

Effective October 2025

Utah WIC Vendor Guide



Utah Department of
Health & Human
Services



UTAH | WOMEN, INFANTS & CHILDREN

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WIC resources

The Utah WIC website has an entire tab dedicated to our WIC vendors. You can access this by opening the camera on your phone and scanning the QR code or visiting wic.utah.gov/vendors/



There you can find:

- Approved formula manufacturers and distributors
- WIC vendor list
- Authorized food list
- Authorized Product List (APL) information
- Vendor agreement
- Vendor training resources
- Memorandums for the current fiscal year
- Food inventory requirements
- Infant formula requirements

Memorandum binder:

Each store should have a Utah WIC memorandum binder that was sent from the state office. All memorandums from the current fiscal year should be placed in here to refer to when needed. Please keep this binder on the front end so store employees can easily access it.

Training requirements

There is required yearly training that store employees must complete. This training applies to anyone who handles WIC transactions.

Annual training: This is an online training that can be accessed by opening the camera on your phone and scanning the QR code or visiting wic.utah.gov/vendors/training/. Some stores have the training uploaded to their online learning platform. Check with your manager to see how to complete this training at your store.



Interactive training: This is completed once every 3 years and includes a WIC staff member providing in-person training at your location. The annual online training is not required for anyone who attends the interactive training that year.

Reach out to the state WIC office with any questions you may have about training:

Phone: 1-877-WIC-KIDS (1-877-942-5437)

Email: wic@utah.gov





WICshopper app

WIC shopping, simplified.

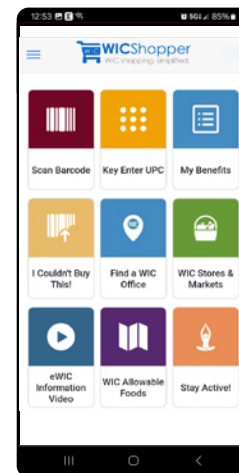
The Utah WIC program offers the WICshopper app. With it, you can:

- 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.
- Much more!



Download the WICshopper app to improve your WIC experience.

- 1 Install WICshopper from the Apple App Store or Google Play.
- 2 Select Utah as your WIC Agency.
- 3 Scan product bar codes to verify WIC-allowed foods.
- 4 If you find a non-allowed food that you believe is an error, submit it for review.
- 5 Find easy access to the current Utah WIC Program Shopping Guide.
- 6 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.



Produce mapping

It is the responsibility of each WIC retailer to ensure all fresh produce is properly mapped to a produce PLU code. Failure to do so is in violation of the Utah WIC Vendor Agreement.

- Many produce items will have barcodes that are scanned at the register. In order for products to ring up as WIC-allowed at the register, your store must link the barcodes to an authorized PLU for each product.



UPC

= 4240

PLU

- Produce mapping must be completed whenever new produce comes in that was not previously mapped to a PLU code.
- Produce mapping is done at the store or corporate level. Ask your manager how your store performs produce mapping.
- Identify your store's process for reporting fresh produce that isn't ringing up as WIC-authorized at the register.
- The International Federation for Produce Standards (IFPS) has a list of globally-used PLUs you can refer to when produce mapping in your store. You can access this list through their website at ifpsglobal.com.

Inventory requirements

- WIC vendors are categorized into 5 peer groups. Your peer group will determine your inventory requirements.
- Each retailer must stock a variety of WIC foods in the quantities and sizes specified in the Vendor Agreement.
- Stores must acquire additional quantities of WIC contract infant formulas available through approved grocery wholesalers within 72 hours of request.
- Infant formula may only be purchased from state-approved wholesalers, distributors, or retailers. You can see the approved wholesalers list and required contract formula by opening the camera on your phone and scanning the QR code or by visiting <https://wic.utah.gov/vendors/approved-manufacturers/>.



WIC transactions

At checkout:

- There are 3 receipts printed off during a WIC transaction.

Beginning balance receipt

Cheese 1 lb
Eggs 1 dozen

This will tell the customer what food benefits are in their account.

Proposed utilization receipt

Eggs 1 dozen

After the customer's foods have been scanned, a second receipt will print and tell them what is coming off of their WIC account. **They can remove items only at this time before they pay.**

Ending balance receipt

Cheese 1 lb
Eggs 0 dozen

This receipt shows the remaining benefits on the customer's account for the rest of the month. Encourage the customer to keep this receipt to refer to on their next grocery shopping trip.

- **You must hand every receipt to the customer as they are printed off.** Do not wait until the end of the transaction to hand all the receipts to the customer.
- If you run into issues during transactions, always call a manager over to help.

Point of sale system requirements

Authorized WIC vendors must maintain an EBT-certified electronic cash register (ECR) system that is compliant with the WIC EBT Technical Implementation Guide (TIG).

- Authorized vendors shall not complete any WIC transactions until their ECR system has been EBT-certified by the state agency.
- Failure to maintain the store ECR system as WIC capable is subject to sanctions or disqualification.
- Vendors must report all ECR hardware and software changes to the state agency.
- All system issues must be reported to the state agency.

Claims and payment requirements:

- Submit claim files for redemption within 48 hours of the transaction.
- Re-submit any failed claim files within 60 days of the transaction.
- Failed claim files received by the state agency more than 60 days after the transaction date will not be accepted or paid and will be considered void.

Shelf tags

WIC product indicators are a great way to assist your customers in finding the correct WIC-allowed items in your store. Check with your manager to see if your store uses these so you can better educate yourself and your customers on finding WIC-allowed products.

WIC shelf inserts: Some retailers use WIC-allowed shelf tags to indicate WIC-allowed items in their store. These are often found as small shelf tag inserts that are placed next to a product's sales tag.



Shelf tag symbols: Some retailers have a WIC indicator printed directly on the product's sales tag. An example of this would be a small "W" printed on the white price tag hung beneath products on the shelf.



To help eliminate confusion for shoppers, please ensure that shelf tags and WIC shelf inserts are placed under the correct products.



WIC-eligible foods

**Never substitute WIC items at the register.
This is considered fraud.**

If a customer chooses a food that doesn't match the products listed on their benefit list, help them exchange it for the correct item. Never manually adjust products you ring up to make them match the participant's benefits.

*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

The following foods can be purchased only if they are store brand or private label:

- 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)

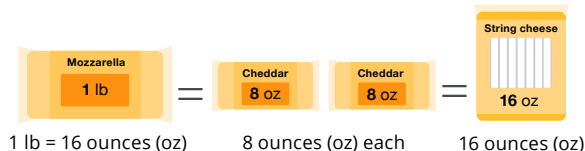
- Regular, reduced-fat, whole, or part-skim
- Block, shredded, sliced, cubed, stick, or string cheese
- Colby
- Mozzarella: part skim or whole
- Monterey Jack
- Muenster
- Pasteurized processed American
- Provolone
- Natural cheddar
- Swiss



✗ **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 customers choose a package of cheese that is:

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



Tip

- Cheese provides similar nutrients to milk like protein, vitamin D, and calcium.

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 the customer's 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 

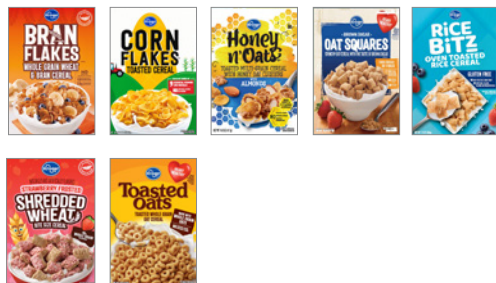


General Mills: Bluey  | Cheerios (Hearty Nut Medley, Multigrain, Original, Veggie Blends (Apple Strawberry or Blueberry Banana)  | Chex (Blueberry, Cinnamon, Corn, Rice, Strawberry Vanilla, or Wheat)  | Fiber One Honey Clusters  | Kix (Original)  | Wheaties (Original, Protein Honey Pecan, or Protein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

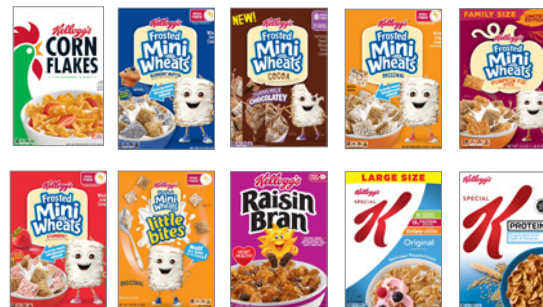




Freedom's Choice: Bran Flakes | Frosted Shredded Wheat | Toasted Oats



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



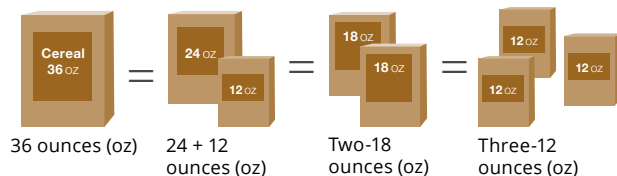
Signature Select: Bran Flakes | Corn Flakes | Rice Pockets | Toasted Oats

WinCo FOODS



WinCo: Corn Flakes | Frosted Shredded Wheat | Toasted Oats

Cereal is issued in units of ounces (oz).



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! 🌾
- Customers can buy both cold cereal and hot cereal together up to the amount listed on their WIC receipt or benefit list.

Hot cereal (Original flavor only)

CREAM
WHEAT



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



Kroger: Instant Oatmeal (packets only) 🌾

Malt-O-Meal



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



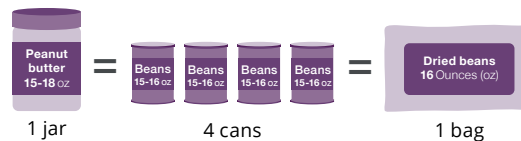
✓ **Allowed:** *Store brand or private label;

- 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.



Tip

- Customers 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.



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).

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

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 participant's WIC receipt or benefit list

- ✗ **Not allowed:** Substitutions of any kind

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**✗ Not allowed:** Rolls, bagels, or white bread

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



Full Circle:
Gluten Free Quick



Kroger:
1 Minute Oats



Food Club:
Old Fashioned | Quick |
Steel Cut Oats



Great Value:
Gluten Free Quick |
Old Fashioned | Quick



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

O 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).

Fruits and vegetables

✓ Allowed: Dollar amount as listed on the customer's 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 participants' peanut butter/bean benefit

Fruits and vegetables are issued as a Cash Value Benefit (CVB).



- 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 a participant's account they will need to remove some fruits or vegetables from their 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 the customer's 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:
Blended Vanilla Greek




Lucerne:
Plain | Plain Greek




Mountain High:
Plain | Vanilla




WinCo:
Plain




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

Reduced-fat or low-fat




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




Dannon:
Plain




Essential Everyday:
Blended Blueberry | Blended Strawberry | Blended
Vanilla




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



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

Tip

- Yogurt provides calcium, protein, vitamins A and D, and is a good source of potassium.



Milk

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

- Size, description, and fat content listed on the customer's WIC receipt or benefit list
- Buttermilk (half gallon or quart)
- Canned evaporated milk (12 oz)
- Lactose-free only if listed on the customer's 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 a participant's account. A quart will take 0.25 gallon off a participant's 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 the customer's 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.
- For more information and help with milk sizes, go to: WICShopper app > WIC Allowable Foods > English Food Helps > Milk — more information.
- 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.
- 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 convenience (single-serve) packs of juice go to: WICShopper > WIC Allowable Foods > English Food Helps > Convenience packs of juice — more information.



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(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.

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Did you know?



- WIC is a nutrition program
- WIC foods are low in sugar and salt
- WIC foods are high in iron, protein, calcium, and Vitamins A, C, and D

WIC vendors play an important role in the healthy lives of women, infants, and children. To see if you or your family may qualify for WIC, visit wic.utah.gov.

