

Effective October 2024

Utah WIC Program Shopping Guide



Utah Department of
Health & Human
Services



UTAH | WOMEN, INFANTS & CHILDREN



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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.
- Activate your WIC card by selecting a 4-digit Personal Identification Number (PIN) before you shop. Call the number on the back of your card: 1 (855) 784-5584.
- 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, ask a cashier at any WIC-authorized store, or go to www.ebtEDGE.com.
- 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. Not all allowed fresh fruits and vegetables scan as “WIC Allowed” in the WICShopper app but should work at checkout.



At checkout:

- After 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 scanning your foods, a second receipt will be printed indicating the total amount of this transaction which will be removed from your account. **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

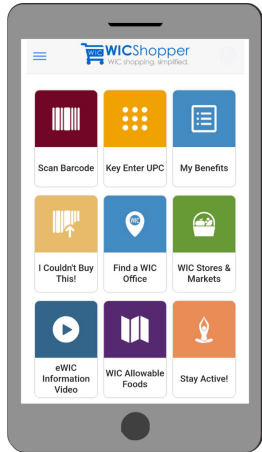
WIC shopping, simplified.

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

- ▼ View your remaining food benefit balance.
- ▼ Scan foods or enter their UPC to make sure they are WIC-allowed.
- ▼ View the Utah WIC Program Shopping Guide.
- ▼ Find Utah WIC-authorized stores.
- ▼ Find Utah WIC clinics.
- ▼ Report foods you believe should be WIC-allowed.
- ▼ 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.



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
- 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



Harmons



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 or frozen fruits and vegetables
- Jarred infant fruits and vegetables
- Jarred infant meats
- Tofu




Cheese

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

- Regular, reduced-fat, whole, or part-skim
- Block, shredded, sliced, cubed, stick, or string cheese
 - Cheddar (mild, medium, sharp, or extra sharp)
 - Colby/Colby Jack
 - Mozzarella
 - Monterey Jack
 - Muenster
 - Pasteurized processed American
 - Provolone
 - Swiss



 **Not allowed:** Deli, cheese food/spread/product, name brand, 1 oz individual string cheese, 2 lb blocks, or any other variety of cheese not listed (pepper jack)



Cheese is issued in units of pounds (lb). 8 oz will take 0.5 lb off your card. 12 oz will take 0.75 lb off your card.



- 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 > Cheese - more information.

Tofu



Allowed: *Brands listed below; 14 oz to 16 oz all authorized tofu must meet the federal WIC guidelines by being calcium set

- Block tofu
- Organic allowed
- Tofu only if assigned and printed on WIC receipt or benefit list



Azumaya

- Extra firm, firm, silken



Franklin Farms

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



House Foods

- Extra firm, firm, medium firm



Nasoya

- Extra firm, super firm



O Organics

- Extra firm, firm, silken



Simple Truth Organic

- Extra firm, firm, silken



Wildwood Organic

- Extra firm, firm, silken



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, pasture raised, or organic



Cereal

Whole grain 


-  **Allowed:** *Brands listed below; 12 oz to 36 oz boxes and bags for cold cereal, 9.8 oz to 36 oz for hot cereal
-  **Not allowed:** Cold cereal box sizes smaller than 12 oz or cereal with artificial sweetener

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

Cold cereal

Essential
EVERYDAY®



Essential Everyday: Bite Size Frosted Shredded Wheat Strawberry Cream | Bran Flakes  | Corn Flakes | Crispy Hexagons | Crispy Rice | Crunchy Corn Squares | Crunchy Oat Cereal  | Crunchy Rice Squares | Toasted Oats  |



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



Freedom's Choice: Bran Flakes 🌾 | Corn Flakes | Crisp Rice | Crispy Honey Oats and Flakes with Almonds | Frosted Shredded Wheat 🌾 | Toasted Oats 🌾 |



General Mills: Cheerios (Multigrain 🌾, Oat Crunch Berry 🌾, Original 🌾, Veggie Blends [Apple Strawberry or Blueberry Banana]) | Chex (Blueberry, Cinnamon, Corn, Rice, or Wheat 🌾) | Fiber One Honey Clusters 🌾 | Kix (Berry Berry, Honey, or Original) 🌾 | Wheaties 🌾 | Whole Grain Total 🌾 |

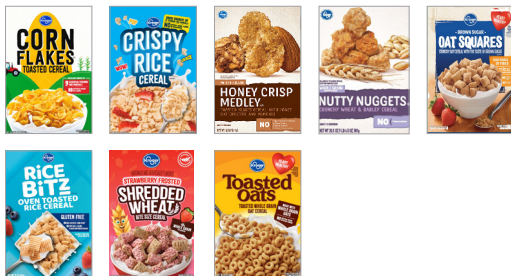


Great Value: Bran Flakes | Corn Flakes | Corn Squares
 | Frosted Shredded Wheat | Rice Crisps | Rice
 Squares | Toasted O's

Kellogg's



Kellogg's: Corn Flakes | Crispix | Frosted Mini Wheats (Blueberry, Blueberry Muffin, Cinnamon Roll, Golden Honey, Original, Pumpkin Pie Spice, Pumpkin Spice, or Strawberry) | Frosted Mini Wheat Little Bites | Rice Krispies | Special K (Original) | Special K Protein (Original Multi-Grain Touch of Cinnamon)



Kroger: Corn Flakes | Crispy Rice | Honey Crisp Medley (Multigrain) | Nutty Nuggets | Oat Squares | Rice Bitz | Strawberry Frosted Shredded Wheat | Toasted Oats



Malt-O-Meal: (Bags)
Crispy Rice | Frosted Mini Spooners (Original or Strawberry Cream)



Post: Grape Nuts (Flakes or Original) | Great Grains (Banana Nut Crunch or Crunchy Pecan) | Honey Bunches of Oats (Almonds, Cinnamon Bunches, Honey Roasted, Maple and Pecans, Vanilla) |



Quaker: Life (Original or Vanilla) | Oatmeal Squares (Brown Sugar, Cinnamon, or Honey Nut) |

**Shoppers
Value** Foods



Shoppers Value: Corn Flakes Cereal | Crisp Rice Cereal |

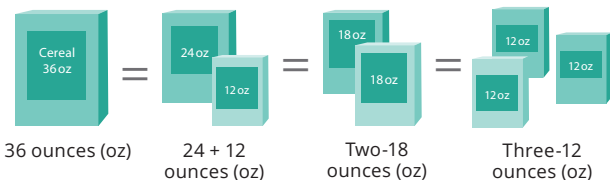


Signature Select: Bran Flakes 🌾 | Corn Flakes | Crispy Rice |
Oats & More (Almonds or Honey) | Rice Pockets | Toasted
Oats 🌾 |



WinCo: Bran Flakes | Corn Flakes | Crispy Rice |
Frosted Shredded Wheat | Toasted Oats

Cereals are issued in units of ounces. Buy any combination that does not go over 36 oz. Cereal can be purchased in separate transactions.



- Tips**
- WIC-allowed cereals are low in sugar, high in iron, and some can be a good source of fiber.
 - At least half 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 go to: WICShopper app > WIC Allowable Foods > Gluten-free cereals - more information.

Hot cereal (Original flavor only unless specified)



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



Food Club: Creamy Wheat
 Farina | Instant Oatmeal
 (packets only)



Great Value: Instant
 Oatmeal (packets only)




Kroger:
Instant Oatmeal
(packets only) 🌾




Malt-O-Meal: Chocolate Hot Wheat |
Co Co Wheats | Original Hot Wheat |




Quaker: Instant Grits (Butter, Cheddar Cheese, Country Bacon, Original, Red-eye Gravy & Country Ham, Variety) | Instant Oatmeal 🌾 |





Signature Select: Instant
Oatmeal (packets only) 🌾




WinCo: Instant Oatmeal
(packets only) 🌾

Peanut butter and beans

Peanut butter

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



Adams



Private Selection



Essential Everyday



Shoppers Value



Food Club



Signature Select



Freedom's Choice



Skippy



Great Value



Smart Way



Jif



Smuckers




Kroger



WinCo



Peter Pan

 **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

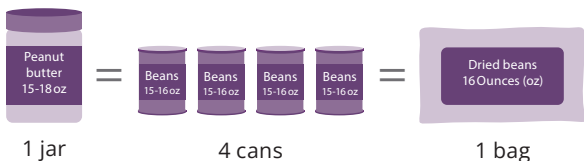
✓ **Allowed:** *Store brand or private label;

- ▶ 1 lb (16 oz) dry package
- ▶ 15 oz to 16 oz cans, regular or low sodium

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

✗ **Not allowed:** Added vegetables or fruits, added sugar, 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 > Peanut butter and beans - more information.



Canned fish

Canned fish is an extra benefit for women who are exclusively breastfeeding.

Chunk light tuna

✓ Allowed: *Store brand or private label; 5 oz to 30 oz cans

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


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

Tips

- Tuna, mackerel, and salmon 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 > Canned fish - more information.



Pink salmon or jack mackerel

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

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

 Bumble Bee

 Great Value

 Chicken of the Sea


 Kroger

 Essential Everyday

 Signature Select

 Food Club

 StarKist

 **Not allowed:** Red, blueback, Atlantic, or sockeye salmon; gourmet; or 2.5 oz pouches of salmon

Fish is issued in units of ounces (oz). Choose combinations that add up to 30 oz.



Six-5 oz cans

Five-6 oz cans

Two-14.75 oz cans

Infant cereal and baby food

Infant cereal



Allowed: Brands listed below; dry 8 oz container



Gerber.

Gerber: Oatmeal, rice, multigrain



Beech-Nut: Oatmeal, corn




Not allowed: With added formula, fruit, yogurt, probiotics or DHA/ARA; organic

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 including vegetables, fruits, grains, protein, and dairy.
- 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 |



Earth's Best Organic



Gerber: Natural for Baby | Organic for Baby |



Happy Baby Organic



O Organics



Once Upon a Farm




Parent's Choice



Simple Truth Organic




Tippy Toes: Regular | Organic

-  **Not allowed:** Pouches, medleys, dinners, delights, custards, cobblers, 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 oz to 77.5 oz multi-packs




Beech-Nut




Earth's Best Organic



Gerber

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


Infant formula

 **Allowed:** Size and description as printed 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.
- See your “Family Food Benefits” list to see what allowed size, brand, type, and physical state (powder, concentrated, 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 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 oz 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



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



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



✘ Not allowed: Buns, rolls, bagels, or white bread

- ## Tips
- You can buy 16 oz or 24 oz bread depending on the amount of whole grains in your WIC account. If your starting value is 32 oz and you buy a 24 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.
 - For ideas when purchasing multiple whole grain options go to: WICShopper app > WIC Allowable Foods > Whole grains - more information.

Tortillas



✓ Allowed: *Brands listed below; whole wheat or corn tortillas, 16 oz

De Harina:
Whole Wheat



Don Pancho:
White Corn



Essential Everyday:
Whole Wheat



Great Value:
Whole Wheat



Guerrero:
Whole Wheat | White Corn |



Kroger:
Whole Wheat



La Banderita:
Yellow Corn | White
Corn | Whole Wheat
(Fajita and Soft Taco) |



Mission:

Whole Wheat | Yellow Corn |

**Rancho Market:**

Whole Wheat | Corn |

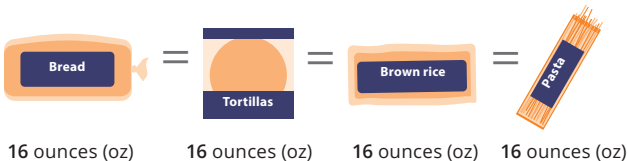
**Santa Fe Tortilla Company:**

Corn | White Corn | Whole Wheat |



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

Whole grain bread, tortillas, brown rice, and pasta are issued in units of ounces.



Fruits and vegetables

✔ **Allowed:** Dollar amount as listed on WIC receipt

- Fresh ginger and garlic
- Fresh herbs
- Fresh salsa without added sugar or oil
- Organic
- Whole, pre-cut, or packaged fresh or frozen vegetables and fruits



✘ **Not allowed:** Canned, decorative, dressings, dried, packages/party trays with additions (dips, meat, noodles, nuts), roasted, salad bars, salsa with sugar or oil, shelf stable salsa, or spices (vanilla bean)



Fruits and vegetables are issued with 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.
- You will need to pay the difference with another form of payment if the total purchase price of vegetables and fruits is above the maximum amount in your WIC account.
- Loose produce will not scan as “WIC Allowed” in the WICShopper app. Some produce items that are packaged may scan as “WIC Allowed”. However, all fresh produce is authorized and should be allowed for purchase at the cash register.



Yogurt

 **Allowed:** *Brands listed below; 32 oz containers or smaller containers in combinations that equal 32 oz

- Any flavor
- Fat content as printed on WIC receipt or benefit list
- Added fruit is allowed

 **Not allowed:** Yogurts sold with accompanying mix-in ingredients such as granola, candy pieces, honey, nuts, and similar ingredients, drinkable yogurts, or whips

Whole-fat



Brown Cow

- Regular



Chobani

- Greek
- Greek Creations



Dannon

- Regular



Essential Everyday

- Greek
- Regular



Food Club

- Greek



Great Value

- Greek



Kroger

- Blended
- Greek
- Regular



Lucerne

- Regular



Mountain High

- Original



Oikos

- Greek



WinCo

- Greek
- Regular



Yoplait

- Oui French Style

Reduced-fat, low-fat, or non-fat

Activia

- Activia Light
- Activia Regular

Chobani

- Greek
- Less Sugar
- Zero Sugar



Dannon

- Creamy Classics
- Light + Fit
- Light + Fit Greek
- Regular



Essential Everyday

- Blended
- Greek
- Regular



Food Club

- Blended
- Greek
- Light
- Regular



Great Value

- Greek
- Light
- Light Greek
- Original
- Regular
- Tubes



Kroger

- Blended
- CarbMaster
- Fruit on the Bottom
- Greek
- Regular
- Tubes



LaLa

- Blended



Lucerne

- Greek
- Regular



Mountain High

- Regular



Oikos

- Oikos Blended
- Oikos Triple Zero



Tillamook

- Greek
- Regular



Too Good

- Greek



WinCo

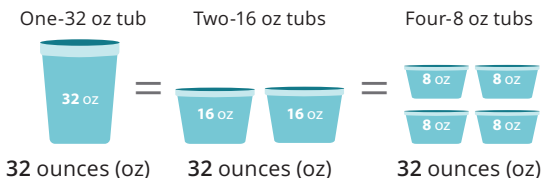
- Greek
- Regular



Yoplait

- Go-Gurt
- Greek
- Greek 100 Protein
- Kids Character
- Light
- Original


Yogurt is issued in units of ounces (oz). To make sure you get your full benefit, consider buying a 32 oz container or packages that add up to 32 oz.




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 yogurt.
- Some of your milk benefit can be substituted for yogurt. Call your local WIC clinic if you would like yogurt and less milk.
- For a comprehensive list of all whole-milk yogurt brands, flavors, and sizes go to: WICShopper app > WIC Allowable Foods > Whole-milk yogurt - more information.

Milk

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


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

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

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.



Soy milk

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

- Original flavor
- Refrigerated or shelf stable (UHT)
- Soy milk only if assigned and printed on WIC receipt or benefit list



8th Continent Soymilk



Bettergoods




Great Value



Pacific Foods



Silk

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




- Tips**
- Milk provides calcium, protein, vitamins A and D, and is a good source 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 > 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 > 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 > UHT milk - more information.

Juice

 **Allowed:** *Brands listed below;

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

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

Juice 12 oz frozen juice concentrate (women)



Essential Everyday: Apple | Orange |



Food Club: Apple | Orange | Grape |



Freedom's Choice: Apple | Orange |



Great Value: Apple | Grape | Orange |



Kroger: Apple | Grape | Orange | Pineapple |



Old Orchard: Apple | Apple Cherry | Apple Kiwi Strawberry | Apple Peach Mango | Apple Raspberry | Berry Blend | Cranberry Blend | Blueberry Pomegranate | Cranberry Raspberry | Grape | Immune Health Citrus | Orange | Pineapple | Pineapple Orange |



Signature Select: Apple | Orange |



Tipton: Apple | Orange |



WinCo: Apple | Orange |

Juice 64 oz (children)

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:** (25% juice)



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

✔ **Allowed** (100% juice)
✘ **Not allowed:** (100% vitamin C)





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 allowed) | Pineapple | Tomato | Vegetable | White Grape |



Food Club: Apple | Cranberry | Grape | Orange (refrigerated allowed) | Pineapple | Spicy Vegetable | Tomato | Vegetable | White Grape |



Freedom's Choice: Apple | Grape | Tomato |



Great Value: Apple | Cranberry | Cranberry Grape | Cranberry Pomegranate | Grape | Low Sodium Vegetable | Mango | Orange (refrigerated allowed) | Peach Mango | Pear | Pineapple | 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 Grape | Grape | Low Sodium Vegetable | Pineapple | Pineapple Mango | Orange (refrigerated allowed) | Ruby Red Grapefruit | Spicy Vegetable | Vegetable | White Grape | White Grapefruit |



Langers: Apple | Apple Cranberry | Apple Orange Pineapple | Apple Peach Mango | Concord Grape | Cranberry Plus | Cranberry Raspberry Plus | Grape | Orange | Pineapple |



Libby's: Pineapple



Mott's: Apple | Apple Cherry | Apple Mango |
Apple White Grape | Fruit Punch |

NORTHLAND **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
| Peach Mango | Red Raspberry | Strawberry
Watermelon | White Grape | Wild Cherry |



Ruby Kist: Apple | Grape | Orange | Orange
Blend | White Grape |



Shoppers Value: Orange (refrigerated)



Signature Select: Apple | Cranberry |
Cranberry & Concord Grape | Cranberry
Raspberry | Grape | Grapefruit | Orange |
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 | Orange Pineapple
Apple | Red Grape | White Grape | White
Grape Cherry | White Grape Peach |



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

- Tips**
- WIC juice is an excellent source of vitamin C and a great source of fruits and vegetables.
 - When issued convenience juice, for a comprehensive list go to [WICShopper > WIC Allowable Foods > Convenience juice](#) - more information.

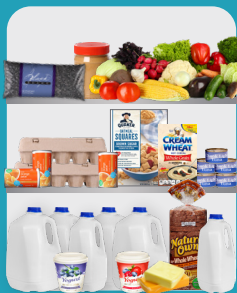


Breastfeed!

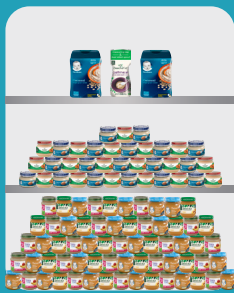
Breastfeeding women get more food on the WIC program because they need extra nutrition to stay healthy and make milk for their babies.

Exclusively breastfeeding

Mom: up to 1 year postpartum

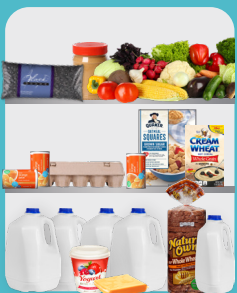


Baby: 6-12 months of age

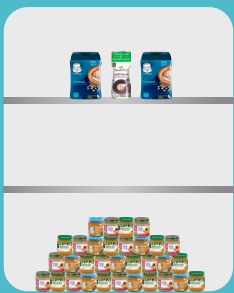


Mostly breastfeeding

Mom: up to 1 year postpartum

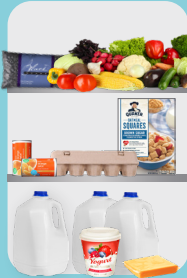


Baby: 6-12 months of age



Little to no breastfeeding

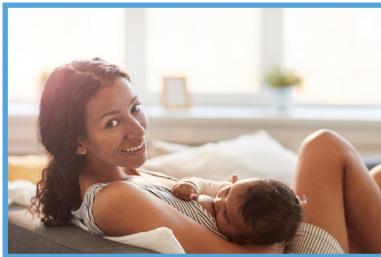
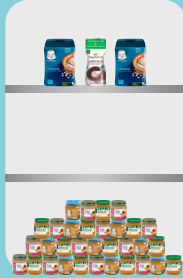
Mom: 0-6 months postpartum



Mom: 7-12 months postpartum



Baby: 6-12 months of age



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 60.



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, audiotape, 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.

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**

Medicaid: 1-866-435-7414

MotherToBaby Utah: 1-800-822-2229

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.



Family ID: _____

Choose  wichealth.org



TO GET STARTED

1. Visit www.wichealth.org
2. Is this your first time visiting 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 WIC program | 1-877-WIC-KIDS | wic.utah.gov