared for non-WIC purposes with other health and nutrition programs that serve persons eligible for the WIC program. The executive director of the Utah Department of Health and Human Services has authorized the

disclosure and use of confidential WIC information to certain programs to see if you qualify for their services, to conduct outreach, to share needed health information with programs you are already participating in, to streamline administrative procedures between programs, and to help assess the overall health of Utah families through reports and studies. You may ask WIC staff for more information about these programs.

### **USDA nondiscrimination statement:**

In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation), disability, age, or reprisal or retaliation for prior civil rights activity.

Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotope, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: <https://www.usda.gov/sites/default/files/documents/ad-3027.pdf>, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted 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:** (833) 256-1665 or (202) 690-7442; or (3) **email:** [program.intake@usda.gov](mailto:program.intake@usda.gov).

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

## Helpful phone numbers:

**Helpline for community resources:** 211

**Immunization hotline:** 1-800-275-0659

**Maternal mental health hotline:**  
1-833-TLC-MAMA (1-833-852-6262)

**Medicaid:** 1-866-435-7414

**MotherToBaby Utah:** call 1-866-626-6847  
or text 1-855-999-3525

**Poison Control:** 1-800-222-1222

**SNAP:** 1-866-435-7414

**Suicide and Crisis hotline:** 988

**Tobacco Quit Line:** 1-888-567-8788

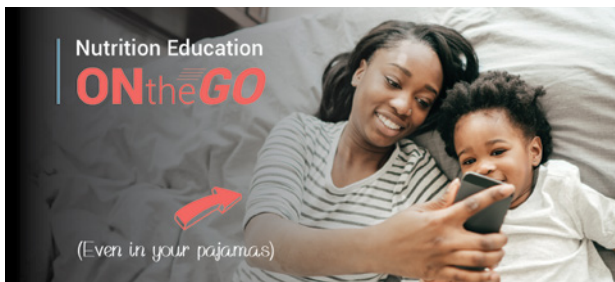
**WIC card customer service line:**  
1-855-784-5584



To visit Utah WIC's website open the camera on your phone and scan the QR code or visit [wic.utah.gov](https://wic.utah.gov).



Family ID: \_\_\_\_\_

Choose  [wichealth.org](http://wichealth.org)**TO GET STARTED**

1. Visit [www.wichealth.org](http://www.wichealth.org)
2. Is this your first time visiting [wichealth.org](http://wichealth.org)? Select "Sign Up"



3. Enter Your Information

Agency:

Clinic:

Family ID:

4. Complete Your Account

Username:

Password:

5. Select "Start Lesson"



Keep your username and password safe and private. You will need it each time you log into wichealth.

Clinic information:



Utah Department of  
**Health & Human**  
Services



Utah WIC program | 1-877-WIC-KIDS (1-877-942-5437) | [wic.utah.gov](http://wic.utah.gov)

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