

February 11, 2026

REGULATORY BULLETIN 2025-01

NOTICE OF FINAL ACTION

Subject

Final Action on the Notice of Proposed Changes posted as [Regulatory Alert 2025-01](#) on December 23, 2025.

Effective Date

The Final Action will be effective April 13, 2026.

Stakeholder Comments and Responses

Please see Attachment 1 of this Regulatory Bulletin for the stakeholder comments that were timely submitted to the California Department of Public Health (Department) and the Department's responses to those comments.

Regulation

The Department made changes to the regulation text proposed in Regulatory Alert 2025-01 in response to timely public comments, including to add or remove products and to enhance clarity. The Department also made changes to correct minor clerical errors. The Department made these changes in sections 82000 (Definitions), 82100 (Breakfast Cereal), 82200 (Canned Mature Beans), 82550 (Infant Cereal), 82700 (Infant Meats), 82750 (Milk), 82850 (Plant-Based Milk Alternatives), 82900 (Tofu), 82950 (Whole Grains), and 83000 (Yogurt). New text is indicated with underlining and deleted text is indicated with ~~strikethrough~~.

Article 5. WIC Authorized Food List

82000 WIC Authorized Food List Definitions.

(a) For the purposes of this article, the following definitions apply:

- (1) *Any Brand Food*. An Any Brand Food is a food in a CDPH Food Category or CDPH Food Subcategory that does not identify authorized food products by Brand or by Brand and product name. The following foods are examples of Any Brand Foods: cheese, peanut butter, and whole wheat bread.
 - (A) Authorized Any Brand Foods are ones that:
 1. Meet the authorization criteria specified for the CDPH Food Category or CDPH Food Subcategory; and
 2. Are included in the Department's Authorized Product List (APL).
- (2) *Authorized Product List*. The Authorized Product List or APL is an electronic file of all Universal Product Codes (UPCs) and Price Look-Up codes (PLUs) for food products authorized by the Department.
- (3) *Brand*. Brand is the name created by a company under which its food product or range of food products is advertised, marketed, or sold.
- (4) *Brand Specific Food*. A Brand Specific Food is a food in a CDPH Food Category or CDPH Food Subcategory that identifies authorized food products by Brand or by Brand and product name. The following foods are examples of Brand Specific Foods: breakfast cereal, tofu, and corn tortillas.
 - (A) Authorized Brand Specific Foods are ones that:
 1. Are identified in a CDPH Food Category or CDPH Food Subcategory by Brand or by Brand and product name;
 2. Meet the authorization criteria for that CDPH Food Category or CDPH Food Subcategory, such as container type, flavor, or fat level; and
 3. Are included in the Department's APL.
- (5) *California Department of Public Health Food Category*. California Department of Public Health Food Category or CDPH Food Category is the Department's classification of foods by type as listed in the headings for sections 82050 through 83000. CDPH Food Categories include: Bottled Juice; Breakfast Cereal; Canned Fish; Canned Mature Beans; Cheese; Concentrate Juice; Dry Beans, Peas, or Lentils; Eggs; Fruits and Vegetables; Infant Cereal; Infant Formula; Infant Fruits and Vegetables; Infant Meats; Milk; Peanut Butter; Plant-Based Milk Alternatives; Tofu; Whole Grains; and Yogurt. CDPH Food Categories may be for Any Brand Foods, Brand Specific Foods, or both.
- (6) *California Department of Public Health Food Subcategory*. California Department of Public Health Food Subcategory or CDPH Food Subcategory is a classification of foods within a CDPH Food Category in which multiple subtypes of foods are authorized. For example, the Whole Grains Category includes the following CDPH Food Subcategories: Brown Rice, Bulgur, Corn Masa Flour, Corn Tortillas, Oatmeal or Oats, Whole Grain Barley, Whole Grain Cornmeal, Whole Wheat Bagels, Whole Wheat Bread, Whole Wheat English Muffins, Whole Wheat Pasta, Whole Wheat Pita Bread, and Whole Wheat Tortillas. Each

CDPH Food Subcategory has its own authorization criteria. CDPH Food Subcategories may be for Any Brand Foods or Brand Specific Foods.

- (7) *Department.* Department means the California Department of Public Health (CDPH), which administers the California Special Supplemental Nutrition Program for Women, Infants, and Children.
- (8) *Non-Material Change.* A Non-Material Change is a change to the Brand or product name of an authorized food product. A Non-Material Change does not affect authorization of a food product, but to be available for redemption by participants, the food product must be included in the Department's APL by UPC or PLU.
- (9) *Price Look-Up Codes.* Price Look-Up codes or PLUs are standard codes published by the International Federation of Produce Standards (IFPS) for produce.
- (10) *WIC Authorized Food List.* The WIC Authorized Food List or WAFL is the compilation of foods that meet the authorization criteria listed in sections 82050 through 83000 and are included in the APL.
- (11) *WIC Authorized Food List Shopping Guide.* The "WIC Authorized Food List Shopping Guide" is a document printed by the Department to help participants and vendors identify authorized foods and is intended for educational purposes only. The "WIC Authorized Food List Shopping Guide" does not create any rights, obligations, or affirmative duties, or replace or supersede the regulations in this article.
- (12) *WIC Program.* The WIC Program and WIC are defined as the California Special Supplemental Nutrition Program for Women, Infants, and Children.

82025 WIC Authorized Food List Authorized Product List Submissions.

- (a) To be authorized, both Brand Specific Food products and Any Brand Food products must meet the Department's authorization criteria listed in sections 82050 through 83000 and be included in the Department's APL by UPC or PLU.
 - (1) Any Brand Food products that meet the authorization criteria for the applicable CDPH Food Category or CDPH Food Subcategory may be submitted for inclusion in the APL at any time.
 - (2) Except as set forth in this subsection, a Brand Specific Food product will be added to the APL only when the Department adopts or amends regulations in this article for the applicable CDPH Food Category or CDPH Food Subcategory. However, a Brand Specific Food product may be submitted for inclusion in the APL at any time if:
 - (A) A food manufacturer introduces a new UPC for a currently authorized Brand Specific Food product, including a new UPC resulting from a Non-Material Change to the product;

- (B) A food manufacturer introduces a new size for a currently authorized Brand Specific Food product if the product is authorized by Brand and product name and the new size for the product falls within the range of sizes that is currently authorized for the CDPH Food Category or CDPH Food Subcategory; or
 - (C) A food manufacturer introduces a new product that meets current authorization criteria in a CDPH Food Category or CDPH Food Subcategory in which products are authorized only by Brand, not by Brand and product name.
- (3) In order to submit a food product for inclusion in the APL, the submitting stakeholder must:
- (A) Provide the Department with detailed information about the product in order for the Department to make a determination about the product's eligibility for authorization. Submission elements include, but are not limited to, the following:
 1. Electronic image of product packaging that includes front label, back label, nutrition facts panel, ingredient listing, and UPC;
 2. Submitting company name;
 3. Submitting company contact information;
 4. UPC;
 5. Brand name;
 6. Product name;
 7. Product size;
 8. Applicable product characteristics, such as container type, the presence of sweeteners, fat-level, pasteurization-status, etc.
 - (B) Submissions for Brand Specific Food products must be made by a food manufacturer's employee or agent and include true and accurate information about the food product's nutritional content and ingredients.
 - (C) If a product is submitted by a food manufacturer's employee or agent, the manufacturer must notify the Department in writing of all product changes and the effective date of the changes. Examples of product changes include, but are not limited to, changes in container size, ingredients, product name, or discontinuance of a product.
- (4) Unless a Brand Specific Food product is being authorized by a WIC Bulletin Regulation as specified in subsection (a)(2), a food product that the Department determines meets both federal and state food authorization criteria will be added to the APL within thirty (30) business days from the date of the Department's written notification of the food product's authorization for inclusion in the APL.
- (5) The Department shall remove products from the APL if the Department

determines:

- (A) The product has been discontinued;
 - (B) The product no longer meets federal or state food authorization criteria; or
 - (C) The information submitted to the Department about a Brand Specific Food product included false or inaccurate information and the false or inaccurate information was material to the Department's decision to authorize the Brand Specific Food product.
- (6) Authorized fruits and vegetables that have PLUs assigned by IFPS will be automatically included by the Department in the APL. Stakeholders may contact the Department to request the addition of IFPS PLUs if an IFPS PLU is not included in the APL.

82100 WIC Authorized Food List Breakfast Cereal.

(a) Breakfast Cereal Category

- (1) The following breakfast cereals are authorized by Brand and product name in twelve (12) ounce to thirty-six (36) ounce boxes or bags in the Breakfast Cereal Category:
- (A) B-&G Foods
 - 1. Cream of Wheat Whole Grain¹
 - (B) General Mills
 - 1. Blueberry Chex¹
 - 2. Bluey¹
 - 3. Cheerios¹
 - 4. Cheerios Veggie Blends Apple Strawberry¹
 - 5. Cheerios Veggie Blends Blueberry Banana¹
 - 6. Cinnamon Chex¹
 - 7. Corn Chex¹
 - 8. Kix¹
 - 9. Maple Cinnamon Cheerios Hearty Nut Medley¹
 - 10. Mott's Apple Cinnamon¹
 - 11. Mott's Very Berry¹
 - 12. Multi Grain Cheerios¹
 - 13. Rice Chex¹
 - 14. Total¹
 - 15. Wheat Chex¹

16. Wheaties¹

(C) Grain Berry

1. Apple Cinnamon Toasted Oats¹
2. Cinnamon Frosted Shredded Wheat¹
3. Multi-Bran Flakes¹
4. Original Toasted Oats¹

(D) Kellogg's

1. Corn Flakes
2. Frosted Mini-Wheats Original¹
3. Frosted Mini-Wheats Little Bites Original¹
4. Special K Original
5. Special K Protein Original Touch of Cinnamon¹
6. Raisin Bran¹

(E) Malt-O-Meal

1. Crispy Rice
2. Frosted Mini Spooners¹
3. Malt-O-Meal Hot Cereal Original

(F) Mom's Best

1. Blueberry Wheatfuls¹

(G) Post

1. Bran Flakes¹
2. Grape-Nuts¹
3. Grape-Nuts Flakes¹
4. Great Grains Banana Nut Crunch¹
5. Great Grains Crunchy Pecan¹
6. Great Grains Raisins, Dates & Pecans¹
7. Honey Bunches of Oats Honey Roasted
8. Raisin Bran¹

(H) Quaker

1. Life Original¹
2. Mighty Life Strawberry Blueberry Bliss¹
3. Oatmeal Squares Brown Sugar¹

4. Oatmeal Squares Honey Nut¹

(2) The following private label or store brand berry corn puffs breakfast cereals are authorized by Brand in twelve (12) ounce to thirty-six (36) ounce boxes or bags in the Breakfast Cereal Category:

(A) MIJA¹

(3) The following private label or store brand corn puffs breakfast cereals are authorized by Brand in twelve (12) ounce to thirty-six (36) ounce boxes or bags in the Breakfast Cereal Category:

(A) Early On¹

(B) MIJA¹

(4) The following private label or store brand crisp rice or crispy rice breakfast cereals are authorized by Brand in twelve (12) ounce to thirty-six (36) ounce boxes or bags in the Breakfast Cereal Category:

(A) Best Yet

(B) Early On

(C) First Street

(D) Food Club

(E) Great Value

(F) Hospitality

(G) Hy-Vee

(H) IGA

(I) Kroger

(J) Raley's

(K) Red & White

(L) Signature Select

(M) Sunny Select

(N) WinCo Foods

(5) The following private label or store brand frosted shredded wheat breakfast cereals are authorized by Brand in twelve (12) ounce to thirty-six (36) ounce boxes or bags in the Breakfast Cereal Category:

(A) Best Yet (Bite Size)¹

(B) Essential Everyday (Bite Size)¹

(C) First Street (Bite Size)¹

(D) Food Club (Bite Size)¹

- (E) Freedom's Choice¹
 - (F) Great Value (Bite Size)¹
 - (G) Raley's (Bite Size)¹
 - (H) Sunny Select (Bite Size)¹
- (6) The following private label or store brand honey oat flakes breakfast cereals are authorized by Brand in twelve (12) ounce to thirty-six (36) ounce boxes or bags in the Breakfast Cereal Category:
- (A) MIJA¹
 - (B) MIJA (with Almonds)¹
- (7) The following instant oatmeals in old-fashioned, classic, regular, or original flavors are authorized by Brand in eleven and eight-tenths (11.8) ounce to twelve (12) ounce containers of individual serving packets in the Breakfast Cereal Category:
- (A) Best Yet¹
 - (B) Early On¹
 - (C) First Street¹
 - (D) Food Club¹
 - (E) Great Value¹
 - (F) Kroger¹
 - (G) Mountain View Farm¹
 - (H)(G) Signature Select¹
 - (I)(H) Stater Bros.¹
 - (J)(I) Sunny Select¹
 - (K)(J) WinCo Foods¹
- (8) The following private label or store brand multigrain toasted oats breakfast cereals are authorized by Brand in twelve (12) ounce to thirty-six (36) ounce boxes or bags in the Breakfast Cereal Category:
- (A) Early On¹
 - (B) MIJA¹
- (9) The following private label or store brand toasted oats breakfast cereals are authorized by Brand in twelve (12) ounce to thirty-six (36) ounce boxes or bags in the Breakfast Cereal Category:
- (A) Best Yet¹
 - (B) Essential Everyday¹
 - (C) First Street¹

- (D) Food Club¹
 - (E) Freedom's Choice¹
 - (F) Great Value¹
 - (G) Raley's¹
 - (H) Signature Select¹
 - (I) Sunny Select¹
- (10) The following private label or store brand wheat flakes, bran flakes, or wheat and bran flakes breakfast cereals are authorized by Brand in twelve (12) ounce to thirty-six (36) ounce boxes or bags in the Breakfast Cereal Category:
- (A) Best Yet¹
 - (B) Essential Everyday¹
 - (C) First Street¹
 - (D) Food Club¹
 - (E) Freedom's Choice¹
 - (F) Great Value¹
 - (G) Raley's¹
 - (H) WinCo Foods¹
- (11) The following types of breakfast cereal are never authorized for purchase as part of the Breakfast Cereal Category:
- (A) Grits;
 - (B) Hot breakfast cereal with added fruits or nuts;
 - (C) Hot breakfast cereal with added sugar;
 - (D) Breakfast cereal with artificial sweeteners, reduced-calorie sweeteners, or no-calorie sweeteners;
 - (E) Breakfast cereal with artificial flavorings, as defined in 21 Code of Federal Regulations part 101.22;
 - (F) Breakfast cereal with artificial dyes or color additives other than exempt color additives, as defined in 21 Code of Federal Regulations part 73; and
 - (G) Organic breakfast cereal.

¹This cereal contains whole grain as the first ingredient.

82150 WIC Authorized Food List Canned Fish.

(a) Canned Fish Category

(1) Chunk Light Tuna Subcategory

(A) Any Brand of chunk light tuna is authorized in the Chunk Light Tuna Subcategory of the Canned Fish Category when it has all of the following characteristics:

1. Is sold in five (5) ounce cans;
2. Is packed in water;
3. Is plain; and
4. Is of regular or low sodium content.

(B) The following types of tuna are never authorized for purchase as part of the Chunk Light Tuna Subcategory:

1. Solid white tuna;
2. Albacore tuna;
3. Prime fillet fish;
4. Kits in which tuna is packaged with other foods, such as condiments and crackers; and
5. Chunk light tuna packed in anything other than water, such as sauce or flavorings.

(2) Pink Salmon Subcategory

(A) Any Brand of pink salmon is authorized in the Pink Salmon Subcategory of the Canned Fish Category when it has all of the following characteristics:

1. Is sold in five (5) ounce, six (6) ounce, or fourteen and three-quarters (14.75) ounce cans;
2. Is packed in water;
3. Is plain; and
4. Is of regular or low sodium content.

(B) The following types of salmon are never authorized for purchase as part of the Pink Salmon Subcategory:

1. Specialty salmon, including smoked salmon, wild sockeye salmon, blue back salmon, or red salmon; and
2. Kits in which salmon is packaged with other foods, such as condiments and crackers.

(3) Sardines Subcategory

(A) Any Brand of sardines is authorized in the Sardines Subcategory of the Canned Fish Category when it has all of the following characteristics:

1. Is sold in five and one-half (5.5) or fifteen (15) ounce cans;
2. Is packed in water, mustard, or tomato sauce; and

3. Is of regular or low sodium content.
 - (B) The following types of sardines are never authorized for purchase as part of the Sardines Subcategory:
 1. Canned sardines packed in anything other than water, mustard, or tomato sauce.
- (4) The following types of canned fish products are never authorized for purchase as part of any CDPH Food Subcategory within the Canned Fish Category:
 - (A) Organic canned fish;
 - (B) Canned fish packed in organic sauce;
 - (C) Canned fish packed in oil; and
 - (D) Fish packaged in pouches or plastic containers.

82200 WIC Authorized Food List Canned Mature Beans.

(a) Canned Mature Beans Category

- (1) Any Brand and variety of canned mature beans, peas, or lentils are authorized in the Canned Mature Beans Category when the canned mature beans, peas, or lentils have all of the following characteristics:
 - (A) Are plain or seasoned;
 - (B) Are sold in fifteen (15) to sixteen (16) ounce cans; and
 - (C) Are of regular sodium content or low sodium content.
- (2) Authorized types of canned mature beans, peas, or lentils include but are not limited to:
 - (A) Black;
 - (B) Black-eyed peas;
 - (C) Fat free refried beans (any variety);
 - (D) Garbanzo (chickpeas);
 - (E) Great Northern;
 - (F) Kidney;
 - (G) Lentils;
 - (H) Lima;
 - (I) Mixed;
 - (J) Navy;
 - (K) Pink;
 - (L) Pinto; and

(M) Red.

(3) The following types of beans, peas, and lentils are never authorized for purchase as part of the Canned Mature Beans Category:

- (A) Canned beans, peas, or lentils with added sugars, fats, or oils;
- (B) Canned beans, peas, or lentils with added vegetables, fruits, or meat;
- (C) Canned beans, peas, or lentils with artificial, reduced-calorie, or no-calorie sweeteners;
- (D) Canned immature beans, peas, or lentils, including green peas, green beans, or wax beans;
- (E) Canned baked beans;
- (F) Canned beans, peas, or lentils with sauce, including but not limited to the following styles of beans, peas, or lentils: Cajun, barbeque (bbq), or ranch style, as well as canned beans, peas, or lentils with tomato puree, tomato sauce, or tomato paste;
- (G) Dry or frozen beans, peas, or lentils; and
- (H) Organic canned beans, peas, or lentils.

82250 WIC Authorized Food List Cheese.

(a) Cheese Category

(1) Any Brand of non-organic cheese is authorized in the Cheese Category when the cheese has all of the following characteristics:

- (A) Is made in the United States of America;
- (B) Is sold in sixteen (16) or thirty-two (32) ounce packages in one of the following ways:
 - 1. Individually wrapped mozzarella string-cheese sticks; or
 - 2. Blocks or rounds of the following cheeses:
 - A. Orange, white, or yellow cheddar (mild, medium, sharp, or longhorn)
 - B. Colby
 - C. Jack
 - D. Mozzarella
 - E. Marbled or blends of cheeses authorized by this subsection (for example, Colby-Jack)
- (C) Is of regular fat content, lowfat, or fat free;
- (D) Is of regular sodium content or low sodium; and
- (E) Is pasteurized.

- (2) The following types of cheese are never authorized for purchase as part of the Cheese Category:
- (A) Diced, grated, sliced, crumbled, or shredded cheese;
 - (B) Cheese that is purchased from or sliced at the deli;
 - (C) Cheese with added ingredients, including but not limited to peppers or spices; and
 - (D) Organic cheese.

82350 WIC Authorized Food List Dry Beans, Peas, or Lentils.

(a) Dry Beans, Peas, or Lentils Category

- (1) Any Brand and variety of dry beans, peas, or lentils are authorized in the Dry Beans, Peas, or Lentils Category when the dry beans, peas, or lentils are sold in sixteen (16), thirty-two (32), or sixty-four (64) ounce containers.
- (2) Authorized varieties of dry beans, peas, or lentils include but are not limited to:
- (A) Azuki;
 - (B) Black;
 - (C) Black-eyed peas;
 - (D) Garbanzo (chickpeas);
 - (E) Great Northern;
 - (F) Kidney;
 - (G) Lentils;
 - (H) Lima;
 - (I) Mixed;
 - (J) Mung;
 - (K) Navy;
 - (L) Pink;
 - (M) Pinto;
 - (N) Red; and
 - (O) Split peas.
- (3) The following types of beans, peas, and lentils are never authorized for purchase as part of the Dry Beans, Peas, or Lentils Category:
- (A) Canned or frozen beans, peas, or lentils;
 - (B) Dry beans, peas, or lentils with added sugars, fats, or oils;
 - (C) Dry beans, peas, or lentils with added vegetables, fruits, or meat;

- (D) Dry beans, peas, or lentils with artificial, reduced-calorie, or no-calorie sweeteners;
- (E) Dry beans, peas, or lentils with flavors or spices or bean soup mixes with flavoring packets or spices;
- (F) Dry beans, peas, or lentils that are immature;
- (G) Soy nuts; and
- (H) Dry beans, peas, or lentils that are sold in bulk and are not pre-packaged.

82500 WIC Authorized Food List Fruits and Vegetables.

(a) Fruits and Vegetables Category

(1) All food items authorized in the Fruits and Vegetables Category and the CDPH Food Subcategories within the Fruits and Vegetables Category are authorized for purchase using cash-value benefits.

(2) Fresh Fruits and Vegetables Subcategory

(A) Any type, variety, and Brand of fresh fruits and vegetables in any combination is authorized in the Fresh Fruits and Vegetables Subcategory of the Fruits and Vegetables Category. This includes but is not limited to the following:

1. Organic or non-organic fresh fruits and vegetables;
2. Whole or cut fresh fruits and vegetables;
3. Bagged fresh fruits and vegetables;
4. Bagged or packaged salad mixtures;
5. Garlic, onion, ginger, jalapeños, peppers, and chilies; and
6. Fresh herbs, cut at the root or with the root intact.

(B) The following foods are never authorized for purchase as part of the Fresh Fruits and Vegetables Subcategory:

1. Food or products from a salad bar or deli;
2. Party trays with dip or other non-fruit or non-vegetable ingredients;
3. Fruit baskets;
4. Decorative vegetables and fruits, including but not limited to chilies or garlic on a string and painted pumpkins;
5. Nuts or fruit-nut mixtures;
6. Edible blossoms, such as squash blossoms;
7. Bagged salad with added ingredients, such as dressing, croutons, and cheese;
8. Vegetable or fruit kits with added ingredients, such as dressing,

cheese, dips, or sauces;

9. Dried vegetables;
10. Dried herbs and spices, such as dried parsley, basil, cilantro, and mint;
11. Fruits and vegetables with added fats, oils, or sugars;
12. Fruits and vegetables with artificial, reduced-calorie, or no-calorie sweeteners;
13. Seeds; and
14. Potted plants with vegetables, fruits, or herbs.

(3) Dried Fruits Subcategory

- (A) Any variety, size, and Brand of dried fruits without added fats, sugars, or oils in any type of container is authorized as part of the Dried Fruits Subcategory of the Fruits and Vegetables Category. This includes but is not limited to the following:
 1. Organic or non-organic dried fruits;
 2. Freeze-dried fruits; and
 3. Dried fruits with or without pits.
- (B) The following foods are never authorized for purchase as part of the Dried Fruits Subcategory:
 1. Dried fruits with artificial, reduced-calorie, or no-calorie sweeteners;
 2. Dried fruits with added artificial or natural flavors, including essences;
 3. Dried or freeze-dried vegetables;
 4. Fruit snacks or fruit bites;
 5. Trail mix; and
 6. Dried fruits that are sold in bulk and are not pre-packaged.

(4) Canned Fruits Subcategory

- (A) Any Brand, variety, and size of canned fruits in any type of container that are packed in water or juice and do not contain added sugars are authorized in the Canned Fruits Subcategory of the Fruits and Vegetables Category. This includes but is not limited to the following:
 1. Organic or non-organic canned fruits;
 2. Natural or unsweetened applesauce, with or without cinnamon; and
 3. Canned fruits mixed with canned vegetables when a fruit is listed as the first ingredient.
- (B) The following types of fruits are never authorized for purchase as part of

the Canned Fruits Subcategory:

1. Canned fruits packed in syrup, such as heavy, light, or extra light syrup;
2. Canned fruits with added sugars, salt, fats, or oils;
3. Canned fruits with artificial, reduced-calorie, or no-calorie sweeteners;
4. Canned fruits that do not list a fruit as the first ingredient;
5. Canned fruit cocktail;
6. Mixed fruit with cherries;
7. Cranberry sauce;
8. Pie filling; and
9. Home-canned or home-preserved fruits.

(5) Canned Vegetables Subcategory

(A) Any Brand, size, and variety of regular or low sodium canned vegetables in any type of container is authorized in the Canned Vegetables Subcategory of the Fruits and Vegetables Category. This includes but is not limited to the following:

1. Organic or non-organic canned vegetables;
2. Sweet potatoes or yams without added sugars or syrup;
3. Tomatoes or tomato products, including but not limited to strained, crushed, diced, paste, or pureed tomatoes; and
4. Canned vegetables mixed with canned fruits when a vegetable is listed as the first ingredient.

(B) The following foods are never authorized for purchase as part of the Canned Vegetables Subcategory:

1. Canned tomato products with added sugars, fats, or oils;
2. Canned tomato products with artificial, reduced-calorie, or no-calorie sweeteners;
3. Canned vegetables with added fats or oils;
4. Canned vegetable mixtures with mature beans;
5. Canned vegetables that do not list a vegetable as the first ingredient;
6. Pickled, creamed, or sauced canned vegetables;
7. Soups, ketchup, relishes, olives, salsa, stewed tomatoes, or tomato sauces (tomato, pizza, or spaghetti);
8. Canned mature beans, including but not limited to black-eyed peas, kidney beans, and pinto beans; and

9. Home-canned or home-preserved vegetables.

(6) Frozen Fruits Subcategory

(A) Any Brand, size, and variety of organic or non-organic frozen fruits in any type of container are authorized in the Frozen Fruits Subcategory of the Fruits and Vegetables Category. This includes but is not limited to the following:

1. Frozen fruits mixed with frozen vegetables when a fruit is listed as the first ingredient.

(B) The following types of fruits are never authorized for purchase as part of the Frozen Fruits Subcategory:

1. Frozen fruits with added ingredients, oils, salts, or sugars;
2. Frozen fruits with artificial, reduced-calorie, or no-calorie sweeteners; and
3. Frozen fruits that do not list a fruit as the first ingredient.

(7) Frozen Vegetables Subcategory

(A) Any Brand, size, and variety of organic or non-organic frozen vegetables in any type of container are authorized in the Frozen Vegetables Subcategory of the Fruits and Vegetables Category. This includes but is not limited to the following:

1. Sweet potatoes or yams without added sugars, syrup, or oils;
2. Frozen mature or immature beans; and
3. Frozen vegetables mixed with frozen fruits when a vegetable is listed as the first ingredient.

(B) The following types of vegetables are never authorized for purchase as part of the Frozen Vegetables Subcategory:

1. Frozen vegetables with added sugars, oils, or fats;
2. Breaded or flavored frozen vegetables;
3. French fries, tater tots, hash browns, or mashed potatoes;
4. Frozen vegetables that do not list a vegetable as the first ingredient;
5. Frozen vegetables with added ingredients, such as sauces, cheese, butter, pasta, or rice; and
6. Frozen vegetables with artificial, reduced-calorie, or no-calorie sweeteners.

82550 WIC Authorized Food List Infant Cereal.

(a) Infant Cereal Category

(1) The following infant cereals are authorized by Brand and product name in eight (8) ounce or sixteen (16) ounce containers in the Infant Cereal Category:

- (A) Early On
 - 1. Multigrain
 - 2. Multigrain Organic
 - 3. Oatmeal Single Grain
 - 4. Oatmeal Single Grain Organic
- (B) Earth's Best Organic
 - 1. Whole Grain Multi-Grain
- (C) Gerber
 - 1. Gluten Free Oatmeal
 - 2. Multigrain
 - 3. Oatmeal
 - 4. Organic Oatmeal
- (D) MIJA
 - 1. Organic Multi-Grain
 - 2. Organic Oatmeal
- (E) Mom's Organic Choice
 - 1. Whole Grain Multi-Grain
 - 2. Whole Grain Oatmeal

(2) The following types of infant cereal are never authorized for purchase as part of the Infant Cereal Category:

- (A) Infant cereal with added ingredients, including formula, milk, fruits, vegetables, probiotics, and DHA;
- (B) Infant cereal with added sugars, artificial sweeteners, reduced-calorie sweeteners, ~~and~~ or no-calorie sweeteners;
- (C) Infant cereal with artificial flavorings, as defined in 21 Code of Federal Regulations part 101.22;
- (D) Infant cereal with artificial dyes or color additives other than exempt color additives, as defined in 21 Code of Federal Regulations part 73; and
- (E) Rice infant cereal.

82600 WIC Authorized Food List Infant Formula.

(a) Infant Formula Category

- (1) Authorized infant formula shall be selected and prescribed for a participant by a competent professional authority. Participants may only purchase the Brand, type (physical form), size, and number of prescribed cans included in their electronic benefits.
- (2) Contract Formula
 - (A) Authorized contract brand infant formula must meet the requirements in 7 Code of Federal Regulations part 246.10(e)(12), table 4 (2025), and is selected through a competitive bidding process. The list of the current contract brand infant formulas can be found at:
<https://www.cdph.ca.gov/Programs/CFH/DWICSN/CDPH%20Document%20Library/WICFoods/FormulaFlyerEn.pdf>.
- (3) Non-Contract Formula
 - (A) Non-contract brand infant formula is all infant formula that is not covered by an infant formula cost containment contract awarded by the Department.
 - (B) Non-contract brand infant formula may be issued as part of Food Packages I, II, or III for participants with qualifying conditions with medical documentation pursuant to 7 Code of Federal Regulations part 246.10(d)(1)(i) (2025).
 - (C) Non-contract brand infant formula may be issued to participants without qualifying conditions and medical documentation in accordance with the Department's infant formula rebate contract(s).
- (4) The following types of infant formula are never authorized for purchase as part of the Infant Formula Category:
 - (A) Low iron or no iron infant formula.

82650 WIC Authorized Food List Infant Fruits and Vegetables.

(a) Infant Fruits and Vegetables Category

- (1) Any infant fruits or vegetables product made by the Brands listed in subsections (a)(2)(A) through (a)(2)(N) is authorized in the Infant Fruits and Vegetables Category when it has all of the following characteristics:
 - (A) Is sold in four (4) ounce containers other than pouches;
 - (B) Is sold individually or in multi-packs;
 - (C) Is organic or non-organic;
 - (D) Lists a fruit or vegetable as the first ingredient; and
 - (E) Contains only single ingredient fruits or vegetables, or combinations of two (2) or more single ingredient fruits or vegetables.
- (2) The following Brands are authorized in the Infant Fruits and Vegetables Category:

- (A) Beech-Nut
- (B) Early On
- (C) Gerber
- (D) Good & Gather baby
- (E) Happy Baby Organics
- (F) Mom's Organic Choice
- (G) O Organics
- (H) Once Upon a Farm
- (I) Parent's Choice
- (J) Simple Truth Organic
- (K) Tippy Toes
- (L) Tippy Toes Organic
- (M) Wild Harvest
- (N) Yummy Organics

(3) The following foods are never authorized for purchase as part of the Infant Fruits and Vegetables Category:

- (A) Infant fruits and vegetables in pouches;
- (B) Infant fruits and vegetables mixed with cereal, meat, pasta, or rice;
- (C) Infant fruits and vegetables with added sugars, salt, spices, starch, fiber, or DHA;
- (D) Infant fruits and vegetables with added sweeteners including artificial, reduced-calorie, or no-calorie sweeteners;
- (E) Infant fruits and vegetables with artificial flavorings, as defined in 21 Code of Federal Regulations part 101.22;
- (F) Infant fruits and vegetables with artificial dyes or color additives other than exempt color additives, as defined in 21 Code of Federal Regulations part 73;
- (G) Infant fruits and vegetables that do not list a fruit or vegetable as the first ingredient;
- (H) Dried or powdered infant fruits and vegetables;
- (I) Infant desserts, puddings, or smoothies;
- (J) Infant juice;
- (K) Infant dinners; and
- (L) Graduates or toddler food.

82700 WIC Authorized Food List Infant Meats.

(a) Infant Meats Category

- (1) Any infant meat or poultry product made by the Brands listed in subsections (a)(2)(A) ~~and through (a)(2)(B)(C)~~ is authorized in the Infant Meats Category when it has all of the following characteristics:
 - (A) Meat or poultry is the single major ingredient;
 - (B) Is sold in two and one-half (2.5) ounce containers other than pouches;
 - (C) Is sold individually or in multi-packs;
 - (D) Is organic or non-organic; and
 - (E) Contains or does not contain added broth or gravy.
- (2) The following Brands are authorized in the Infant Meats Category:
 - (A) Beech-Nut
 - (B) Gerber
 - (C) Mom's Organic Choice
- (3) The following foods are never authorized for purchase as part of the Infant Meats Category:
 - (A) Infant meats in pouches;
 - (B) Infant meats with added sugars, salt, spices, fiber, or DHA;
 - (C) Infant meats with artificial, reduced-calorie, or no-calorie sweeteners;
 - (D) Infant meats with artificial flavorings, as defined in 21 Code of Federal Regulations part 101.22;
 - (E) Infant meats with artificial dyes or color additives other than exempt color additives, as defined in 21 Code of Federal Regulations part 73;
 - (F) Infant meats mixed with vegetables, fruits, cereal, pasta, or rice;
 - (G) Infant dinners; and
 - (H) Graduates or toddler food.

82750 WIC Authorized Food List Milk.

(a) Milk Category

- (1) ~~If no other type of milk is included in the participant's electronic benefits, a~~Any Brand of plain, non-organic fluid cow's milk that has all of the following characteristics is authorized in the Milk Category:
 - ~~(A) Plain fluid cow's milk;~~
 - ~~(B) Pasteurized or ultra-pasteurized; and~~
 - ~~(C) Sold in one (1) gallon containers.~~

- (2) ~~Non-organic pasteurized or ultra-pasteurized plain fluid cow's milk is authorized in the following fat levels and is available for purchase only when it is in the following fat levels of milk included in the participant's electronic benefits:~~
- (A) One percent (1%) lowfat (light) or nonfat (fat free or skim);
 - (B) Two percent (2%) reduced fat; and
 - (C) Whole.
- (2) If no other type of milk is included in the participant's electronic benefits, plain, non-organic fluid cow's milk in one (1) gallon containers is authorized and is available for purchase in the fat level included in the participant's electronic benefits.
- (3) ~~Non-organic pasteurized or ultra-pasteurized plain~~ Plain, non-organic fluid cow's milk in half gallon containers is authorized ~~in the fat levels specified in subsection (a)(2)~~ and is available for purchase only when it is the size and fat level included in the participant's electronic benefits.
- (4) ~~Non-organic pasteurized or ultra-pasteurized~~ Any Brand of plain, non-organic lactose-free milk in half gallon, three-quarter gallon, and one (1) gallon containers is authorized in the following fat levels and is available for purchase only when it is the type and fat level of milk included in the participant's electronic benefits:
- (A) One percent (1%) lowfat (light) or nonfat (fat free or skim);
 - (B) Two percent (2%) reduced fat; and
 - (C) Whole.
- (5) ~~Non-organic pasteurized or ultra-pasteurized~~ Any Brand of plain, non-organic evaporated milk in twelve (12) ounce containers is authorized in the following fat levels and is available for purchase only when it is the type and fat level of milk included in the participant's electronic benefits:
- (A) One percent (1%) lowfat (light) or nonfat (fat free or skim); and
 - (B) Whole.
- (6) Any Brand of plain, non-organic, Nonfat (fat free or skim), ~~non-organic pasteurized or ultra-pasteurized~~ powdered dry milk in the following container sizes is authorized and is available for purchase only when it is the type and fat level of milk included in the participant's electronic benefits:
- (A) Nine and six tenths (9.6) ounce;
 - (B) Nine and six hundred twenty-five thousandths (9.625) ounce; and
 - (C) Twenty-five and six tenths (25.6) ounce.
- (7) The following types of milk are never authorized for purchase in the Milk Category:
- (A) Unpasteurized (raw) milk;

- (B) Cultured milks, such as acidophilus milk, buttermilk, or kefir milk;
- (C) Specialty milks, other than those listed in subsections (a)(4) through (a)(6), such as calcium-fortified milk, milk with added DHA, Ultra Heat Treated (UHT) shelf-stable milk, A2 milk, ultra-filtered milk, or protein-fortified milk;
- (D) Flavored milk, including but not limited to chocolate or strawberry;
- (E) Goat's milk;
- (F) Non-dairy milk substitutes;
- (G) Milk sold in any container sizes not listed in subsections (a)(2) through (a)(6), such as pint sized containers;
- (H) Milk in glass bottles;
- (I) Sweetened condensed or filled milk; and
- (J) Organic milk.

82800 WIC Authorized Food List Peanut Butter.

(a) Peanut Butter Category

- (1) Any Brand of peanut butter is authorized in the Peanut Butter Category when it has all of the following characteristics:
 - (A) Conforms to the United States Food and Drug Administration (FDA) standard of identity for peanut butter in 21 Code of Federal Regulations part 164.150;
 - (B) Is sold in sixteen (16) to eighteen (18) ounce containers;
 - (C) Is of regular or low sodium content; and
 - (D) Is of regular, low, or zero-added sugar content.
- (2) Authorized peanut butters may be any texture, such as:
 - (A) Creamy;
 - (B) Smooth;
 - (C) Crunchy;
 - (D) Super crunchy;
 - (E) Chunky;
 - (F) Super chunky; and
 - (G) Old fashioned or natural.
- (3) The following varieties of peanut butter are never authorized for purchase as part of the Peanut Butter Category:
 - (A) Honey nut roasted peanut butter;

- (B) “Grind your own” peanut butter;
- (C) Peanut butter spread;
- (D) Lowfat or reduced fat peanut butter;
- (E) Peanut butter with added ingredients, such as jams, jellies, chocolate, marshmallows, or honey;
- (F) Peanut butter with added supplements, such as omega-3 fatty acids or flax seed;
- (G) Peanut butter with artificial, reduced-calorie, or no-calorie sweeteners; and
- (H) Organic peanut butter.

82850 WIC Authorized Food List Plant-Based Milk Alternatives.

(a) Plant-Based Milk Alternatives Category

(1) Oat Milk Blends Subcategory

- (A) The following non-organic oat milk blend, as identified by Brand and product name, flavor, and container, is authorized in the Oat Milk Blends Subcategory:

1. Silk Kids Oatmilk Blend

A. Original ~~flavor~~

- i. Refrigerated fifty-nine (59) ounce containers

(2) Pea Milk Subcategory

- (A) The following non-organic pea milks, as identified by Brand and product name, flavor, and container, are authorized in the Pea Milk Subcategory:

1. Ripple Kids Plant-Based Milk

A. Original ~~flavor~~

- ii. Refrigerated forty-eight (48) ounce containers
- iii. Shelf-stable quart-sized containers

2. Ripple Kids Unsweetened Plant-Based Milk

A. Original ~~flavor~~

- i. Refrigerated forty-eight (48) ounce containers

3. Ripple Plant-Based Milk

A. Original ~~flavor~~

- i. Refrigerated forty-eight (48) ounce containers
- ii. Shelf-stable quart-sized containers

4. Ripple Unsweetened Plant-Based Milk

- A. Original ~~flavor~~
 - i. Refrigerated forty-eight (48) ounce containers
- ~~B. Vanilla flavor~~
 - ~~i. Refrigerated forty-eight (48) ounce containers~~

(3) Soy Milk Subcategory

(A) The following non-organic soy milks, as identified by Brand and product name, flavor, and container, are authorized in the Soy Milk Subcategory:

- 1. 8th Continent Soymilk
 - A. Original ~~flavor~~
 - i. Refrigerated half gallon containers
- 2. bettergoods Plant-Based Soymilk
 - A. Original ~~flavor~~
 - i. Refrigerated half gallon containers
- 3. Pacific Foods Ultra Soy
 - A. Original ~~flavor~~
 - i. Shelf-stable quart-sized containers
- 4. Silk Soymilk
 - A. Original ~~flavor~~
 - i. Refrigerated half gallon containers
 - ii. Shelf-stable quart-sized containers
 - B. Unsweet
 - i. Refrigerated half gallon containers
 - ~~C.B. Vanilla flavor~~
 - i. Refrigerated half gallon containers
 - ii. Shelf-stable quart-sized containers

(4) All authorized plant-based milk alternatives are authorized both individually and in multi-packs.

(5) The following types of plant-based milk alternatives are never authorized for purchase as part of the Plant-Based Milk Alternatives Category:

- (A) ~~Other f~~Flavors of plant-based milk alternatives other than those listed in subsections (a)(1) through (a)(3), such as chocolate or banana;
- (B) Light, lowfat, fat free, and non-fat plant-based milk alternatives;
- (C) Plant-based milk alternatives with artificial, reduced-calorie, or no-calorie

sweeteners;

- (D) Plant-based milk alternatives with artificial flavorings, as defined in 21 Code of Federal Regulations part 101.22; and
- (E) Plant-based milk alternatives with artificial dyes or color additives other than exempt color additives, as defined in 21 Code of Federal Regulations part 73.

82900 WIC Authorized Food List Tofu.

(a) Tofu Category

- (1) The following tofus, ~~as identified by Brand and product name and texture~~, in sixteen (16) ounce packages, as identified by Brand and product name and texture, are authorized in the Tofu Category:

- (A) Azumaya

- 1. Extra Firm
- 2. Firm

- (B) Franklin Farms

- 1. Extra Firm
- 2. Firm
- 3. Medium Firm
- 4. Soft

- (C) House Foods

- 1. Premium Extra Firm
- 2. Premium Firm
- 3. Premium Medium Firm

- (D) O Organics

- 1. Super Firm

- (E) Wo Chong

- 2. Organic Firm

- (2) The following types of tofu are never authorized for purchase as part of the Tofu Category:

- (A) Tofu with added fats, sugars, sweeteners (artificial, reduced-calorie, or no-calorie), oils, sodium, flavoring, or seasoning;
- (B) Tofu with artificial flavorings, as defined in 21 Code of Federal Regulations part 101.22;
- (C) Tofu with artificial dyes or color additives other than exempt color

- additives, as defined in 21 Code of Federal Regulations part 73;
- (D) Cubed, dried, baked, or fried tofu; and
- (E) Tofu that is sold in bulk and is not pre-packaged.

82950 WIC Authorized Food List Whole Grains.

(a) Whole Grains Category

(1) Brown Rice Subcategory

- (A) Any Brand of brown rice is authorized in the Brown Rice Subcategory of the Whole Grains Category when it has all of the following characteristics:
 - 1. Is sold in twelve (12) ounce to forty-eight (48) ounce packages;
 - 2. Is of any variety of brown rice, such as basmati and jasmine;
 - 3. Is short, medium, or long grain; and
 - 4. Is regular, quick, or instant.
- (B) The following types of rice are never authorized for purchase as part of the Brown Rice Subcategory:
 - 1. Ready-to-serve rice;
 - 2. Brown rice mixed with any other type of rice; and
 - 3. Organic brown rice.

(2) Bulgur Subcategory

- (A) Any Brand of bulgur is authorized in the Bulgur Subcategory of the Whole Grains Category when it has the following characteristics:
 - 1. Is sold in twelve (12) ounce to forty-eight (48) ounce packages; and
 - 2. Is organic or non-organic.

(3) Corn Masa Flour Subcategory

- (A) Any Brand of corn masa flour is authorized in the Corn Masa Flour Subcategory of the Whole Grains Category when it has the following characteristics:
 - 1. Is sold in twelve (12) ounce to forty-eight (48) ounce packages; and
 - 2. Is instant or regular.
- (B) The following types of corn masa flour ~~is~~ are never authorized for purchase as part of the Corn Masa Flour Subcategory:
 - 1. Organic corn masa flour.

(4) Corn Tortillas Subcategory

- (A) Any soft corn tortillas (white or yellow) in twelve (12) ounce to forty-eight (48) ounce packages made by the following Brands are authorized in the

Corn Tortillas Subcategory of the Whole Grains Category:

1. Chavez Supermarket
2. Don Pancho
3. Early On
4. El Comal
5. El Super
6. Essential Everyday
7. First Street
8. Goya
9. Great Value
10. Guerrero
11. IGA
12. La Banderita
13. La Burrita
14. La Tapatia
15. Mission
16. Ozuna
17. Raley's
18. Rancho Gonzalez by Northgate Market
19. Romero's
20. Signature Select
21. Sol de Oro
22. Sunny Select
23. Tortilleria Santacruz
24. Vallarta Supermarkets

(B) The following type of corn tortillas is never authorized for purchase as part of the Corn Tortillas Subcategory:

1. Organic corn tortillas.

(5) Oatmeal or Oats Subcategory

(A) Any Brand of oatmeal or oats is authorized in the Oatmeal or Oats Subcategory of the Whole Grains Category when it has all of the following characteristics:

1. Is sold in twelve (12) ounce to forty-eight (48) ounce packages;

2. Is plain;
3. Is of any variety of oatmeal or oats, including old fashioned;
4. Is rolled, cut, or steel cut; and
5. Is regular-cooking, instant-cooking, or quick-cooking.

(B) The following types of oatmeal or oats are never authorized for purchase as part of the Oatmeal or Oats Subcategory:

1. Individual oatmeal packets;
2. Flavored oatmeal or oats; and
3. Organic oatmeal or oats.

(6) Whole Grain Barley Subcategory

(A) Any Brand of whole grain barley is authorized in the Whole Grain Barley Subcategory of the Whole Grains Category when it has the following characteristics:

1. Is sold in twelve (12) ounce to forty-eight (48) ounce packages; and
2. Is organic or non-organic.

(B) The following type of barley is never authorized for purchase as part of the Whole Grain Barley Subcategory:

1. Pearled barley.

(7) Whole Grain Cornmeal Subcategory

(A) Any Brand of white or yellow whole grain cornmeal is authorized in the Whole Grain Cornmeal Subcategory of the Whole Grains Category when it has the following characteristics:

1. "Whole grain corn" is the first and only ingredient;
2. Is sold in twelve (12) ounce to forty-eight (48) ounce packages; and
3. Is any texture, including fine, medium, or coarse.

(B) The following types of cornmeal are never authorized for purchase as part of the Whole Grain Cornmeal Subcategory:

1. Cornmeal that does not have "whole grain corn" as the first and only ingredient, including but not limited to products with corn, degerminated cornmeal, and degermed corn listed in the ingredients;
2. Organic cornmeal; and
3. Polenta or grits.

(8) Whole Wheat Bagels Subcategory

(A) Any Brand of whole wheat bagels is authorized in the Whole Wheat Bagels Subcategory of the Whole Grains Category when it has the

following characteristics:

1. Is sold in twelve (12) ounce to forty-eight (48) ounce packages; and
 2. The package has “100% Whole Wheat” printed on the front label.
- (B) Whole wheat bagels made by an in-store bakery are authorized if they meet the requirements of subsection (a)(8)(A).
- (C) The following type of whole wheat bagels is never authorized for purchase as part of the Whole Wheat Bagels Subcategory:
1. Organic whole wheat bagels.

(9) Whole Wheat Bread Subcategory

- (A) Any Brand of whole wheat bread (loaves, buns, or rolls) is authorized in the Whole Wheat Bread Subcategory of the Whole Grains Category when it has all of the following characteristics:
1. Is sold in twelve (12) ounce to forty-eight (48) ounce packages; and
 2. The package has “100% Whole Wheat” printed on the front label.
- (B) Whole wheat bread (loaves, buns, or rolls) made by an in-store bakery is authorized if it meets the requirements of subsection (a)(9)(A).
- (C) The following type of whole wheat bread is never authorized for purchase as part of the Whole Wheat Bread Subcategory:
1. Organic whole wheat bread.

(10) Whole Wheat English Muffins Subcategory

- (A) Any Brand of whole wheat English muffins is authorized in the Whole Wheat English Muffins Subcategory of the Whole Grains Category when it has the following characteristics:
1. Is sold in twelve (12) ounce to forty-eight (48) ounce packages; and
 2. The package has “100% Whole Wheat” printed on the front label.
- (B) Whole wheat English muffins made by an in-store bakery are authorized if they meet the requirements of subsection (a)(10)(A).
- (C) The following type of whole wheat English muffins is never authorized for purchase as part of the Whole Wheat English Muffins Subcategory:
1. Organic whole wheat English muffins.

(11) Whole Wheat Pasta Subcategory

- (A) Any organic or non-organic whole wheat pasta of any shape sold in sixteen (16) ounce packages made by the following Brands is authorized in the Whole Wheat Pasta Subcategory of the Whole Grains Category:
1. Allegra
 2. Barilla

3. Essential Everyday
4. Full Circle Market Organic
5. Good & Gather
6. Great Value
7. Kroger
8. O Organics
9. Raley's
10. Ronzoni
11. Signature Select
12. Simple Truth Organic
13. Stater Bros.
14. Wild Harvest Organic
15. WinCo Foods

(12) Whole Wheat Pita Bread Subcategory

- (A) Any Brand of whole wheat pita bread is authorized in the Whole Wheat Pita Bread Subcategory of the Whole Grains Category when it has the following characteristics:
1. Is sold in twelve (12) ounce to forty-eight (48) ounce packages; and
 2. The package has "100% Whole Wheat" printed on the front label.
- (B) Whole wheat pita bread made by an in-store bakery is authorized if it meets the requirements of subsection (a)(12)(A).
- (C) The following type of whole wheat pita bread is never authorized for purchase as part of the Whole Wheat Pita Bread Subcategory:
1. Organic whole wheat pita bread.

(13) Whole Wheat Tortillas Subcategory

- (A) Any whole wheat tortillas in twelve (12) ounce to forty-eight (48) ounce packages made by the following Brands are authorized in the Whole Wheat Tortillas Subcategory of the Whole Grains Category:
1. Chi-Chi's
 2. Don Pancho
 3. Early On
 4. El Comal
 5. Essential Everyday
 6. Goya

7. Great Value
8. Guerrero
9. Kroger
10. La Banderita
11. Mission
12. Northgate Market
13. Ozuna
14. Raley's
15. Romero's
16. Signature Select
17. Tortilleria Santacruz
18. Vallarta Supermarkets

- (B) The following type of whole wheat tortillas is never authorized for purchase as part of the Whole Wheat Tortillas Subcategory:
1. Organic whole wheat tortillas.
- (14) The following types of whole grains are never authorized for purchase as part of the Whole Grains Category:
- (A) Whole grains that are not plain and that have added ingredients, such as fruits, nuts, or spices;
 - (B) Whole grains that are refrigerated or frozen;
 - (C) Brown rice, bulgur, corn masa flour, whole grain barley, whole grain cornmeal, and whole wheat pasta with added sugars, fats, oils, or salt;
 - (D) Refrigerated or frozen dough and mixes;
 - (E) Whole grains with artificial, reduced-calorie, or no-calorie sweeteners;
 - (F) Whole grains with artificial flavorings, as defined in 21 Code of Federal Regulations part 101.22;
 - (G) Whole grains with artificial dyes or color additives other than exempt color additives, as defined in 21 Code of Federal Regulations part 73;
 - (H) Homemade whole grains; and
 - (I) Whole grains that are sold in bulk and are not pre-packaged.

83000 WIC Authorized Food List Yogurt.

(a) Yogurt Category

- (1) Cow's milk yogurt is authorized in the following fat levels and is available for purchase only when the fat level is included in the participant's electronic

benefits:

- (A) Nonfat (fat free);
 - (B) Lowfat; and
 - (C) Whole.
- (2) The following cow's milk yogurts, as identified by Brand and product name, fat level, and flavor, in thirty-two (32) ounce containers are authorized in the Yogurt Category:
- (A) Alta Dena
 - 1. Plain (nonfat, lowfat, or whole)
 - 2. Strawberry (lowfat)
 - 3. Vanilla (lowfat)
 - (B) Berkeley Farms
 - 1. Peach (lowfat)
 - 2. Plain (lowfat)
 - 3. Strawberry (lowfat)
 - 4. Vanilla (lowfat)
 - (C) Best Yet
 - 1. Plain (nonfat)
 - (D) Brown Cow
 - 1. Cream Top Plain (whole)
 - 2. Cream Top Vanilla (whole)
 - (E) Dannon
 - 1. Plain (nonfat, lowfat, or whole)
 - 2. Vanilla (low fat or whole)
 - (F) Early On
 - 1. Strawberry (lowfat or whole)
 - 2. Vanilla (lowfat or whole)
 - (G) Essential Everyday
 - 1. Plain (nonfat or lowfat)
 - (H) Great Value
 - 1. Plain (nonfat)
 - (I) Kroger
 - 1. Plain (lowfat)

(J) LALA

1. Mango (low fat) ~~Plain (low fat)~~
2. Plain (low fat) ~~Mango (low fat)~~
3. Strawberry (low fat)
4. Vanilla (low fat)

(K) Lucerne

1. Peach (lowfat)
2. Plain (nonfat or whole)

(L) Mountain High

1. Plain (fat free, low fat, or whole)
2. Strawberry (whole)
3. Vanilla (low fat, or whole)

(M) Nancy's

1. Probiotic Plain (nonfat or lowfat)
2. Probiotic Vanilla (nonfat)

(N) Stater Bros.

1. Plain (fat free)

(O) Sunnyside Farms

1. Original Plain (lowfat)

(P) WinCo Foods

1. Plain (nonfat or whole)

(Q) Yoplait

1. Original Blueberry (low fat)
2. Original Harvest Peach (low fat)
3. Original Strawberry (low fat)
4. Original Strawberry Banana (low fat)
5. Original Vanilla (low fat)
6. Plain (fat free)

(3) The following yogurts are never authorized for purchase as part of the Yogurt Category:

- (A) Any type, Brand, fat level, or flavor of yogurt not listed in subsection (a)(2), including but not limited to Greek yogurt, lactose-free yogurt, plant-based yogurt, and goat's milk yogurt;

- (B) Yogurt with mix-in ingredients, such as granola, candy pieces, honey, or nuts;
- (C) Drinkable yogurts;
- (D) Yogurt with artificial, reduced-calorie, or no-calorie sweeteners;
- (E) Yogurt with artificial flavorings, as defined in 21 Code of Federal Regulations part 101.22;
- (F) Yogurt with artificial dyes or color additives other than exempt color additives, as defined in 21 Code of Federal Regulations part 73; and
- (G) Organic yogurt.

Feedback

Stakeholders may provide feedback regarding the impact of this Final Action and any policy adjustments to be considered by the Department after implementation. Comments may be sent electronically with the Bulletin number in the subject line to WICRegulations@cdph.ca.gov.

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH

Attachment 1

Regulatory Bulletin 2025-01 WIC Authorized Food List Stakeholder Comments and Responses to Comments

**California Special Supplemental Nutrition Program for
Women, Infants, and Children
February 11, 2026**

Health and Safety Code section 123322 authorizes the Department to establish regulations regarding authorized foods for the California Special Supplemental Nutrition Program for Women, Infants, and Children using a regulatory bulletin process. The Department is using this process to amend various sections in Article 5 of the WIC Bulletin Regulations. This document is intended to provide responses to stakeholder comments on the proposed amendments specified in [Regulatory Alert 2025-01](#).

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Written Comments Received

In response to the Department's proposed amendments to Article 5 of the WIC Bulletin Regulations, as specified in Regulatory Alert 2025-01, the Department received 11 timely comments via email from the following commenters:

1. Susan Gellert, Blaze Associates, LLC, January 8, 2026
2. Katie Davey, Dairy Institute of California, January 9, 2026
3. Kayla Lunde-Kobilinsky, Pyle & Associates, January 12, 2026
4. Kate O'Shea, Alta Dena Dairy, January 12, 2026
5. Katie Davey, Dairy Institute of California, January 13, 2026
6. Trisha Miklic, ADK Strategy, January 14, 2026
7. Trisha Miklic, ADK Strategy, January 14, 2026
8. Trisha Miklic, ADK Strategy, January 14, 2026
9. Trisha Miklic, ADK Strategy, January 14, 2026
10. Trisha Miklic, ADK Strategy, January 14, 2026
11. Jasmine Dickerson, General Mills, January 14, 2026

Comment Responses

The Department thanks these commenters for participating in the regulatory process and providing written input on the proposed regulations. Please read below for the Department's responses to the timely comments received.

1. **Comment:** Hello. I wanted to reach out and let you know my business partner, Kim Carroll Bosler will be joining tomorrow's meeting instead of me as I have another commitment at that time.

Also, I wanted to let you know we now represent Ripple plant based milk in the WIC program and since the submission time period, Ripple has made one change in California. Ripple Unsweetened Plant-Based Vanilla flavor (48 oz refrigerated) milk will no longer be available when your new APL comes out. (It is the last product listed on slide 51) We apologize in advance for any inconvenience. Please let us know if there is someone else we need to contact regarding this change.

Response: Thank you for informing us of this change. In the Final Action, the Department has revised section 82850 (Plant-Based Milk Alternatives) to reflect that the Department is no longer adding Ripple Unsweetened Plant-Based Vanilla flavor (48 oz refrigerated) to the list of authorized products.

2. **Comment:** Greetings,

Will a recording of today's webinar be made available?

During the end of the webinar, one of the WIC team members announced that for yogurt items which are being removed from the authorized product list due to vendor's who missed responding to the RFI there would be an opportunity for those vendors to submit a comment letter to WIC asking for the product to be reinstated to the authorized list.

Alta Dena would like to submit a letter for reinstatement and is asking what specifically they need to include in the letter.

Response: Thank you for your comments.

The Department did not record the stakeholder webinar.

Regarding the submission of Brand Specific Food products for consideration by the Department, Alta Dena submitted a comment (see Comment 4 below) inquiring about the proposed removal of some of their yogurts from the list of authorized yogurts. Subsequently, Alta Dena resubmitted its products for consideration.

3. **Comment:** Hello

My name is Kayla Kobilinsky of Pyle and Associates and I am a WIC Consultant to numerous brands, including Danone. I attended the Friday, January 9th webinar on Regulatory Alert 2025-01.

We are in need of amending our WIC RFI. This is a result of two factors:

- The wanted removal of Dannon Vanilla lowfat yogurt 32 oz. This item is still manufactured and meets WIC reqs.
- The proposal to review unsweetened plant-based milks, which Silk now manufactures.

Response: In response to this public comment, the Department contacted the commenter for product information. Based on the information provided by the commenter, in this Final Action, the Department has revised sections 83000 (Yogurt) and 82850 (Plant-Based Milk Alternatives) as follows:

- Section 83000 has been revised to retain Dannon Vanilla lowfat yogurt in 32 ounce containers as an authorized product.
- Section 82850 has been revised to add Silk Unsweet Soymilk in refrigerated half gallon containers as an authorized product.

4. **Comment:** Hello,

I am following up on my email from last week since I have not received a response back.

I attached my original email.

In August 2025 we were contacted last minute to submit our Alta Dena yogurt information for WIC approval. I had worked with Carole Ly and had submitted all of the requirements to the online portal. We were just notified by one of our customers that WIC is removing the Alta Dena Dairy Strawberry lowfat and Vanilla lowfat yogurts.

I hope you can answer the following questions for us:

- Why are these items being removed?
- Why weren't we notified that they were going to be removed from WIC authorization?
- What is the date that they will be removed from WIC authorization?
- Is the removal due to the formulation or any other factor?

- Will we have a chance to re-formulate them so that they will not be removed this year?
- If we are not able to re-formulate, when will you be reviewing the yogurt category again?

I look forward to your help with this urgent matter.

Response: Thank you for your comments.

As part of Regulatory Alert 2025-01, the Department proposed removing Alta Dena Strawberry lowfat yogurt and Alta Dena Vanilla lowfat yogurt from the list of authorized yogurts. The Department made this proposal because, as submitted during the Department's summer 2025 Request for Information (RFI), both products exceeded the added sugar limit specified in federal regulation. (7 C.F.R. § 246.10(e)(12), table 4.)

The Department notified stakeholders of its proposal to amend the WIC Authorized Food List to add or remove various products, including yogurt products, in Regulatory Alert 2025-01.

Changes to the list of WIC authorized foods made as a result of this Final Action will go into effect on April 13, 2026, which is at least 30 days after the release of this Regulatory Bulletin, as required by Health and Safety Code section 123322, subdivision (b)(3).

In late 2026, the Department expects to issue a separate regulatory alert to implement the United States Department of Agriculture's (USDA's) new vitamin D fortification requirement for WIC authorized yogurt, which will require 106 international units (2.67 micrograms) of vitamin D per 8 ounces of yogurt. (7 C.F.R. § 246.10(e)(12), table 4.) USDA's implementation deadline for the new vitamin D requirement is April 19, 2027. (89 Fed.Reg. 28488, 28511 (Apr. 18, 2024).) Before issuing a regulatory alert on this topic, the Department will conduct a new RFI for yogurt.

In response to this public comment, the Department contacted Alta Dena for new product labels for their strawberry lowfat yogurt and vanilla lowfat yogurt. Based on the revised product information submitted by Alta Dena, in this Final Action, the Department has revised section 83000 (Yogurt) to retain Alta Dena Strawberry lowfat yogurt and Alta Dena Vanilla lowfat yogurt as authorized products.

5. **Comment:** Dairy Institute of California represents milk processors and dairy product manufacturers based in California. Our organization's goal is to support our members' ability to operate sustainably, innovate, and achieve efficiency in their own companies as they provide the highest quality dairy products to domestic and international markets. Dairy Institute appreciates the opportunity to provide

comments on the California Department of Public Health (CDPH) proposal to amend the California Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) Authorized Food List regulations.

Dairy Institute supports several of the proposed changes, including the addition of 32-ounce packages of cheese in Section 82250, the expansion of yogurt flavor options in Section 83300, and the authorization of various widely available container sizes of lactose-free and powdered dry milk in Section 82750. These proposed changes will expand the selection of products available to WIC participants and are expected to reduce costs for CDPH.

However, Dairy Institute is concerned about the proposed changes to expand plant-based milk alternative options in Section 82850. Milk and dairy foods differ in nutrient content compared to plant-based alternatives. Most plant-based alternatives are not nutritionally equivalent to dairy milk, and, according to a study done on Healthy Beverage Consumption in Early Childhood, many plant-based beverages are not recommended for infants and young children unless medically necessary.¹ Given WIC's role in supporting the nutritional needs of pregnant women, infants, and young children, nutritional content should remain a priority when authorizing new products.

Additionally, the recently released Dietary Guidelines for Americans include new requirements on added sugar for different age groups. It will be important for CDPH to review the plant-based milk alternatives on the proposed list to ensure compliance, as several of the listed products exceed the sugar limits recommended by the new Dietary Guidelines. The guidelines highly discourage processed food, which many of the plant-based beverages can be considered.²

Dairy Institute is also concerned regarding the addition of the phrase "non-organic pasteurized or ultra-pasteurized" when referring to plain fluid cow's milk, lactose-free milk, evaporated milk, and dry milk. Unpasteurized raw milk and organic milk are clearly prohibited for purchase in the milk category. The addition of the phrase "non-organic pasteurized or ultra-pasteurized" before each authorized milk type is confusing. Since the goal of the proposed changes to section 82750 is to improve clarity, we would recommend removing this added phrase.

Dairy Institute of California appreciates CDPH's efforts to strengthen the WIC program and welcomes continued collaboration to ensure the program supports both participant nutrition and efficient program administration.

¹ Lott, M, E Callahan, E Welker Duffy, M Story, and S Daniels. "Healthy Beverage Consumption in Early Childhood." *September 2019*, n.d.
<https://healthyeatingresearch.org/wp-content/uploads/2019/09/HER-HealthyBeverage-ConsensusStatement.pdf>.

² U.S. Department of Agriculture, and U.S. Department of Health and Human Services. "Dietary Guidelines for Americans, 2025–2030." *January 2026*, n.d.

Response: Thank you for your support of several of the Department’s proposals in Regulatory Alert 2025-01, including the proposals to authorize 32-ounce packages of cheese, expand yogurt flavor options, and authorize new container sizes for lactose-free milk and powdered dry milk.

The Department has considered your concerns about the proposal to expand the options for plant-based milk alternatives. However, at this time, the Department will not be making any changes to the expansion of plant-based milk alternatives in section 82850 in response to this comment. As explained in Regulatory Alert 2025-01, the Department is proposing to expand this food category to include more plant-based milk alternatives (other than soy beverage) because USDA added these foods as a State agency option in its final rule entitled “Special Supplemental Nutrition Program for Women, Infants, and Children (WIC): Revisions in the WIC Food Packages.” (89 Fed.Reg. 28488 (Apr. 18, 2024) (Final Rule).) In the Final Rule, USDA observed that plant-based milk alternatives that meet federal nutrient specifications for WIC-eligible soy beverages—including federal limits on added sugars—are a suitable alternative to cow’s milk and provide options “that accommodate participants’ special dietary needs,” including dairy and soy allergies. (89 Fed.Reg. 28488, 28496-28498 (Apr. 18, 2024).) If the Department did not expand this food category, it would have no suitable milk substitution options for participants with dairy and soy allergies.

The Department is aware of the recent release of the Dietary Guidelines for Americans (DGA), **2025-2030**. USDA’s Final Rule, which the Department is implementing in this regulatory action, reflects recommendations from the National Academies of Sciences, Engineering, and Medicine, which considered the nutritional guidance in the DGA, **2020-2025**. The Department is required to implement the requirements in USDA’s Final Rule, which was released **before** the issuance of the DGA, 2025-2030. Should USDA, in the future, further amend federal WIC regulations to consider the DGA, 2025-2030, the Department will implement any mandatory requirements and, as appropriate for the WIC program in California, any optional requirements.

In response to the concerns about potential confusion and lack of clarity arising from the proposed inclusion of the phrase “non-organic pasteurized or ultra-pasteurized” when referring to plain fluid cow’s milk, lactose-free milk, evaporated milk, and powdered dry milk, the Department has amended the regulation text in section 82750 (Milk). The Department’s amendments are reflected in Regulatory Bulletin 2025-01. The revised regulation text will omit the phrase “pasteurized or ultra-pasteurized” from subsections (a)(1) through (a)(6). However, the revised regulation text will include the phrase “plain, non-organic” in those subsections when referring to fluid cow’s milk, lactose-free milk, evaporated milk, and powdered dry milk in order to ensure the regulation text is clear for all stakeholders, including participants, local agencies, and vendors. The Department is also proposing other revisions and restructuring in section 82750 to further streamline and clarify the

regulation text. Importantly, the Department's existing prohibitions related to the Milk Category—including the longstanding prohibitions against organic milk, unpasteurized (raw) milk, and flavored milk—will continue to be listed in the final subsection of section 82750, which is currently subsection (a)(7).

6. **Comment:** In accordance with Regulatory Alert 2025-01, on behalf of the WK Kellogg Co, we respectfully submit comment on the proposed California WIC 2026 WIC Authorized Food List.

We respectfully request that California WIC consider authorizing Kellogg's Rice Krispies, which will provide greater access to Crisp Rice for all California WIC families.

California WIC proposes to authorize store brand Crisp Rice which are, by definition, available in certain retailers while Kellogg's Rice Krispies is available across all retailers. Historically, Kellogg's Rice Krispies is sold in stores that account for approximately 82% of all grocery sales while store brand Crisp Rice in California can be found in stores that account for 55% of all grocery sales in CA (NielsenIQ data 26W period ending 12/28/2025). Adding Kellogg's Rice Krispies will increase access to Crisp Rice cereals by 27 points of distribution, an improvement of 49% versus the current authorized base of store brand distribution of 55%.

Additional, less prevalent national brand crisp rice cereals may also be on shelf but are typically less prevalent in market (<10% of all grocery stores in California).

If the proposed California WIC 2026 WIC Authorized Food List moves forward with only store brands and/or less prevalent national brands, there will often be only one brand of crisp rice on shelf, leaving any given retailer more susceptible to interruptions in supply, potentially restricting access. Authorizing Kellogg's Rice Krispies can ensure maximum access and availability for Crisp Rice cereal.

We hope you will consider adding Kellogg's Rice Krispies during your final review as adding Kellogg's Rice Krispies can increase access to Crisp Rice cereal at a limited cost impact.

Thank you for your consideration.

Response: Thank you for your comments.

The Department has considered your concerns about the availability of, and participant access to, crisp(y) rice cereal. However, the Department will not be amending the list of authorized breakfast cereals to add Kellogg's Rice Krispies in response to this comment. As explained in Regulatory Alert 2025-01, the Department is exclusively authorizing new **whole grain** breakfast cereal products in this rulemaking. This is in order to:

- Ensure compliance with USDA’s new requirement that “seventy five percent of cereals on the State agency authorized food list. . . contain whole grain as the first ingredient” (7 C.F.R. § 246.10(e)(12), table 4); and
- Align the WIC Authorized Food List with the Department’s nutrition education goals for increasing participants’ whole grain consumption.

In terms of the concerns about the availability of crisp(y) rice cereal, it is important to note that California WIC vendors are **not** required to stock crisp(y) rice cereal as part of the WIC program’s minimum stocking requirements. (See W.B.R. § 71100(b)(2).)

The Department will keep this comment in mind for possible future amendments to the WIC Authorized Food List.

7. **Comment:** In accordance with Regulatory Alert 2025-01, on behalf of the canned fish consumers and retail community, we respectfully submit comment on the proposed California WIC 2026 WIC Authorized Food List.

As noted in California WIC’s Regulatory Alert, the USDA Final Rule greatly expands canned fish allowances by extending the allowance to women and children beyond those fully breastfeeding. We applaud California WIC’s decision to expand sardine size choice for WIC families, but respectfully request that CA WIC reconsider the proposed size restrictions (5.5 & 15oz) in the canned sardine subcategory as we feel this decision will severely restrict WIC families access to sardines but also restrict the retail community from stocking items that serve both the WIC and non-WIC consumer.

Based on WIC State EBT from 26 states for the last three-month period ending 3/31/25, 74.3% of all sardine ounces redeemed are redeemed in 3.75oz formats. This is followed by 15oz (6.5%), 4.4oz (4.6%), 4.25oz (3.3%), and 4.375oz (1.9%). 5.5oz formats are responsible for only .44% of canned sardine redemption.

This redemption data is in line with those sizes most widely authorized but also reflects syndicated POS data for California markets. For the last 26-week period ending 12/12/25, a total of fourteen (14) 5.5oz sardine items were purchased at large grocery and mass retail, with the most widely available registering in 16.6% of stores, followed by 8.2% and 7.2% for the next most widely available 5.5oz products. By comparison, the data reports 27 qualifying UPCs in 3.75oz varieties with the three most widely available national brands and regional brands available in 55.4%, 41.6%, and 21.7% of California retailers. There are eight (8) additional items ranging in availability from 10.2-13.4% of large & mass CA WIC retail.

We respectfully request that California WIC reconsider their decision and expand canned sardine authorizations to allow a range of sizes between 3-6oz, or at a minimum, allow for the 3.75oz options, maximizing options, flexibility and choice for both the WIC families and the retail community.

Thank you for your consideration.

Response: Thank you for your comments.

The Department has considered your feedback but will not be amending section 82150 (Canned Fish) to authorize 3.75 ounce containers of sardines at this time. The new 5.5 ounce container size for sardines is being authorized for the reasons discussed in Regulatory Alert 2025-01, including because it is a cost-effective option for meeting participant maximum monthly allowances (MMAs) for canned fish. In particular, the 5.5 ounce container size is a good choice for child participants since it comes close to meeting the 6 ounce MMA for children. Although the smaller, 3.75 ounce size may be more widely available than the 5.5 and 15 ounce sizes, they are also more expensive per ounce. Finally, while authorization of the 5.5 ounce size is intended to provide child participants with an option for canned sardines that closely approximates their MMA, authorizing the 3.75 ounce cans would restrict child participants' ability to purchase canned fish in amounts that come close to their full nutrition benefit.

The Department will keep this comment in mind for possible future amendments to the WIC Authorized Food List.

8. **Comment:** In accordance with Regulatory Alert 2025-01, Mom's Organic Choice, a current supplier of WIC authorized Infant Fruits and Vegetables to small and independent retailers of the California Women, Infants and Children (WIC) program, respectfully submits comment on the proposed California WIC 2026 WIC Authorized Food List.

In support of the California WIC Program and the small and independent retail community, Mom's Organic Choice has expanded WIC-eligible offerings to include Organic Infant Meats, to support the full range of benefits offered by Food Package II. These items were not available at the time of the CA WIC Request for Information but are available to consumers in 2026.

With the elimination of nine (9) independent and private label options, small and independent retail now have only two viable options for WIC-eligible infant meats, limiting flexibility and choice with regards to consumer and retailer options. In addition, the current proposed food list eliminates options for mothers seeking an organic infant meat option for their infants. Allowing Mom's Organic Choice Infant Meats gives mothers the opportunity to maintain an organic option for infant meats.

As this is a line extension from a current authorized brand and established supplier to small and independent retail, Mom's Organic Choice requests that the proposed food list be amended to include Mom's Organic Choice Infant Meats, reflecting true the range of WIC-eligible infant meats available to CA WIC consumers at the time of the April 2026 changes to the CA WIC Authorized Foods List.

Packaging and product information will be provided at the request of the California WIC Program.

Thank you for your consideration.

Response: In response to this public comment, the Department contacted the commenter for product information. Based on the information provided by the commenter, in this Final Action, the Department has revised section 82700 (Infant Meats) to include Mom's Organic Choice as an authorized Brand of infant meats.

9. **Comment:** In accordance with Regulatory Alert 2025-01, Mom's Organic Choice, a current supplier of WIC authorized Infant Fruits and Vegetables to small and independent retailers of the California Women, Infants and Children (WIC) program, respectfully submits comment on the proposed California WIC 2026 WIC Authorized Food List.

In support of the California WIC Program and the small and independent retail community, Mom's Organic Choice has expanded WIC-eligible offerings to include Organic Infant Cereal, to support the full range of benefits offered by Food Package II. These items were not available at the time of the CA WIC Request for Information but are available to consumers in 2026.

With the elimination of three (3) national brand and private label options, small and independent retail now have only four viable options for WIC-eligible infant cereal. This will limit flexibility and choice with regards to consumer and retailer options.

As this is a line extension from an established supplier to small and independent retail, Mom's Organic Choice requests that the proposed food list be amended to include Mom's Organic Choice Infant Cereals, reflecting true the range of WIC-eligible infant cereals available to CA WIC consumers at the time of the April 2026 changes to the CA WIC Authorized Foods List.

Packaging and product information will be provided at the request of the California WIC Program.

Thank you for your consideration.

Response: In response to this public comment, the Department contacted the commenter for product information. Based on the information provided by the commenter, in this Final Action, the Department has revised section 82550 (Infant Cereal) to include the following Mom's Organic Choice infant cereals:

- Whole Grain Multi-Grain
- Whole Grain Oatmeal

10. **Comment:** In accordance with Regulatory Alert 2025-01, Mountain View Farm, a supplier of WIC authorized breakfast oatmeal, respectfully submits comment on the proposed California WIC 2026 WIC Authorized Food List.

At the time of the California WIC Request for Information, Mountain View Farm offered an 11.3oz WIC-eligible (USDA) breakfast oatmeal product, authorized in several WIC States. In response to California WIC's Request for Information and to meet the needs of additional WIC State programs, Mountain View Farm has since transitioned to a CA WIC-compliant 11.85oz package. This item was not available for submission during the open RFI period however, we request California WIC to consider authorization of this item, to reflect the updated market availability at the time of the April 2026 changes to the CA WIC Authorized Foods List.

The current breakfast oatmeal offerings in California meeting CA WIC nutrition and size requirements are dominated by store brand options from large WIC-authorized retailers. Adding the new Mountain View Farm 11.85oz breakfast cereal item would maximize options for small and independent retailers and allow for flexibility and choice as well as protecting wholesale and the small and independent retail community from supply chain fluctuations, interruptions or discontinuations from any WIC-authorized brand or brands.

Mountain View Farm requests that the proposed food list for breakfast oatmeal be amended to include Mountain View Farm 11.85oz WIC-eligible oatmeal, reflecting the true range of WIC-eligible breakfast oatmeal available to CA WIC consumers at the time of the April 2026 changes to the CA WIC Authorized Foods List.

Packaging and product information will be provided at the request of the California WIC Program.

Thank you for your consideration.

Response: In response to this public comment, the Department contacted the commenter for product information. Based on the information provided by the commenter, in this Final Action, the Department has revised section 82100 (Breakfast Cereal), subsection (a)(7), to include Mountain View Farm as an authorized Brand of instant oatmeal.

11. **Comment:** Dear Dr. Pan,

General Mills appreciates this opportunity to provide comments on the California Department of Public Health's (CDPH) Notice of Proposed Changes to the California WIC Program. General Mills has been a proud supporter of the WIC program since its inception, and we remain committed to providing nutritious, WIC-eligible products that meet the needs of participants.

Today, we offer more than 110 WIC-eligible products across three key WIC food categories: breakfast cereal, fruits and vegetables, and canned beans.

Our commitment to WIC participants is reflected in our diverse portfolio. Our federally WIC-eligible cereals include beloved brands such as Cheerios™, Multigrain Cheerios™, Kix™, Chex™, Wheaties™, Total™ Whole Grain, and Mott's™. In the fruits and vegetables category, we offer Cascadian Farm™ organic frozen fruits and vegetables and Muir Glen™ canned tomatoes. Additionally, the Progresso™ brand provides federally WIC-eligible canned bean products.

General Mills has a long-standing commitment to whole grain nutrition. We were the first and, to date, the only major company to reformulate all our Big G cereals to feature whole grain as the first ingredient. This commitment means that all General Mills WIC-eligible cereals currently meet this high standard, thereby assisting State WIC agencies in fulfilling the USDA requirement for 75% of cereals on a State's WIC food list to be whole grain. Beyond whole grain, our cereals are fortified to deliver essential nutrients vital for young children and women during these critical life stages, including iron, folate, vitamin D, and calcium – nutrients often found to be lacking in their diets.

We commend and fully support CDPH's proposal to expand the state WIC food list to include a wider variety of cereals across flavors and brands. We believe this expansion will significantly enhance the program's effectiveness by increasing participant satisfaction, improving redemption rates within the cereal category, and ultimately boosting nutrient and whole grain intake through the consumption of WIC-eligible cereals.

Recommendation: Establish a Whole Grain Requirement for All WIC-Eligible Breakfast Cereals

We are pleased to see the authorization of all General Mills WIC-eligible cereals, of which all contain whole grain as the first ingredient. We strongly encourage CDPH to establish a more robust whole grain requirement versus the USDA requirement, specifically, we recommend that **all WIC-eligible cereals be required to have whole grain as the first ingredient.**

This recommendation is grounded in strong nutrition science and public health objectives:

1. **Alignment with Nutrition Science, Dietary Guidelines and CDPH Nutrition Goals:**

- Higher whole grain intakes are consistently linked to improved health outcomes, including a reduced risk of heart disease, type 2 diabetes, and certain cancers.^{1 2}

- Requiring whole grain as the first ingredient for all WIC-eligible cereals aligns directly with the Dietary Guidelines for Americans (DGAs) recommendation to choose whole grains over refined grains.³
- This proactive step will enable CDPH to fully align the WIC Authorized breakfast cereals with the Department's own nutrition education goals for increasing participants' whole grain consumption (Cal. Dept. Public Health, Eat More Whole Grains! (Apr. 2024) [as of Dec. 9, 2025]).

2. **Addressing a Critical Public Health Gap through Breakfast Cereal:**

- Most Americans (98%), including both children and adults, fall short of meeting recommended levels of whole grain consumption. Conversely, 74% of Americans exceed recommended limits for refined grains, highlighting the need to increase the proportion of whole grains within total grain intake.⁴
- The whole grain shortfall includes the population of WIC participants: 95% of pregnant and lactating women⁵ and 99% of children in WIC fall below recommended intakes.⁶ Research consistently shows that, on average, WIC women and children consume less than one serving of whole grain per day, even after the 2009 WIC food package revisions.^{6 7}

Breakfast Cereal as a Solution:

- Breakfast cereal is a well-accepted food making it an ideal and accessible vehicle for whole grains and offers a simple and effective way to increase whole grain intakes.
- It is the second leading source of whole grains for all Americans and, the primary source for children in the WIC program. For kids in WIC, breakfast cereal is the top source of whole grain for the day, and for women, cereal is one of the top choices. Cereal eaters consistently consume more whole grains compared to non-cereal eaters.^{6 8}
- By requiring every breakfast cereal in the WIC program to have whole grain as the first ingredient, CDPH can ensure that every choice made by a WIC participant meaningfully contributes to their whole grain intake, directly addressing this critical public health need.

3. **Sustained Impact Beyond WIC Participation:**

Research demonstrates that the WIC program can positively influence long-term dietary habits. A study titled "The Effect of the WIC Program on

Consumption Patterns in the Cereal Category” showed that even after households exit the WIC program, they exhibit higher category consumption of cereal and an elevated share of WIC-eligible cereals persists, indicating an increased preference for these products. By establishing a universal whole grain-first requirement, CDPH can foster healthier eating patterns that extend beyond the period of WIC benefits.⁹

4. **Maintaining Variety and Choice:**

Implementing an updated whole grain requirement for all WIC cereals will not diminish variety. A wide array of WIC-eligible ready-to-eat cereals from leading national manufacturers and private label already meet the "whole grain as the first ingredient" criterion. These include options across grain types—such as corn, rice, oat, wheat, and multigrain—as well as nationally available gluten-free labeled WIC cereals. This ensures that participants will continue to have extensive choices that cater to diverse preferences and dietary needs, all while guaranteeing a meaningful whole grain contribution.

In summary, requiring all WIC-eligible breakfast cereals to have whole grain as the first ingredient is a step that will:

- Align California’s WIC program with the latest Dietary Guidelines and CDPH’s own nutrition education goals.
- Address the significant whole grain intake gap among WIC participants, particularly children and pregnant/lactating women.
- Leverage breakfast cereal as a primary and accessible source of whole grains.
- Ensure that every cereal choice made by a WIC participant contributes meaningfully to their whole grain intake.
- Maintain extensive product variety, including gluten-free options and various grain types, from leading manufacturers.

General Mills is dedicated to supporting the health and nutrition of WIC families. We believe this proposed change will further strengthen the California WIC program and contribute to the long-term health and well-being of WIC families. We are available to provide any additional information or discuss these comments further.

¹ [Whole Grains • The Nutrition Source](#)

² Zhang B, Zhao Q, Guo W, Bao W, Wang X. Association of whole grain intake with all-cause, cardiovascular, and cancer mortality: a systematic review and dose-

response meta-analysis from prospective cohort studies. *Eur J Clin Nutr.* 2018 Jan;72(1):57-65.

³ U.S. Department of Agriculture & U.S. Department of Health and Human Services. (2026). *Dietary Guidelines for Americans, 2025–2030*. RealFood.gov. <https://realfood.gov/>

⁴ U.S. Department of Agriculture and U.S. Department of Health and Human Services. *Dietary Guidelines for Americans, 2020-2025*. 9th Edition. December 2020.

⁵ Dietary Guidelines Advisory Committee. 2020. *Scientific Report of the 2020 Dietary Guidelines Advisory Committee*. USDA.

⁶ NHANES 2015 - 18, WIC Population, 1-5 years old

⁷ Zimmer M & Vernarelli J. (2019) Changes in nutrient and food group intakes among children and women participating in the Special Supplemental Nutrition Program for Women, Infants, and Children: Findings from the 2005-2008 and 2011-2104 National Health and Examination Surveys. *Public Health Nutrition*, 22(18), 3309-3314.

⁸ NHANES 2017- 2018 (GMI Internal Data)

⁹ Khan, Romana and Zhu, Ting and Dhar, Sanjay K., *The Effect of the WIC Program on Consumption Patterns in the Cereal Category* (November 1, 2019). *Quantitative Marketing and Economics* 16 (1), 79-109, Available at SSRN: <https://ssrn.com/abstract=3479193> or <http://dx.doi.org/10.2139/ssrn.3479193>

Response: Thank you for your comments, including your support of the Department’s proposed expansion of the breakfast cereal options in the WIC Authorized Food List and your support of the Department’s efforts to increase participants’ whole grain consumption.

The Department has considered your recommendation that “all WIC-eligible cereals be required to have whole grain as the first ingredient.” However, the Department will not be amending section 82100 (Breakfast Cereal) to include such a requirement. Federal regulations do **not** require that 100 percent of the breakfast cereal products included in the State agencies’ authorized food lists contain a whole grain as the first ingredient. (See 7 C.F.R. § 246.10(e)(12), table 4.) Instead, federal regulation requires that (at least) 75 percent of authorized breakfast cereals meet the whole grain criterion of containing a whole grain as the first ingredient (*id.*), and the regulations in this Final Action will ensure that the Department meets this federal requirement. If the Department were to propose a **higher** threshold for the percentage of breakfast cereals that must meet the whole grain criterion than the percentage required by USDA, the Department would do so as part of a future regulatory alert, which would include its own comment period and would allow all interested stakeholders to provide feedback on the proposal. (See Health & Saf. Code, § 123322, subs. (b)-(b)(2).)

The Department will keep this comment in mind for possible future amendments to the WIC Authorized Food List.