

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 the wic.utah.gov/vendors/training/ website. 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.

Training cards: Each vendor has their own WIC training card to use for cashier training purchases. **When using the training card, the cash register must be in training mode.** Use this card to practice doing a WIC benefit inquiry as well as WIC purchases, voids, and benefit reversals.

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. Participants and vendor staff can use it to:

- ▼ Scan foods to make sure they are WIC allowed
- ▼ View the Utah WIC Program Shopping Guide
- ▼ Find Utah WIC approved stores
- ▼ Report foods that you believe should be WIC allowed
- ▼ Upload eWIC card information and view benefits
- ▼ Much more!

You can still download and use the app if you are not a WIC participant. However, you will not link an EBT card or see a food benefit list.

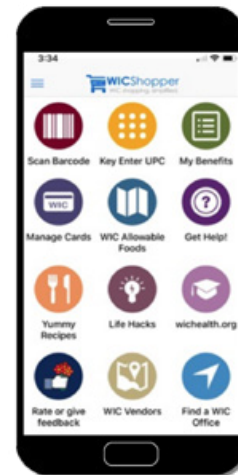


Open the camera on your phone and scan the QR code or visit ebtshopper.com/download to download the WICShopper app.



Get the WICShopper app to help identify WIC products at your store.

- 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 Manually key enter a UPC to check if a product is WIC approved or not.
- 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.

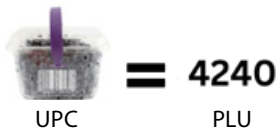


**Keep in mind that produce items will not show up as WIC authorized when scanned in the app, even though many products are approved.*

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.



- 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 in order to redeem WIC benefits 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.
- Refer to the Vendor Agreement to determine the minimum required inventory levels for your peer group.

eWIC Transactions

At checkout:

- There are 3 receipts printed off during an eWIC 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 eWIC card. **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 card 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.
- Advise customers to keep their eWIC card in the card reader until prompted to remove the card.
- 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 eWIC 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 eWIC 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.



Please ensure that the shelf tags and shelf inserts are placed under the correct products. This will help eliminate confusion for our WIC participants while shopping in your store.



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/Private Labels:

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



Food Club



Freedom's Choice



Kroger



Harmons



Great Value



Essential Everyday



WinCo



Shoppers Value



Signature Select



Smart Way



Lucerne



Private Selection

The following foods can be purchased only if they are store brands/private labels:

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

Organic:

Organic food is only allowed for the following:

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



Cheese

✓ **Allowed:** *Store brand/private label; 8 oz - 16 oz

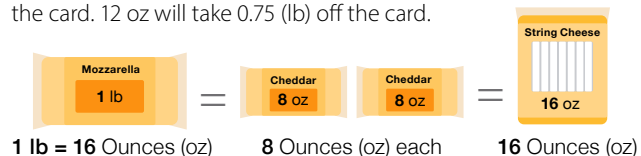
- Regular, reduced fat, whole, or part skim
- Block cheese, shredded, sliced, cubed, and stick or string cheese
 - Cheddar (*mild, medium, sharp or extra sharp*)
 - Pasteurized Processed American
 - Colby/Colby Jack
 - Longhorn Colby
 - Monterey Jack
 - Swiss
 - Muenster
 - Provolone
 - Mozzarella



- ✗ **Not Allowed:** Deli, cheese food/spread/product, name brand string cheese, 1 oz individual string cheese, 2 lb blocks, any other variety of cheese not listed (*i.e., Pepper Jack*)



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



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

Tofu

✓ Allowed: *Store brand/private label or name brand listed below; 14 oz - 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 eWIC receipt/benefit list



Woodstock

- Firm, Extra Firm



O Organics

- Firm, Extra Firm



Nasoya

- Super Firm, Extra Firm



House Foods

- Medium Firm, Firm, Extra Firm



Franklin Farms

- Soft, Silken, Medium Firm, Pressed Firm, Firm, Extra Firm



Azumaya

- Silken, Firm, Extra Firm



Simple Truth Organic

- Silken, Firm, Extra Firm



Wildwood Organic

- Silken, Firm, Extra Firm

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

Eggs

✓ Allowed: *Store brand/private label; 1 dozen


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

✗ Not Allowed: Omega-3, pasture raised, jumbo



Cereal

Whole Grain

 **Allowed:** *Store brand/private label or name brand listed below; 12 oz - 36 oz boxes and bags for cold cereal, 11.8 oz - 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










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





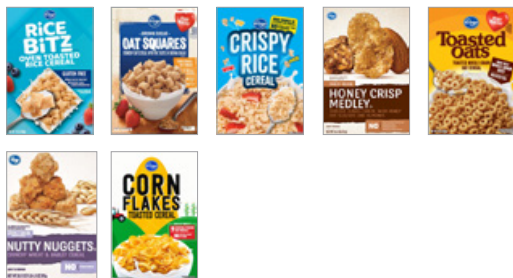
WinCo: Frosted Shredded Wheat  | Crispy Rice  | Bran Flakes  | Corn Flakes  | Toasted Oats  |



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



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



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



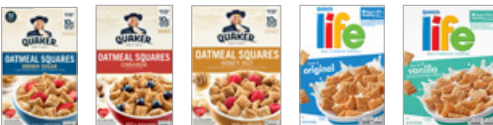
Food Club: Corn Flakes | Frosted Shredded Wheat Bite Size
(Original and Strawberry) | Crisp Rice | Honey and Oats
(Original or Almonds) | Wheat Squares | Rice Squares |
Corn Squares | Toasted Oats | Bran Flakes



Kellogg's: Rice Krispies | Frosted Mini Wheats (Original,
Blueberry, Cinnamon Roll, Pumpkin Spice, Golden Honey or
Strawberry) | Frosted Mini Wheats Little Bites (Chocolate
or Original) | Special K (Original) | Special K Protein
(Original Multi-Grain Touch of Cinnamon) |
All-Bran Complete Wheat Bran Flakes | Corn Flakes
(Original or Honey) | Crispix | Kashi Hearts & O's (Warm
Cinnamon or Honey Toasted)



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



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



General Mills: Cheerios (Original, Multigrain, Vanilla Spice or Oat Crunch Berry) | Fiber One Honey Clusters | Kix (Original, Berry Berry, Honey) | Whole Grain Total | Wheaties | Chex (Wheat, Corn, Rice, Blueberry or Cinnamon)



Essential Everyday: Crispy Rice | Toasted Rice | Crispy Hexagons | Toasted Oats | Crunchy Corn Squares | Crunchy Rice Squares | Crunchy Oat Cereal



Broadus Foods:
Snoop Frosted Drizzlers

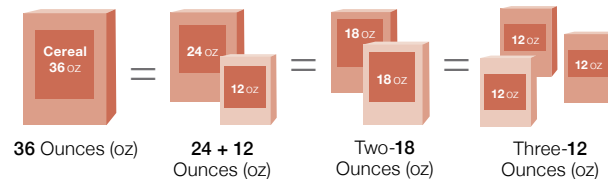


Shoppers Value:
Corn Flakes Cereal



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

Cereals are issued in units of ounces. Any of the below combinations can be purchased as long as it doesn't exceed 36oz. Can be purchased in separate transactions.



TIP

- 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!
- Both hot and cold cereal can be purchased together up to the amount listed on a customer's eWIC receipt/benefit list.

Hot Cereal (Original flavor only unless specified)




Kroger:
Instant Oatmeal
(packets only) |




WinCo:
Instant Oatmeal
(packets only) |




Great Value:
Instant Oatmeal
(packets only) |




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




Signature Select:
Instant Oatmeal
(packets only) |




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




Quaker (9.8 oz allowed):
Instant Oatmeal | Instant Grits (Original, Butter, Cheddar
Cheese, Country Bacon, Red-eye Gravy & Country Ham,
Variety) |




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

Peanut Butter/Beans

Peanut Butter

✓ **Allowed:** *Store brand/private label or name brand listed below; 15 oz - 18 oz creamy, crunchy, extra crunchy or natural

 Smuckers	 Freedom's Choice
 Peter Pan	 Kroger
 Jif	 Signature Select
 Skippy	 WinCo
 Adams	 Essential Everyday
 Great Value	 Shoppers Value
 Food Club	 Smart Way
 Private Selection	

✗ **Not Allowed:** Added honey/jelly, marshmallows, chocolate, or other similar ingredients, reduced fat, peanut butter spreads/reduced fat spreads



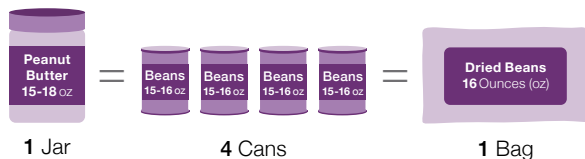
Beans and Lentils



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

- ▶ 1 lb (16 oz) dry package
 - ▶ 15 oz - 16 oz cans, regular or low sodium
- | | | |
|--------------------------|------------------|--------------|
| • Black | • Great Northern | • Pinto |
| • Black-eyed Peas | • Kidney | • Red |
| • Butter Beans | • Lentils | • Split Peas |
| • Fat Free Refried Beans | • Lima | • White |
| • Garbanzo (Chickpeas) | • Navy | |
| • Mayocoba | • Pigeon Peas | |
- ✗ **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, any other variety of refried beans

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



TIP

One jar/bag equals 1 package of dry beans OR 4 canned beans (1 can = 0.25 units) OR 1 jar of peanut butter.



Canned Fish

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

Chunk Light Tuna or Jack Mackerel

✓ **Allowed:** *Store brand/private label; 5 oz - 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; 2.5 oz pouches



Pink Salmon

✓ Allowed: *Store brand/private label or name brand listed below; 5 oz - 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 Bumble Bee

Kroger Kroger

Chicken of the Sea Chicken of the Sea

Signature Select Signature Select

Food Club Food Club

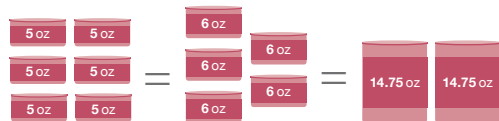
StarKist StarKist

Great Value Great Value

Essential Everyday Essential Everyday

✗ Not Allowed: Red, blueback, Atlantic, or sockeye salmon; gourmet; 2.5 oz pouches

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: Name brand listed below; dry 8 oz container



Gerber: Oatmeal | rice | multigrain | whole wheat



Beech-Nut: Oatmeal | corn

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

Infant Fruits and Vegetables

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



Gerber

- Regular
- Organic



Beech-Nut

- Naturals
- Nothing Artificial Added
- Organic



Tippy Toes

- Regular
- Organic



O Organics



Earth's Best Organic



Simple Truth Organic



Happy Baby Organic

- ✗ **Not Allowed:** Medleys, dinners, delights, custards, cobblers, desserts or any added ingredients (i.e., spices, oats, etc.)



Infant Meats

Baby food meats are an extra benefit for fully-breastfed infants.

- ✓ **Allowed:** Name brand listed below; "single meat" variety with added broth or gravy; 2.5 oz jar, multi-packs 10 oz - 77.5 oz



Gerber



Beech-Nut



Earth's Best Organic


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

Infant Formula


- ✓ **Allowed:** Size and description as printed on eWIC receipt
- 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/private label;

- 14 oz (Instant only)
- 16 oz (Regular, quick-cooking)

 **Not Allowed:** ready-to-serve, added flavors/seasonings

Whole Wheat Pasta



 **Allowed:** *Store brand/private label or name brand listed below; 100% Whole Wheat Pasta, 16 oz

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



Barilla



WinCo



Ronzone



Food Club



Kroger




Signature Select




Great Value



Essential Everyday

 **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:** *Store brand/private label or name brand listed below; 100% Whole Wheat Bread and Whole Grain Bread, 16 oz or 24 oz




TIP Both 16oz and 24oz bread can be purchased depending on the amount on a participant's eWIC card. Some participants may need help to ensure they're maximizing their benefit usage.

-  **Kroger:** 100% Whole Wheat, 100% Whole Wheat Round Top
-  **Sara Lee:** Classic 100% Whole Wheat
-  **Franz:** 100% Whole Wheat
-  **Aspen Mills:** Honey Whole Wheat
-  **Bimbo:** 100% Whole Wheat
-  **Great Grains:** 100% Whole Wheat
-  **Great Value:** 100% Whole Wheat
-  **WinCo:** 100% Whole Wheat
-  **Orowheat:** 100% Whole Wheat
-  **Breadlover's:** 100% Whole Wheat
-  **Grandma Sycamore:** 100% Whole Wheat with Honey
-  **Western Farms:** 100% Whole Wheat
-  **Private Selection:** 100% Whole Wheat, 100% Whole Wheat Sugar Free
-  **Signature Select:** 100% Whole Wheat
-  **Wonder:** 100% Whole Wheat

 **Not Allowed:** Buns, rolls, bagels, white bread

Tortillas

 **Allowed:** *Store brand/private label or name brand listed below; Whole Wheat or Corn Tortillas, 16 oz

La Banderita:
Yellow Corn | White Corn |
Whole Wheat |



Rancho Market:
Whole Wheat | Corn |



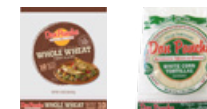
Guerrero:
Whole Wheat | White Corn |



Mission:
Whole Wheat | Yellow Corn |



Don Pancho:
Whole Wheat | White Corn |



Kroger:
Whole Wheat |



Great Value:
Whole Wheat |



Ortega:
Whole Wheat |



La Burrita:
Yellow Corn |



De Harina:
Whole Wheat |

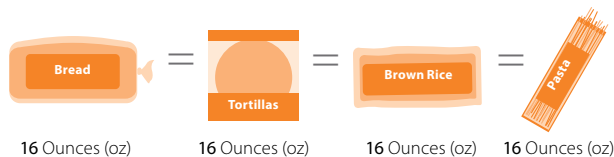


Essential Everyday:
Whole Wheat |



✗ Not Allowed: White flour tortillas, hard shells, wraps, uncooked

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



Fruits and Vegetables

✓ Allowed: Dollar amount as listed on eWIC receipt

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



✗ Not Allowed: Canned, dried, roasted, decorative, packages/party trays with dips, dressings, added nuts or noodles, salad bars, herbs and spices (see below), salsa with sugar or oil, pasteurized salsa

✗ The following herbs and spices are not allowed: Aloe vera, anise, basil, bay leaves, caraway, chervil, chives, cilantro, dill, fenugreek, horseradish, lemon grass, marjoram, mint, oregano, parsley, rosemary, sage, savory, tarragon, thyme, vanilla bean



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



TIP

- If produce items are not ringing up as WIC authorized at the register but meet WIC qualifications, contact your store manager to ensure the item gets produce mapped.
- Fruits and vegetables are high in fiber, vitamins, and minerals and are low in calories and fat.
- If the total purchase price of vegetables and fruits is above the maximum amount on the eWIC card, customers can pay the difference.
- The WICShopper App does not scan fresh fruits and vegetables. Refer to this Utah WIC Vendor Guide to know what is allowed.



Yogurt

✓ Allowed: *Store brand/private label or name brand listed below; 32 oz containers or smaller containers in combinations that equal 32 oz

- Any flavor
- Fat content as printed on eWIC receipt
- 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, whips

Whole Fat

	Dannon • Regular		WinCo • Regular • Greek
	Mountain High • Original Style		Food Club • Regular • Greek
	Oikos • Greek		Lucerne • Regular
	Kroger • Regular • Greek		Yoplait • Oui French Style
	Open Nature • Greek		Chobani • Greek
	Essential Everyday • Regular • Greek		Great Value • Greek
			Brown Cow • Regular

Reduced Fat/Low-Fat/Non-Fat



- Lucerne**
- Regular
 - Greek



- Open Nature**
- Greek



- Great Value**
- Original
 - Regular
 - Greek
 - Light
 - Tubes



- Kroger**
- Regular
 - Fruit on the Bottom
 - Tubes
 - Carbmaster
 - Greek



- Dannon**
- Regular
 - Light + Fit
 - Light + Fit Greek



- Oikos**
- Oikos 0%
 - Oikos Triple Zero



- Mountain High**
- Regular



- Food Club**
- Regular
 - Light
 - Greek
 - Blended



- LaLa**
- Blended



- Activia**
- Activia Light
 - Activia Regular



- Tillamook**
- Regular
 - Greek



- WinCo**
- Greek
 - Regular



- Yoplait**
- Original
 - Light
 - Greek
 - 100 Protein
 - Kids Character
 - Lactose Free
 - Go-Gurt



- Chobani**
- Less Sugar
 - Zero Sugar
 - Greek

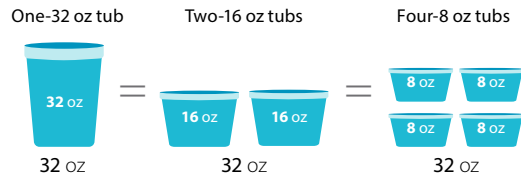


- Two Good**
- Greek



- Essential Everyday**
- Regular
 - Greek

Yogurt is issued in units of ounces (oz). Help customers use their full benefit by suggesting they buy a 32 oz container or packages that add up to 32 oz.



TIP

- Yogurt provides calcium, protein, vitamins A and D, and is a good source of potassium.
- Women and children 2 years and older are usually issued reduced-fat, low-fat or fat-free yogurt.
- Children under the age of 2 are usually issued whole fat yogurt.
- The type of yogurt must match the fat content of the benefit listed on a participant's eWIC card.



Milk

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

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

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



Soy Milk

✓ **Allowed:** Name brand listed below; half gallon or quart

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

 Silk

 Pacific Foods

 8th Continent Soymilk

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

Milk is issued in units of gallons. A half gallon will take 0.5 gallon off the eWIC card. A quart will take 0.25 gallon off the eWIC card.



TIP

- Milk provides calcium, protein, vitamins A and D, and is a good source of riboflavin.
- Women and children 2 years and older are usually issued low-fat (1%) or fat-free (skim) milk.
- Children under the age of 2 are usually issued whole milk.
- The milk being purchased must match the milk type listed on a participant's eWIC receipt/benefit list.

Juice

- ✓ **Allowed:** *Store brand/private label or name brand listed below;
 - Unsweetened, 100% juice; single flavor or blends
 - Regular or low sodium for tomato/vegetable juice

- ✗ **Not Allowed:** Refrigerated juices (except orange juice), cocktails, nectars, ciders, 59 oz container

Juice 12 oz Frozen Juice Concentrate (Women)



Apple | Orange |



Apple | Grape | Orange |



Apple | Grape | Grapefruit | Orange |
Pineapple | Pineapple Orange |





Apple | Grape | Orange | White Grape |



Apple | Orange | Grape |



Apple | Orange |



Apple | Apple Cherry | Apple Cranberry | Apple Kiwi Strawberry | Apple Strawberry Banana | Apple Peach Mango | Apple Raspberry | Berry Blend | Blueberry Pomegranate | Cherry Pomegranate | Cranberry Blend | Cranberry Raspberry | Grape | Orange | Pineapple | Pineapple Orange | White Grape | Immune Health Citrus |



Apple |



Apple | Orange |



Apple | Orange |

Juice 64 oz (Children)



Apple | Cranberry | Grape | Orange | Pineapple | Spicy Vegetable | Vegetable | Vegetable Low Sodium | White Grape | Ruby Red Grapefruit | Grapefruit |



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



Blueberry Blackberry Acai | Cranberry | Cranberry Blackberry | Cranberry Grape | Cranberry Pomegranate | Cranberry Raspberry | Pomegranate Blueberry |



Apple | Orange | Purple Grape | White Grape |



Concord Grape | Red Grape Juice | White Peach |
White Grape | Orange Pineapple Apple | White
Grape Cherry | Concord Grape with Fiber |



Apple | Cranberry | Cranberry Blackberry |
Cranberry Cherry | Cranberry Concord Grape |
Cranberry Mango | Cranberry Pineapple |
Cranberry Pomegranate | Cranberry Raspberry |
Concord Grape | Cranberry Elderberry | Cranberry
Watermelon |



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



Apple |



Apple | Apple Cranberry | Grape | Apple Orange
Pineapple | Apple Peach Mango | Concord
Grape | Cranberry | Cranberry Raspberry Plus |
Orange | Pineapple | Orange Pineapple | Orange
Juice Blend |



Spicy Hot Vegetable | Original |
Original Low Sodium |



Apple | Cranberry Blend | Cranberry Grape |
Cranberry Pomegranate | Grape | Low Sodium
Vegetable | Orange | Pineapple | Tomato |
Vegetable | White Grape Peach | White Grape |
Pear | Mango | Peach Mango |



Apple | Apple Cranberry |
Berry Blend | Black Cherry Cranberry |
Blueberry Pomegranate | Cranberry Pomegranate
| Grape | Immune Health Citrus | Immune Health
Super Fruit | Immune Health Tropical Fruit | Kiwi
Strawberry | Orange Tangerine | Orange | Peach
Mango | Red Raspberry | Strawberry Watermelon |
White Grape | Wild Cherry |



Apple | Cranberry | Cranberry Grape | Cranberry
Raspberry | Grape | Grapefruit | Orange |
Pineapple | Tomato | Vegetable | White Grape |
Vegetable Low Sodium |



Apple | Grape | Orange | Vegetable | Vegetable
Low Sodium | White Grape |



Apple | Grape | Orange | Pineapple | Spicy
Vegetable | Tomato | Vegetable | White Grape |
Cranberry |



Tomato | Low Sodium Tomato |



Apple | Grape |



Apple | Apple Mango | Apple Cherry |
Apple White Grape |



Apple | Apple Berry | Apple Cranberry |
Apple Grape | Pineapple Orange | Orange
Passionfruit |



Apple | Grape | Orange | Pineapple | White
Grape | Grapefruit | Tomato | Vegetable |



Apple |



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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.

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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, 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