

Memorandum

To: All Authorized Utah WIC Vendors

From: JoDell Geilmann-Parke, Utah WIC Vendor Manager

Date: 1 April 2025

RE: Authorized Yogurts – Memo 2025-01

Dear Utah WIC Vendor,

The federal Food and Nutrition Service has recently changed the nutrition guidelines for products allowed for purchase through the WIC program. New guidelines significantly reduce the amount of allowable added sugar in WIC authorized foods. One area of significant impact is yogurt. This positive change has prompted an overhaul of the yogurts we provide for families.

Beginning October 1, 2025 Utah WIC will only authorize 32 oz tubs of yogurt that meet the new reduced sugar guidelines. Single serving yogurt containers will no longer be allowed. A complete list of UPCs and product descriptions that will be authorized for purchase is included in this email.

Effective **October 1, 2025** the following minimum inventory requirements for the 32 oz tubs of yogurt will be the standard. Contact the state office to confirm peer group assignment.

	Peer Groups 1 & 2	Peer Group 3 & 4	Peer Group 5
Low-Fat/Non-Fat	8–32 oz. Containers	8–32 oz. Containers	4 –32 oz. Containers
Whole Fat	8– 32 oz. Containers	8 – 32 oz. Containers	4– 32 oz. Containers

Over the next 6 months please work on the following:

- Continue to allow families to purchase the smaller cups of yogurt that are authorized by WIC.
- Take a look at your current inventory of yogurt and determine how ordering may need to change to be ready for the new guidelines on **October 1st**.
- Consider if you will need to change the way yogurt is set in your stores to accommodate the new guidelines.
- Make a plan for updating WIC shelf labels as close as possible to **October 1st**.
- Inform all store employees of the **October 1st** change.

Please reach out to me with any questions or concerns.

JoDell Geilmann-Parke - Utah WIC Vendor Manager

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