



WOMEN, INFANTS & CHILDREN

Families grow healthy with WIC

**WIC Authorized  
FOOD LIST  
Shopping Guide**

July 5, 2011

# California WIC Participant Responsibilities

## Before you shop .....

- Look at the “First Day to Use” and the “Last Day to Use” printed on your WIC checks to make sure you are taking the right checks to the store.
- Teach your alternate(s) how to shop with WIC checks.
- Have your alternate(s) sign your WIC ID Folder before he or she goes to the store to shop for you.
- Look for the WIC logo to know where to shop.



## While you shop .....

- Separate WIC foods from the other foods you are buying.
- Use the WIC Authorized Food List Shopping Guide to choose WIC approved foods and correct package sizes.
- Buy the full amount of formula printed on the infant formula WIC checks. You cannot buy less of this item.

## At the checkout stand .....

- Group your WIC foods by each check.
- Tell the cashier right away that you are using WIC checks.
- After the cashier writes the price on the check, sign it in front of the cashier. Do not sign your checks before you go to the store.
- Fruits and Vegetables Check – This WIC check has a printed dollar value. If your fruits and vegetables cost more than the amount on the check, you can pay the extra amount.
- You will not receive change from any WIC transaction.

## If you have problems at the grocery store .....

Talk to the store manager if you have a problem at the store. If you still have a problem after talking to the store manager, call your WIC agency at the number listed on the front of your WIC ID Folder or call the State WIC Program if you are still not satisfied. Make sure to report the date, time, store name, the names of the store people involved, and save your store receipt.

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Each food page is marked with a color on the top corner of the page. By using this system, you can quickly flip to a food category while shopping. Below is a key showing what color is used for each food category and page it is located on.

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Authorized food items are specific to each individual food category. Each food category is printed in **ALL CAPS** and **PURPLE**, which will be used only for food category names.

While we try to keep the WIC Authorized Food List Shopping Guide up-to-date, changes occur. A current copy may be found and downloaded from the WIC Program website at [www.wicworks.ca.gov](http://www.wicworks.ca.gov). If you are a WIC participant, you can also get a current copy from your local WIC agency.

Product artwork changes for **SOY** and **BREAKFAST CEREAL** do not affect product authorization.



**This institution is an equal opportunity provider.**

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California Department of Public Health  
1-800-852-5770

Edmund G. Brown Jr., Governor, State of California  
Diana Dooley, Secretary, California Health and Human Services Agency  
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## Smart Shopping Tips

Here are some tips for stretching your WIC checks and food dollars:

- Buy lower-priced milk and twin-packed milk when available.
- Use grocery store club cards.
- Use store coupons.
- Buy store or generic brands.
- Take advantage of “buy one, get one free” specials.

## Helpful Information

ounces = oz

pound = lb or #

16 ounces = 1 pound

gallon = gal

quart = qt

and = &

The word “check(s)” refers to “Food Instrument(s).”

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## Whole Grains – Shopping Tips

Things to look for when buying whole wheat bread or whole wheat tortillas:

### 1 Check the Front Label

- Make sure that bread says “100% Whole Wheat.”
- Make sure that wheat tortillas say “Whole Wheat” or “100% Whole Wheat.”



### 2 Check the Ingredients

- Make sure that whole wheat flour is the first ingredient listed:

WHOLE WHEAT FLOUR,  
INGREDIENTS: WATER, SUGAR, YEAST, WHEAT GLUTEN, SALT, CULTURED DEXTROSE,  
SOYBEAN OIL, LECITHIN, ENRICHMENT (CALCIUM SULFATE, VITAMIN E, VITAMIN B1, VITAMIN B2, VITAMIN B6, VITAMIN B12, VITAMIN A, VITAMIN D3), DATEM, MONOGLYCERIDES AND DIGLYCERIDES, GRAIN VINEGAR, CITRIC ACID, CALCIUM SULFATE, ASCORBIC ACID (DOUGH CONDITIONER), AMMONIUM CARBONAMIDE, SOY LECITHIN.

### 3 Check the Package Size

Net WT 16 OZ  
(1 LB) 454g

## No Added Sugars – Shopping Tips

Added sugars are not allowed in some WIC foods, such as juice, canned fruits, frozen fruits and vegetables, and dried fruits. Foods lower in sugars help prevent obesity, diabetes, some cancers, and tooth decay. Below is an example for how to buy canned fruits.

### CAN BUY

Example: Canned Pineapple

Nutrition Facts	
Serving Size 1 Cup (113g)	
Servings Per Container 4	
Amount Per Serving	
<b>Calories</b> 60	
	% Daily Value*
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 0mg	0%
<b>Potassium</b> 90mg	3%
<b>Total Carbohydrate</b> 16g	5%
Dietary Fiber 1g	4%
Sugars 14g	
<b>Protein</b> 0g	
Vitamin C	40%
<b>INGREDIENTS:</b> PINEAPPLE, PINEAPPLE JUICE, CITRIC ACID, ASCORBIC ACID	

Check the ingredients for added sugars. Some other names for added sugars are:

- Barley malt
- Brown sugar
- Cane syrup
- Corn sugar
- Corn syrup
- Dextrose
- Evaporated cane juice
- Fructose
- Glucose
- High-fructose corn syrup
- Honey
- Maltodextrin
- Maltose
- Maple sugar
- Molasses
- Powdered sugar
- Raw sugar
- Sucrose

### CANNOT BUY ❌

Example: Canned Pineapple

Nutrition Facts	
Serving Size 1 Cup (113g)	
Servings Per Container 4	
Amount Per Serving	
<b>Calories</b> 70	
	% Daily Value*
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 10mg	0%
<b>Total Carbohydrate</b> 0g	0%
Dietary Fiber 1g	0%
Sugars 17g	
<b>Protein</b> 1g	
Vitamin A	2%
Vitamin C	100%
Iron	2%
<b>INGREDIENTS:</b> PINEAPPLE, WATER, SUGAR, CITRIC ACID, ASCORBIC ACID	

Some names for artificial and no-calorie sweeteners, which are also **not** allowed, are:

- Aspartame
- Malitol
- Maltitol
- NutraSweet
- Sorbitol
- Splenda
- Stevia
- Sucralose
- Truvia

# MILK

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## CAN BUY

Any brand, one (1) gallon size, plain fluid cow's milk. Pasteurized or ultra-pasteurized:

### Lower fat milks

- Nonfat (fat free, skim)
- 1% Lowfat (light)
- 2% Reduced fat

The following are allowed if printed on the check:

- **Whole milk**
  - **Lactose free milk**
  - Half gallons and quarts
- 



At the store, you can choose the following instead of fluid milk. Fat level as printed on the check:

### Evaporated milk

(Available with the lower fat or whole milk check)

- Can buy 5 (12 oz) cans if 1 gallon of milk is printed on your check
- Can buy 8 (12 oz) cans if 1½ gallons of milk is printed on your check

### Powdered dry milk

(Available only with the lower fat milk check)

- Can buy 2 (9.6 oz) boxes or pouches if 1½ gallons of milk is printed on your check
- Can buy 1 (25.6 oz) box or pouch if 2 gallons of milk is printed on your check

## CANNOT BUY ❌

- Any other type, flavor, or size of milk
- Acidophilus milk
- Buttermilk
- Calcium-fortified milk
- Flavored milk, such as chocolate
- Goat's or soy milk
- Non-dairy substitutes
- Pint size or glass bottles
- Raw (unpasteurized) milk
- Sweetened condensed or filled milk
- Ultra Heat Treated (UHT) shelf-stable milk
- Organic milk
- Evaporated milk with checks that have 1¼ gallons or 2 gallons of milk printed on them
- Powdered dry milk with checks that have 1 gallon or 1¼ gallons of milk printed on them

## Helpful Hint

To get the most milk, purchase fluid cow's milk.

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# CHEESE

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## CAN BUY

Any brand, 16 oz, made in the USA. Regular, low sodium, low fat, reduced fat, or nonfat.

Block or round:

### Cheddar cheese

- Orange or white
- Mild, medium, sharp, or longhorn

### Colby cheese

### Jack cheese

### Mozzarella cheese

**Marbled or blends of authorized cheeses,** such as Colby-Jack or Cheddarella

Individually wrapped sticks:

### Mozzarella string cheese



## CANNOT BUY ☹

- Any other variety, size, or texture of cheese
- Diced, grated, sliced, crumbled, or shredded cheese
- Cheese purchased from or sliced at the deli
- Cheese with added ingredients, such as hot peppers or spices
- Organic cheese

# EGGS

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## CAN BUY

Any brand, dozen size carton:

### Chicken Eggs

- White
- Large

## CANNOT BUY ☹

- Any other size, type, or color of egg
- Powdered or liquid eggs
- Specialty eggs, such as cage-free, stress-free, organic, vitamin-enriched, pastured, low cholesterol eggs, or Eggland's Best

# SOY

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## CAN BUY

Brand, type, and size listed below:

### **Pacific Ultra Soy Plain**

- Shelf-Stable
- Quart size

### **8th Continent Soymilk Original**

- Refrigerated
- Half-gallon size

## CANNOT BUY ☹

- Any other brand, type, size, or flavor of soy
- 8th Continent Light or Fat Free soymilk

# TOFU

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## CAN BUY

Brand and texture listed below,  
14 oz – 16 oz package, plain:

### **Azumaya**

- Firm, Extra Firm, Lite  
Extra Firm, or Silken

### **Frieda's**

- Soft
- Firm

### **House**

- Premium Soft Silken
- Premium Medium Firm  
(Regular)
- Premium Firm
- Premium Extra Firm
- Organic (Soft, Medium  
Firm, or Firm)

### **Nasoya**

- Lite (Firm or Silken)
- Organic (Soft, Firm,  
or Silken)

### **O Organics**

- Organic Firm

### **Soy Boy**

- Organic (Firm or  
Extra Firm)

### **Tofu Shop**

- Organic Calcium  
(Regular or Soft)

### **Vitasoy SanSui**

- Regular or Firm

### **Wild Wood**

- Organic SprouTofu  
(Silken, Lite Medium,  
Firm, Extra Firm, and  
Extra Firm 2 Pack)

### **Wo Chong**

- Organic (Firm or Soft)
- Silken, Soft, Firm, or  
Extra Firm

## CANNOT BUY ☹

- Any other brand, size, or  
texture of tofu
- Tofu with added fats,  
sugars, oils, sodium,  
flavoring, or seasoning
- Cubed, dried, baked,  
or fried tofu
- Tofu in bulk, not  
pre-packaged

# WHOLE GRAINS

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## CAN BUY

Any brand, 16 oz package:

### Whole Wheat Bread

- Loaves, buns, and rolls that have “100% Whole Wheat” on the **front label**
- Store bakery bread is allowed, if labeled appropriately

Any brand, 16 oz package or bulk, plain:

### Brown Rice

- Short, medium, long grain
- Regular, quick, instant
- Basmati Brown
- Jasmine Brown

### Whole Grain Barley

- Organic is allowed



### Tortillas

- Soft corn tortillas, white or yellow
- Whole Wheat tortillas that have “Whole Wheat” or “100% Whole Wheat” on the **front label**
- Store bakery tortillas are allowed, if labeled appropriately

### Oatmeal or Oats

- Old fashioned
- Rolled, cut, or steel cut
- Instant
- Quick
- Crystal Wedding

### Bulgur

- Organic is allowed

## CANNOT BUY ☹

- Any other type, size, or variety of whole grains
- Breads or tortillas not labeled as listed above
- Whole grains with added ingredients, such as fruits, nuts, or spices
- Light or lite bread
- Refrigerated or frozen bread, dough, mixes, tortillas, or rice
- Ready-to-serve rice
- Brown rice mixed with any other type of rice
- Individual or flavored oatmeal packets
- Pearled barley
- Organic bread, tortillas, oatmeal, or brown rice
- Frozen oats
- Cannot mix and match bulk brown rice, oatmeal, oats, whole grain barley, and bulgur

# BREAKFAST CEREAL

**CAN BUY** **WHOLE GRAIN CEREALS— 51% or more whole grain.** Brand in 12 oz – 36 oz box or bag of cereal listed below:

 = 50% or more folic acid per serving

 = 5 or more grams of fiber per serving

## General Mills



## Kellogg's



## Post



## Quaker



## Mill Select



## B&G Foods



## Instant Oatmeal or Instant Oats

Brand in 11.8 oz or 12 oz individual serving packet, old fashioned, classic, regular, or original flavor, listed below:

- Albertsons
- Best Yet
- BetterOats-Good 'n hearty
- First Street
- Food Club
- HY-TOP
- IGA
- Kroger
- Parade
- Raley's Fine Foods
- Ralph's
- Ralston
- Red & White
- Safeway
- Springfield
- Stater Bros.
- Sunny Select
- Western Family

## CANNOT BUY

- Any other brand, type, size, or flavor of breakfast cereal
- Grits
- Hot breakfast cereal with added fruits, nuts, or sugars

# BREAKFAST CEREAL

**CAN BUY** OTHER CEREALS— **Less than 51% whole grain.** Brand in 12 oz – 36 oz box or bag of cereal listed below:

 = 50% or more folic acid per serving       = 5 or more grams of fiber per serving

## General Mills



## Kellogg's



## Post



## Quaker



## Malt-o-Meal



## Crisp(y) Rice

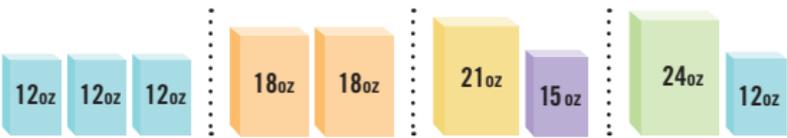
- Albertsons
- Kroger
- Red & White
- Best Yet
- Malt-o-Meal
- Safeway
- First Street
- Mill Select\*
- Shurfine
- Food Club
- Mornin' Gems
- Springfield
- Great Value
- Parade
- Stater Bros.
- Hospitality
- Raley's Fine Foods
- Sunny Select
- HY-TOP
- Ralph's
- Value Time
- IGA
- Ralston
- Western Family

\* Cereal is 51% or more whole grain

## CANNOT BUY

- Any other brand, type, size, or flavor of breakfast cereal
- Hot breakfast cereal with added fruits, nuts, or sugars
- Grits

**Helpful Hints:** To buy the full 36 oz of cereal:



# PEANUT BUTTER

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## CAN BUY

Any brand in 16 oz – 18 oz container.

Plain, regular, low sodium, or low sugar:

- Any texture, such as creamy, crunchy, or super chunky
- Old fashioned or natural is allowed

## CANNOT BUY ❌

- Any other size, type, or flavor of peanut butter
- Honey nut roasted peanut butter
- “Grind your own” peanut butter
- Peanut butter spread
- Lowfat or reduced fat peanut butter
- Peanut butter with added jams, jellies, chocolate, or honey
- Peanut butter with added supplements, such as omega-3-fatty acids
- Organic peanut butter



# DRY BEANS, PEAS or LENTILS

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## CAN BUY

Any brand or variety,  
16 oz package or bulk.  
Varieties such as:

- Black
- Black-eyed peas
- Garbanzo (Chickpeas)
- Great Northern
- Kidney
- Lentils
- Lima
- Navy
- Pink
- Pinto
- Red
- Split peas
- Organic is allowed



## CANNOT BUY ☹

- Canned or frozen beans, peas, or lentils
- Bean soup mixes with flavoring packets or spices

# CANNED MATURE BEANS

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## CAN BUY

Any brand, type, or variety, 15 oz – 16 oz can, if printed on the check. Plain, regular, or low sodium. Varieties such as:

- Black
- Black-eyed peas
- Garbanzo (Chickpeas)
- Great Northern
- Kidney
- Lima
- Navy
- Pink
- Pinto
- Red



## CANNOT BUY ☹

- Dry or frozen beans, peas, or lentils
- Canned green peas, green beans, or wax beans
- Canned baked, refried, Cajun, bar-b-que, or ranch style beans
- Canned organic beans

# BOTTLED JUICE and CONCENTRATE JUICE



## CAN BUY

Any brand, authorized flavors. Pasteurized juice that has “100% Juice” **and** “120% Vitamin C” (or more) on the **front label**. Added Calcium and Vitamin D is allowed:

- 64 oz bottled (ready to drink) containers or
- 11.5 oz, 12 oz, or 16 oz concentrate (frozen or non-frozen) containers

### Apple

### Cranberry

### Grape

- Red, Purple, or White

### Grapefruit

- Ruby Red, Pink or White\*

### Orange\*

### Pineapple

### Prune

### Tomato

- Regular, low sodium, or spicy

### Vegetable

- Regular, low sodium, or spicy

### Juice Blends

- Juice that is named as two or more authorized flavors on the front label, such as Cranberry-Grape, Apple-Grape, or Cran-Apple

\* Orange juice and White Grapefruit juice are not required to have “120 % Vitamin C” on the front label

## CANNOT BUY ☹

- Any other flavor, type, or size of juice
- Juice not labeled as listed above
- Refrigerated juice
- Diet, light, or lite juice
- Organic juice
- Juice with added ingredients or supplements, such as caffeine, carnitine, chromium, DHA, Echinacea, ginkgo biloba, ginseng, guarana, St. John’s Wort, taurine, or wheatgrass

## Helpful Hints

To get the most juice:

- For children, choose 64 oz bottles or 16 oz frozen containers.
- For women, choose 11.5 oz or 12 oz frozen or non-frozen containers.

# FRUITS and VEGETABLES

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## CAN BUY

### Fresh Fruits and Vegetables

Any brand, type, or combination of:

- Any variety of whole or cut fruits and vegetables
- Sweet potatoes and yams are the only potatoes allowed
- Bagged fruits and vegetables
- Bagged or packaged salad mixtures
- Garlic, onion, ginger, jalapeños, peppers, and chilies are allowed
- Organic is allowed



## CANNOT BUY ☹

- Any potatoes other than sweet potatoes or yams
- Any food or product from the salad bar or deli, party trays, fruit baskets, decorative vegetables and fruits, such as chilies or garlic on a string or painted pumpkins
- Nuts or fruit-nut mixtures
- Edible blossoms, such as squash blossoms
- Bagged salad, vegetable, or fruit kits with added ingredients, such as dressing, croutons, cheese, dips, or sauces
- Dried vegetables
- Herbs and spices, such as parsley, basil, cilantro, and mint

## CAN BUY

### Dried Fruits

Any brand, size, and type of container or bulk, if printed on the check:

- Any variety of dried fruits without added fats, sugars, or oils, such as raisins, prunes and/or dried plums, figs, dates, and apricots
- Freeze-dried is allowed
- Pitted or with pits are allowed
- Organic is allowed



## CANNOT BUY ☹

- Dried fruits with added fats, sugars, or oils
- Dried or freeze-dried vegetables
- Trail mix
- Dried fruits with added artificial or natural flavors, including essences

# FRUITS and VEGETABLES

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## CAN BUY

### Canned Fruits

Any brand, size, and type of container:

- Any variety of canned fruits, packed in water or juice without added sugars
- Natural or unsweetened applesauce is allowed
- Organic is allowed

## CANNOT BUY ❌

- Fruits packed in syrup, such as heavy, light, or extra light
  - Fruit cocktail, cranberry sauce, or pie filling
  - Fruits with added sugars, salt, fats, oils, or artificial sweeteners, such as Splenda or NutraSweet
- 

## CAN BUY

### Canned Vegetables

Any brand, size, and type of container.

Regular or low sodium:

- Any variety of canned vegetables
- Sweet potatoes or yams without added sugars or syrup are allowed
- Tomatoes or tomato products are allowed, such as whole, crushed, diced, paste, or purees
- Organic is allowed



## CANNOT BUY ❌

- Any potatoes other than sweet potatoes or yams
  - Vegetables with added fats or oils
  - Vegetable mixtures with potatoes
  - Pickled, creamed, or sauced vegetables
  - Tomato products with added sugars, fats, or oils
  - Soups, ketchup, relishes, olives, salsa, stewed tomatoes, or tomato sauces (tomato, pizza, spaghetti)
  - Canned mature beans, such as black-eyed peas, kidney beans, or pinto beans
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# FRUITS and VEGETABLES

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## CAN BUY

### Frozen Fruits

Any brand, size, and type of container:

- Any variety of frozen fruits without added sugars
- Organic is allowed



## CANNOT BUY ☹

- Fruits with added sugars, added ingredients, or artificial sweeteners, such as Splenda or NutraSweet
- 

## CAN BUY

### Frozen Vegetables

Any brand, size, and type of container. Regular or low sodium:

- Any variety of frozen vegetables
- Sweet potatoes or yams without added sugars or syrup are allowed
- Frozen beans of any kind are allowed, such as green beans, wax beans, black-eyed peas, black beans, or pinto beans
- Organic is allowed



## CANNOT BUY ☹

- Any potatoes other than sweet potatoes or yams
- Breaded or flavored vegetables
- French fries, tater tots, hash browns, or mashed potatoes
- Vegetables with sauce, such as cheese, butter, or teriyaki sauce
- Vegetables with added sugars, oils, fats, pasta, rice, or any other ingredient

## INFANT CEREAL

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### CAN BUY

Brand and type in 8 oz or 16 oz container, as listed below:

#### **Beech-Nut**

- Homestyle Rice
- Homestyle Oatmeal
- Homestyle Multigrain

#### **Gerber**

- Rice and Organic Brown Rice
- Oatmeal and Organic Oatmeal
- Barley
- Whole Wheat
- Mixed



#### **Earth's Best Organic**

- Whole Grain Rice
- Whole Grain Oatmeal
- Whole Grain Multi-Grain

#### **O For Baby Organics**

- Organic Rice

### CANNOT BUY ❌

- Infant cereal with added ingredients, such as formula, milk, fruits, sugars, sweeteners, or DHA

## INFANT FORMULA

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### CAN BUY

Must buy the brand, type, size, and number of cans printed on the check.

### CANNOT BUY ❌

- Any other brand, type, or size of infant formula not printed on check
- Low iron or no iron formula

# FRESH BANANAS

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## CAN BUY

### Fresh Yellow Bananas

- 2 or 4 bananas as printed on the check
- Organic is allowed



## CANNOT BUY ❌

- Any other type of banana, such as plantains, red, mini, or fingerling

# INFANT FRUITS and VEGETABLES

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## CAN BUY

Any brand, 3.5 oz or 4 oz container:

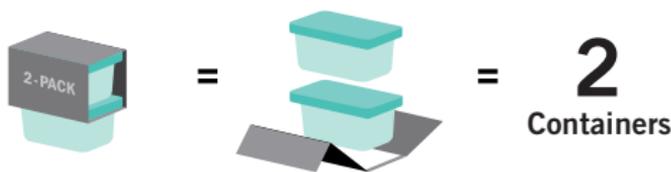
- Plain fruits, plain vegetables, or combinations of two or more plain fruits and vegetables
- Multi-packs are allowed
- Organic is allowed



## CANNOT BUY ❌

- Any other size of infant fruits and vegetables
- Infant desserts, puddings, or smoothies
- Infant juice
- Infant dinners
- Graduates or toddler infant food
- Infant fruits and vegetables mixed with cereal, meat, pasta, or rice
- Infant fruits and vegetables with added sugars, salt, spices, starch, fiber, or DHA
- Cannot mix and match 3.5 oz with 4 oz containers

**Helpful Hints:** Single containers and multi-packs can be mixed and matched. A multi-pack has 2 or more containers.



## INFANT MEATS



### CAN BUY

Any brand, 2.5 oz container, if printed on the check:

- Added broth or gravy is allowed
- Multi-packs are allowed
- Organic is allowed

### CANNOT BUY

- Any other size infant meats
- Infant dinners or infant meats mixed with veggies, fruits, cereal, pasta, or rice
- Graduates or toddler infant food
- Infant meats with added sugars, salt, spices, fiber, or DHA

## CANNED FISH



### CAN BUY

Any brand, regular or low sodium:

#### Chunk Light Tuna

- 5 oz or 6 oz can
- Packed in water
- Plain

#### Pink Salmon

- 5 oz, 6 oz, or 14.75 oz can
- Packed in water
- Plain

#### Sardines

- 15 oz can
- Packed in water, mustard, or tomato sauce

### CANNOT BUY

- Any other flavor, variety, size, or type of fish
- Solid white, albacore tuna, or prime fillet fish
- Specialty salmon, such as smoked, wild sockeye, blue back salmon, or red salmon
- Fish packed in oil
- Sardines packed in any other sauce, such as chili or hot sauce
- Tuna or salmon kits
- Fish packed in pouches or plastic containers

**Helpful Hints:** To buy the full 30 oz of fish

