

Effective October 2024

Utah WIC Vendor Guide



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WIC resources

Utah WIC website

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 through 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 three 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.



WICShopper app

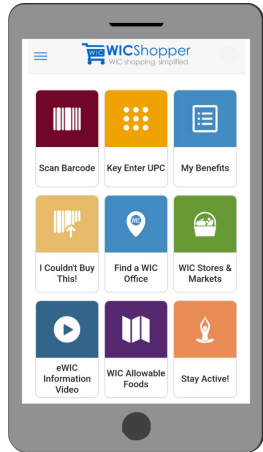
WIC shopping, simplified.

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

- ▼ 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 Scan product bar codes to verify WIC-allowed foods.
- 4 If you find a non-approved 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. Your store must link the barcodes to an authorized PLU for that product in order for it to ring up as WIC approved at the register.



= 4240

UPC

PLU

- Produce mapping must be completed whenever new produce comes in that was not previously mapped to a PLU code.
- Stores vary in whether they do produce mapping at the store level or the corporate level. Check with your manager to see how your store handles 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 and other infant formulas available through grocery wholesalers within 72 hours of request.
 - Infant formula may only be purchased from state approved wholesalers, distributors or retailers. An approved list is available from the state agency or on the Utah WIC website – <https://wic.utah.gov/vendors/approved-manufacturers/>
 - To view the current contract formula, visit the wic.utah.gov/vendors/website.

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 currently on their card.

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 the transaction, always call a manager over to help with the transaction.

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 (including self checkout lanes) has been EBT-certified by the state agency.
- Failure to maintain the store ECR system as WIC capable is subject to sanctions and/or disqualification.
- Vendors must report all ECR hardware and software changes to the Utah WIC program.
- 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 approved 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 approved products.

WIC shelf inserts: Some retailers use WIC approved shelf tags to indicate WIC approved 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 for non-WIC items at the register. This is considered fraud.

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

*Store brands and private labels:

A store brand must be purchased when indicated in the Utah WIC Program Shopping Guide. Examples of store brands/private labels include:



Essential Everyday



Lucerne



Food Club



Private Selection



Freedom's Choice



Shoppers Value



Great Value



Signature Select



Harmons



Smart Way



Kroger



WinCo

The following foods can be purchased only if they are store brands/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.



Tip

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

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: 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) 🌾 | Wheeties 🌾 | Whole Grain Total 🌾 |

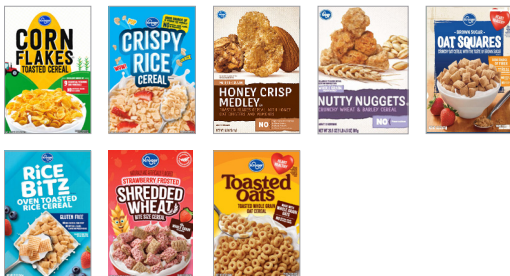


Great Value: Bran Flakes | Corn Flakes | Corn Squares
 | Frosted Shredded Wheat | Rice Crisps | Rice
 Squares | Toasted O's

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 Wheats 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 |

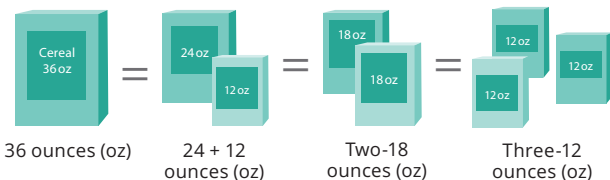


Signature Select: Bran Flakes 🌾 | Corn Flakes | Crispy Rice | Oats & More (Almonds or Honey) | Rice Pockets | Toasted Oats 🌾 |



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! 🌾

Hot cereal (Original flavor only unless specified)

**CREAM
OF WHEAT**



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

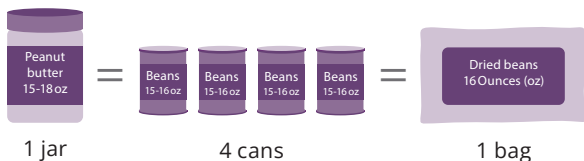
✓ **Allowed:** *Store brand or private label;

- ▶ 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.



Tip


- 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

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
- 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

Tip

- Tuna, mackerel, and salmon are rich in heart healthy omega-3 fats, iron, and protein.



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

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 does provide non-contract formulas for some WIC participants. Non-contract formulas are not a required stocking requirement for stores; however, carrying non-contract formulas benefits both the stores and WIC participants. The specific brand, size, type, and physical state (powder, concentrated, or Ready To Feed [RTF]) of formula allowed for WIC participants will be shown on the participant's food benefit list.

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

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 |

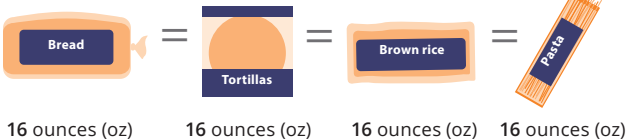
**Santa Fe Tortilla Company:**

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).




Tips


- Fruits and vegetables are high in fiber, vitamins, and minerals and are low in calories and fat.
- 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

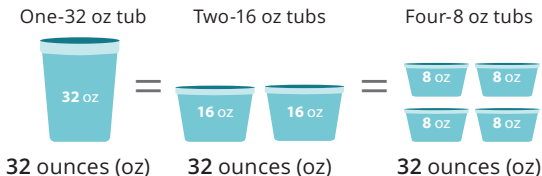
- Greek
- Regular



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.
 - The fat content is listed on the shopper's 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.

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 of the shopper's account. A quart will take 0.25 gallon off of the shopper's 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.
 - The milk fat content must match what is listed on the shopper's 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.

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: 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 |

Tip

- WIC juice is an excellent source of vitamin C and a great source of fruits and vegetables.



Non-discrimination 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.



Food and Nutrition Service
U.S. DEPARTMENT OF AGRICULTURE

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, of infants and children. To see if you or your family may qualify for WIC, visit wic.utah.gov.



Utah WIC program | 1-877-WIC-KIDS | wic.utah.gov