



WISCONSIN WOMEN, INFANTS & CHILDREN NUTRITION PROGRAM

# SHOPPING GUIDE



EFFECTIVE NOV 1, 2022 TO OCT 31, 2025



# SHOPPING TIPS

## WELCOME TO THE WIC PROGRAM!

This is your WIC shopping guide. It shows what foods WIC approves. WIC provides healthy food benefits every month that you are enrolled and eligible for the program. These nutritious foods are specifically chosen to promote good health, growth, and development. With your eWIC card, you can only buy foods that are approved by WIC and in your current benefits. Your nutritionist can give you additional tips and ways to cook and prepare your WIC foods.

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## THINGS TO KNOW ABOUT YOUR WIC FOOD BENEFITS

- WIC food benefits expire every 30 days. Shop early during your benefit period to prevent unused benefits from expiring. Food benefits can't be replaced after the expiration date.
- Up to three months of food benefits may be issued at a time. The next benefits are not automatically added. Contact your WIC office as directed to receive more benefits.
- Keep your card to receive your next food benefits.
- Make sure to keep your card safe and report damaged, lost, or stolen cards to your WIC office.
- WIC food benefits can be spent at any Wisconsin WIC authorized grocery store. Ask your WIC office for a list of local stores.

## RESPONSIBILITIES

- No substitutions, rain checks, or IOUs are allowed.
- Only purchase the foods and formula you need.
- Return unused food and formula to your WIC office.
- WIC foods and formulas cannot be returned or exchanged for cash, credit, or other items.
- WIC foods and formula cannot be offered for sale, sold, traded, or given away.



## BEFORE YOU SHOP

- Find your current balance by using the Wisconsin MyWIC app, website or phone number on the back of the card, WIC Shopping List, or your most recent store receipt.
- Plan which foods to buy and review the information in this guide.
- When possible, avoid shopping around midnight. Cash register systems often update during this time, preventing you from making an eWIC purchase.

## AS YOU SHOP

- To prevent problems at checkout, use this guide, the MyWIC app, or your WIC shopping list to help you choose the right brands, varieties, and sizes of foods.
- Only the foods in your benefit balance and listed in this guide may be purchased with your eWIC card.



## AT THE CHECKOUT

- Tell the cashier you are using your eWIC card and ask if you need to separate your groceries.
- Use your eWIC card first, then FoodShare or any other forms of payment.
- Some cash register systems print a mid-purchase receipt, listing which foods will be deducted from your WIC benefits. Carefully review this receipt.
- If there are food items you thought would be covered by WIC benefits but are not, ask to have them removed if you do not want to buy them with another form of payment. Swipe your eWIC card again and approve the purchase.





- You may use coupons for WIC purchases. If the coupon is for a non-WIC item, it is recommended that you use it in a separate purchase.
- Keep your receipt to review benefit information, if needed.

## IF YOU HAVE A PROBLEM OR A FOOD IS NOT ALLOWED

- Ask for assistance. If the cashier is unable to help, ask for the store manager.
- The store can't force the cash register system to allow eWIC payment for foods that come up as not WIC approved.
- Select another WIC approved brand or variety.
- WIC is not able to repay you for any food you choose to buy with another form of payment.
- Keep any receipts and take a picture of the food or write down the UPC barcode.
- Contact your local WIC office as soon as possible to let them know.



## CONTACT YOUR WIC OFFICE IF YOU

- Have questions about shopping for WIC foods.
- Were not able to buy a food that you think is WIC approved.
- Have a damaged, lost, or stolen card.
- Had foods incorrectly removed from your benefits or your receipt doesn't match what you bought.
- Have a complaint about how you were treated by store staff.












## PIN TIPS

- If you have not already set your PIN, set it before shopping. Choose a number that is easy to remember and hard for others to guess.
- Keep your PIN secure. Call the number on the back of the card or go to the website to change your PIN if you feel it is no longer safe.
- If you enter your PIN wrong four times, it will lock. To unlock your PIN, take one of these actions:
  - Call the number or go to the website on the back of the WIC card. Set your new PIN. You may shop after your PIN unlocks at midnight.
  - Call your WIC office to unlock your PIN. You may shop right away after your PIN is unlocked. You can use your current PIN or set a new PIN at your WIC office.

## DOWNLOAD\* THE WISCONSIN MYWIC APP TO

- Check your benefit balance.
- Receive reminders before your benefits expire.
- Scan barcodes to check for approved foods.
- Search WIC foods.
- Find WIC approved store locations.
- Receive appointment reminders.

\*Available from the Apple App Store or Google Play

 <b>MyWIC</b>	
<b>Messages</b> Check for messages from WIC.	
<b>Benefit Balance</b> Check your eWIC account benefit balance.	
<b>Scan UPC</b> Scan a UPC barcode to see if the product is available to purchase.	
<b>WIC Food Search</b> Search all WIC eligible products.	
<b>Store Search</b> Search for WIC grocery stores and pharmacies.	
<b>WIC Stores Nearby</b> View a map of WIC grocery stores and pharmacies.	
<b>Links</b> External links to useful web sites.	
<b>Clinic Information</b>	
<a href="#">Non-Discrimination Policy</a>	



## FRUITS & VEGETABLES

- Any brand, any size, and organic may be purchased.
- You have the entire benefit period to use all of your fruit and vegetable dollars.

### FRESH

#### BUY:

- Any variety of fresh fruits or vegetables (fresh garlic and ginger root allowed)
- May be whole, cut, bagged, or packaged



#### DO NOT BUY:

Herbs; nuts; bags of salads with topping/dressing; items from the salad bar; party trays, fruit baskets; dried fruit; decorative fruits and vegetables

#### NOTE

- Using the MyWIC app or buying fruits and vegetables sold by the piece and weighed is your best option. The UPC barcodes on packaged fresh fruits and vegetables change often. This means an item may not be in the WIC system and you will pay for it unless you ask the cashier to remove it.
- You can pay the difference if the fruits and vegetables cost more than your benefit amount.

## CANNED

## BUY:

Any container type or size

## Fruits:

- Any variety of fruit
- Unsweetened applesauce (with cinnamon allowed)

## Vegetables:

- Any variety of vegetables (without lima beans), including green (sweet) peas, green/snap/wax/yellow beans, and sprouts
- Whole, diced, crushed, or stewed tomatoes; tomato sauce, paste, or puree (with herbs or seasoning allowed)
- Chopped garlic in water



## DO NOT BUY:

**Fruits:** With syrup, added sugar, artificial sweetener, or stevia

**Vegetables:** With any oil or brine; vinegar; pickles and pickled vegetables (for example, sauerkraut); creamed vegetables (for example, cream-style corn); beans, peas, lentils (for example, black-eyed peas, lima, pinto, kidney, and butter beans); baked beans, pork and beans, refried beans; ketchup, relishes, olives; pizza, lasagna, spaghetti sauce, or salsa

## FROZEN

## BUY:

Any container type or size

## Fruits:

- Any variety of fruit

## Vegetables:

- Any variety of vegetables
- Any bean or mixture with beans or peas (for example, mixed vegetables with lima beans)



## DO NOT BUY:

**Fruits:** With syrup, added sugar, artificial sweetener, or stevia; fruit bars; smoothies containing other ingredients, for example, yogurt

**Vegetables:** With added sugar (dextrose), butter, oil, sauces, or glaze; with pasta, noodles, nuts, rice, cheese, or meat; sweet potato fries, french fries, or shaped potatoes





# JUICE

## BUY 100% JUICE:

- Any brand of **100% Orange, Grapefruit (white, pink, or red), or Pineapple Juice**
- Only the brands and flavors of other 100% juices listed
- Only the size specified on your WIC Shopping List

**DO NOT BUY:** Cocktails, beverages, drinks, sweetened juices, cider; organic; unpasteurized; low-acid; infant juice; glass bottles; light or reduced calorie

## 48 oz & FROZEN JUICE for women only

48 oz plastic bottle, not refrigerated; or 12 oz frozen containers



Juicy Juice:  
all flavors  
(except organic)



Northland:  
100% Cranberry



Apple & Eve:  
all flavors



**Frozen 12 oz Store Brand - Apple and Grape Juice**  
Only: Always Save, Best Choice, Essential Everyday, Food Club, Great Value, Hy-Vee, Kroger, Tipton Grove



Old Orchard:  
all flavors with green caps



Dole: all flavors

# 64 oz JUICE - for children only

64 oz plastic bottle, not refrigerated

100% JUICE



Juicy Juice:  
all flavors



Langers:  
all flavors (except  
pomegranate blends)



Northland:  
all flavors (except Raspberry  
Pomegranate Goji)



Welch's grape: white, red & purple  
(except unfiltered, added  
fiber, or light)



Tree Top: all flavors  
(except pure pressed)



Old Orchard:  
all flavors (except Tart Cherry,  
Plain Pomegranate and Kids)



Indian Summer:  
apple



Motts:  
Original apple (except Tots)



Apple & Eve: all flavors  
Original and Sesame Street



Musselman's apple:  
(except with calcium)



Ocean Spray:  
all flavors



Campbell's: tomato juice  
any variety (except organic)



V8: 100% vegetable  
juice - all flavors



## Any brand 64 oz. (half gallon) refrigerated orange juice

- With or without added calcium
- Plastic or paper container

Example brands include but are not limited to:  
Dairy Fresh, Dean's, Essential Everyday, Food Club, Good & Gather, Great Value, Hy-Vee, IGA, Kemps, Kroger, Land O Lakes, Our Family, Prairie Farms



## Store Brand Apple, Grape, Tomato/Vegetable

Only: Always Save, Best Choice, Essential Everyday, Food Club, Great Value, Hy-Vee, IGA, Kroger, Market Pantry, Meijer, Our Family, That's Smart, Tipton Grove



## BEANS, PEAS, LENTILS

The following are types of beans, peas, and lentils that may be purchased with the benefit that specifies canned or dried beans. The fruit and vegetable dollar benefit cannot be used to buy these items.

### BUY:

- Canned: 15 – 16 oz cans only
- Dried: 16 oz bag only
- Plain or low sodium
- Any brand



### Examples Include:

Black	Navy
Black-eyed peas	Pink
Butter	Pinto
Garbanzo (Chickpeas)	Red
Great Northern	Split peas
Kidney (red or white)	Fat-free refried beans only
Lentils	Mixed types
Lima	



**DO NOT BUY:** Immature varieties such as canned green beans, snap beans, yellow beans, wax beans, and sweet peas; fresh or frozen beans and peas (*purchase allowed with the fruit and vegetable dollar benefit*); added sugars (for example, baked beans); added fats, oils or meat (for example, pork and beans, refried beans with added fats); added sauces or flavors (for example, chilies, jalapeno, lime, garlic); in brine; organic; soups; dried varieties in bulk or store packaged

### REMEMBER

Canned green beans and sweet peas cannot be bought with this benefit. Use your fruit and vegetable dollar benefit for those options.

# PEANUT BUTTER



## BUY:

- 16 – 18 oz container
- All brands of creamy, crunchy, extra crunchy, natural, or old-fashioned
- Low sodium/salt, reduced/no sugar, Omega-3

**DO NOT BUY:** Spread (for example Jif Natural, Skippy Natural, Peter Pan Natural); flavored; reduced fat; individual servings; specialty (for example, whipped, organic, with flaxseed or added vitamins); from refrigerated section or health food, diet (for example, Fifty 50)

## BUYING TIPS

If your WIC Shopping List shows:  
1.00 CTR Beans or Peanut Butter, you can buy:



16 oz package  
dry beans, lentils, peas

— OR —



16-18 oz jar  
peanut butter

— OR —



4 cans, 15-16 oz  
beans or peas

4 cans of beans = 1 container (CTR)  
So, 1 can of beans = 0.25 containers (CTR)

**Beans & peas  
are a good  
source of  
protein and  
iron!**







# COLD CEREALS

## BUY:

- Combination of cold and hot
- Only the brands and flavors listed
- 8 ounce package or larger
- Boxes or bags

## KEY:

- ✦ 51% or more whole grain
- ★ Provide 100% of daily value folic acid.
- GF Gluten-Free

## DO NOT BUY: Organic

Blueberry GF



Wheat ✦



Cinnamon GF



Corn GF



Rice GF

Filled Mixed Berry ✦ ★



Multigrain ✦ GF ★



Plain ✦ GF



Multigrain ✦ GF ★  
with Strawberries



Original ✦ ★

Little-Bites ✦ ★



# CEREALS



Cinnamon \*



Almond \*



Vanilla \*



Honey Roasted \*



Pecan & Maple Brown Sugar \*



Banana Nut



Crunchy Pecan



Brown Sugar



Cinnamon



Plain



Honey



Plain



Berry Berry



Plain



Plain \*



Plain



Plain



Plain



\*



Plain



GF

continued...



## store brands



Plain 🌿



Plain



Plain



Plain 🌿



Plain frosting only 🌿  
Original and bite size

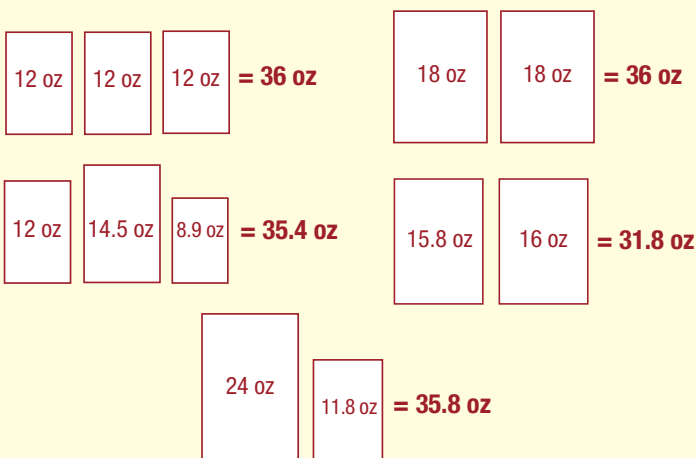
**Only the following:**

Always Save, Best Choice, Essential Everyday, Food Club, Great Value, Hy-Vee, IGA, Kiggins, Kroger, Market Pantry, Meijer, Our Family, Shoppers Value, That's Smart

## CEREAL COMBINATION EXAMPLES

### hot and cold cereals

Your benefits state the number of ounces of cereal. For benefits stating 36 ounces of cereal, the following are examples of possible cereal size combinations:



# HOT CEREALS

## BUY:

- Combination of cold and hot
- Only the brands and flavors listed
- Any size, except individual cups

**DO NOT BUY:** Canisters, organic



Plain: ✨  
in packets only



Original & all flavors  
in packets only



Plain



Chocolate



GF



2.5 minutes



1 minute



Instant



Whole Grain ✨

## store brands



Plain: ✨  
in packets only

### Only the following:

Best Choice, Essential Everyday, Food Club, Great Value, Hy-Top, Hy-Vee, IGA, Kroger, Meijer, Our Family



# BREADS, BUNS, ROLLS

## BUY:

- Any brand labeled “100% whole wheat” and lists whole wheat flour as the first ingredient
- 100% whole wheat bread, buns, and rolls
- 12-24 oz. packages

The brands and sizes listed below may change.

Brand	12 oz.	16 oz.	20 oz.	22 oz.	24 oz.	Buns/ Thin Buns
Aunt Millie's					x	
Beigel's Windmill Farms		x				
Best Choice		x	x			
Bimbo		x				
Brownberry					x	12 & 16 oz
Butternut		x	x			
Country Hearth					x	
Food Club		x				
Great Value			x			14 oz
Hy-Vee		x	x			
IGA Whole Wheat Bread		x				
Kroger			x			13-14 oz
Lewis Bake Shop	x					
Our Family		x				
Pepperidge Farm		x		x	x	14.5 oz
Private Selection					x	
S. Rosen					x	
Sara Lee		x	x			
Schnuck's		x				
SunnyBrook		x				
Village Hearth	x	x	x		x	12 oz

**Examples:**

- 24 oz. bread + 24 oz. bread + 16 oz. brown rice = 64 oz.
- 20 oz. bread + 14 oz. buns + 14 oz. instant brown rice = 48 oz.
- 16 oz. bread + 16 oz. pasta + 16 oz. corn tortillas = 48 oz.
- 24 oz. bread + 24 oz. bread = 48 oz.
- 20 oz. bread + 24 oz. bread = 44 oz.
- 22 oz. bread + 22 oz. bread + 20 oz. bread = 64 oz.
- 12 oz. bread + 20 oz. bread = 32 oz.

**DO NOT BUY:**

- In-store bakery brand;
- multigrain;
- Healthy Life 100% whole wheat (high fiber or sugar free);
- bagel bread, bagels, pita bread;
- muffins, English muffins;
- frozen bread and rolls;
- sugar-free or with Splenda;
- double fiber;
- with flaxseed;
- gluten-free;
- organic



**Things to look for when buying whole wheat bread:**

**Step 1:** Check the Label  
"100% Whole Wheat"



**Step 2:** Check Ounces in Product

**Step 3:** Check the Ingredient List  
Whole wheat flour is the first ingredient listed

<b>Nutrition Facts</b>	Amount/serving	%DV*	Amount/serving	%DV*
	<b>Total Fat</b> .5g	1%	<b>Total Carbohydrate</b> 14g	5%
Saturated Fat 0g	0%	Dietary Fiber 2g	10%	
Trans Fat 0g		Sugars 2g		
<b>Cholesterol</b> 0mg	0%	<b>Protein</b> 3g		
<b>Sodium</b> 150mg	6%			
Vitamin A 0% • Vitamin C 0% • Calcium 4% • Iron 4% Thiamine 10% • Riboflavin 6% • Niacin 4% • Folic Acid 2%				

**INGREDIENTS:** WHOLE WHEAT FLOUR, WATER, SUGAR, YEAST, CONTAINS 2% OR LESS OF THE FOLLOWING: WHEAT GLUTEN, SOY (MONOGLYCERIDES, SODIUM STEAROYL LACTYLATE, ASCORBIC ACID, CALCIUM SULFATE, ENZYMES), MONOCALCIUM PHOSPHATE, C. CONTAINS: WHEAT.





## BROWN RICE

### BUY:

14-16 oz (1lb) box or bag only

- Any brand, dry
- Plain brown rice without added herbs, seasonings or beans
- Regular, instant, and boil-in-bag type



**DO NOT BUY:** White rice, flavored rice, wild rice, rice mixes; frozen brown rice; tubs, microwavable pouches; organic, store packaged

## WHOLE WHEAT PASTA

### BUY:

16 oz (1lb) package only

- 100% whole wheat
- Any shape



*Only the following brands are allowed:*

Barilla	Heartland
Essential Everyday	Hy-Vee
Food Club	Kroger
Gia Russa	Our Family
Good & Gather	Racconto
Great Value	Ronzoni 100% Whole Grain

**DO NOT BUY:** Pasta made from rice, quinoa, flax, corn, or vegetables; organic; with added sugar, fats, oils, or salt

# TORTILLAS/WRAPPS

## BUY:

16 oz (1lb) package only

- White or yellow soft corn
- 100% whole wheat

*Only the following brands are allowed:*



## 100% Whole wheat:

Best Choice	Frescados	Market Pantry
Bucky Badger	Great Value	Mission
Chi-Chi's	Hy-Vee	Ortega
Don Pancho	IGA	Our Family
Essential Everyday	Kroger	Tio Santi
Food Club	La Banderita	

## Corn:

Best Choice	Hy-Vee
Bucky Badger	IGA
Chi-Chi's	La Banderita
El Rey	La Burrita
Essential Everyday	Mission
Food Club	Our Family
Frescados	



**DO NOT BUY:** Hard corn tortillas/taco shells; low-carb/carbohydrate; organic

# OATS/OATMEAL

## BUY:

16-32 oz. packages, any brand

- Quick
- Old fashioned
- Gluten free



**DO NOT BUY:** Steel cut, instant, organic, individual serving containers, added sugar



# MILK

## BUY:

- White milk in gallon container
- Plastic, cartons, gallon bags, half gallons or gallon clipped together by manufacturer
- rBGH & rBGH-free, rBST & rBST-free

### *Must be specified on your WIC Shopping List:*

- Whole milk or reduced fat 2% milk
- Half-gallon container
- Lactose-free, including calcium fortified:  
Half-gallon, 3 quart (96 oz), gallon, and quart container
- Non-fat dry: 25.6 oz (8 qt) boxes or pouches only
- Evaporated: 12 oz can
- Kosher



## DO NOT BUY:

Flavored; goat's milk; acidophilus; buttermilk; specialty (for example, organic or certified humane); nut or grain beverage (for example, almond, rice, oat); low cholesterol; UHT; milk with added ingredients (for example, Omega-3, EPA/DHA); protein-fortified; filled evaporated milk; ultra-filtered (for example, Fairlife); A2 milk

# SOY BEVERAGE

## BUY:

- Half-gallon (64 oz), refrigerated carton
- Only the brands and flavors listed
- *Only if specified on your WIC Shopping List*



8th Continent: Original and Vanilla Only



Silk: Original Only



Great Value

## Did you know?

Fat free, skim, 1%, and 2% milk have the same amount of vitamin D, calcium, and protein as whole milk!





# YOGURT

## **BUY:**

- 32 oz container, 4 oz 4-pack, 4 oz 8-pack
- Regular or Greek
- Plain or flavored
- Only the type listed on your WIC shopping list
- Only the brands listed

## **DO NOT BUY:**

Organic; with artificial sweetener or stevia; with added cream; with mix-in ingredients like granola, candy, or nuts; drinkable yogurts; bottles or pouches; dairy free





**WHOLE MILK YOGURT**

*Only for 1-year-old children*

*Only the following brands are allowed:*

- |                     |  |
|---------------------|--|
| Brown Cow           | Greek Gods, <i>only 32 oz, no 24 oz*</i> |
| Chobani*            | Hy-Vee*                                  |
| Dannon              | Kroger*                                  |
| Essential Everyday* | La Yogurt                                |
| Fage*               | Meijer*                                  |
| Good & Gather*      | Mountain High                            |
| Great Value*        | Old Home*                                |

\*Greek yogurt available

**LOW FAT AND NONFAT YOGURT**

*Only for children over the age of 2 and women*

*Only the following brands are allowed:*

- Activia, *4 oz 4-packs only except 60 Calories*
- Best Choice\*
- Cabot\*
- Chobani\*
- Coburn Farms\*
- Dannon, *except Light + Fit*
- Dannon Light + Fit Greek, *only plain\**
- Dannon Oikos, *except Triple Zero\**
- Essential Everyday\*
- Fage\*
- Food Club, *except light \**
- Good & Gather\*
- Great Value, *except light \**
- Hy-Vee, *except light \**
- Kroger\*
- La Yogurt, *except mango*
- Lala Yogurt, *only plain and vanilla*
- Meijer\*
- Mountain High
- Nuestra Cocina, *only plain*
- Our Family, *except light \**
- Yoplait, *32 oz and 4 oz 8-packs*



*Must be specified kosher yogurt on participant's WIC shopping list:*

- J&J
- Mehadrin\*

\*Greek yogurt available



## CHEESE

### BUY:

- 8 oz or 16 oz packages only
- Block, shredded, sliced, cheese curds, string cheese (not individually wrapped)
- Kosher (must be specified on shopping list)



### Allowed types:

American (block or sliced but not individually wrapped)

Brick

Cheddar (all types)

Colby

Monterey Jack

Mozzarella (except fresh)

Muenster

Provolone

Mixtures of cheese listed (such as cojack)

Swiss

**DO NOT BUY:** Packages not 8 oz or 16 oz; crumbled, cubes, sticks, and other shapes; fresh mozzarella; cheese foods, spreads, products; specialty; cheese from deli; goat cheese, smoked, herbed, flavored, imported, or organic; reduced sodium, reduced cholesterol, lactose-free, dairy free; Kosher (unless specified on WIC Shopping List)

## TOFU



### BUY:

Choose from these brands:

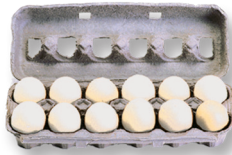
- Azumaya
- Franklin Farms
- Mori-Nu (not refrigerated)
- Nasoya
- House Foods

**DO NOT BUY:** Added fats, sugars, oils; organic

# EGGS

## BUY:

- White, any grade, any size
- One dozen carton
- Cage free eggs



**DO NOT BUY:** Brown eggs, vegetarian, organic, natural, free-range, or pasture raised; low cholesterol, reduced fat; increased vitamin E (for example, Eggland's Best) or any other modified or specialty eggs; pasteurized in shell, hard-boiled

# CANNED FISH

*Only for breastfeeding women whose infants are not receiving formula.*

## BUY:

- Any combination of types of fish and sizes
- In oil, water or brine
- Added flavorings, such as lemon or herbs are allowed

### Light Tuna:

- 5 oz cans (3 oz if printed on WIC Shopping List)

### Mackerel:

- 15 oz cans

### Pink Salmon:

- 5 oz cans
- 14.75 oz cans
- May include bones or skin



**DO NOT BUY:** Albacore or white tuna, sustainable harvested tuna, red salmon, king mackerel; solid, fillet, select; pouches; reduced or low-sodium; specialty; organic

## Exclusively breastfeeding mothers and their babies receive extra food benefits

### Breastmilk is the perfect food for your baby:

- Ideal nutrition for growth and health
- Easy for baby to digest
- Changes over time to meet baby's growing needs
- Protects baby from illness
- Is always the perfect temperature



# INFANT FRUITS & VEGETABLES

## BUY:

- Regular, natural or organic
- 4 oz containers (no squeeze pouches)
- 2-pack, 4 oz each (equals 8 oz)
- Any plain variety of fruits or vegetables
- Any mixture of fruits and/or vegetables

*Only the following brands are allowed:*



Gerber



Beech-Nut



Parent's Choice



Tippy Toes



Meijer



Earth's Best



Happy Baby

**DO NOT BUY:** 2-pack, 2 oz each; squeeze pouch; any with added cereal, granola, yogurt; fruit and juice blend; puddings; cobbler; meat or poultry, rice or pasta (for example, dinner, soup or stew); casseroles; creamed vegetables

## BUYING BABY FOODS

Your WIC Shopping List and store receipt will list the total number of ounces of baby food for the month. Divide your total amount of ounces listed by container size (4 oz for fruits and vegetables, or 2.5 oz for meats) to find how many containers you have left.

**EXAMPLE:** 64 total ounces ÷ 4 oz container = 16 containers

# INFANT CEREALS

## BUY:

- Regular or organic
- 8 or 16 oz containers
- Any grain, mixed grains (except quinoa)
- With added vitamins or minerals

*Only the following brands are allowed:*



Gerber



Beech-Nut



Earth's Best

**DO NOT BUY:** Quinoa; added DHA, prebiotics, probiotics; added fruit, yogurt or formula; jars, single serving packets; lil' bits, hearty bits

# INFANT MEATS

*Only for breastfed infant not receiving formula.*

## BUY:

- Regular or organic
- 2.5 oz containers
- Any plain infant meat or poultry with broth or gravy

*Only the following brands are allowed:*



Gerber



Beech-Nut



Earth's Best  
Organics

**DO NOT BUY:** Added fruit, vegetables, rice or pasta (for example dinner, casseroles, soups or stews); meat or poultry sticks

Food	Amount Listed	Is Equal To
Infant Fruits & Vegetables	128 oz	32 4-oz containers
	256 oz	64 4-oz containers
Infant Meats	77.5 oz	31 2.5-oz containers



# WIC RIGHTS AND RESPONSIBILITIES

We want to make sure that you understand the rights and responsibilities of a WIC participant. The WIC rights and responsibilities also apply if you receive WIC Farmers' Market Nutrition Program (FMNP) checks. FMNP rights and responsibilities include but are not limited to, respectful and courteous treatment from FMNP sellers, and using the farmers' market checks as instructed on the checks, and as instructed by WIC staff.

## SHARED INFORMATION

Your information may be shared:

- With other WIC programs if you transfer.
- With other public programs that can assist you. You may ask to see a list of these programs.
- As required by law.

## MY RESPONSIBILITIES

**I agree to give true and complete information about:**

- My identity, pregnancy status, breastfeeding status, address, and phone number.
- My household income.
- The number of people living in my household.
- Being on Medicaid, FoodShare (food stamps), TANF (Temporary Assistance to Needy Families), or FDPIR (Food Distribution Program on Indian Reservations).

**I agree to follow the rules below. I will:**

- Get benefits from only one WIC clinic each month.
- Report my lost or stolen eWIC card or WIC breast pump to WIC staff.
- Make sure any person I name to use my eWIC card knows the WIC rules. I will teach him or her how to use my eWIC card correctly.
- Keep my WIC appointments or call the clinic to reschedule.
- Use WIC foods and formula only for the person on WIC and make sure the foods go with the person on WIC in cases of joint custody, foster care, etc.
- Not sell, give away, or offer my eWIC card, WIC foods or formula, or breast pump. If I have WIC items I can't use, I will return them to the clinic.

- Not trade/exchange or return my eWIC card, WIC foods or formula, or breast pump for money, credit, rain checks or other items.
- Not post WIC items on the internet.
- Follow the rules in the WIC Shopping Guide.
- Not swear, yell, harass, threaten or physically harm WIC or store staff.
- Not complete my own transaction, except in self-checkout lanes, if I am employed by a WIC authorized store.

### **Agreement: I must agree to these items to be on WIC:**

- All of the information I have given WIC is true. I will tell WIC staff right away if there are any changes.
- WIC can verify my household size and all sources of my household income.
- If I break WIC rules, I, or my child, can be taken off WIC.
- If I lie or hide facts to get WIC foods or do not return a loaned breast pump, I may have to repay WIC the cash value of those items.
- WIC is a federal assistance program. If I break WIC rules, I may be subject to civil or criminal prosecution under state and federal law.

## **MY RIGHTS**

- **WIC foods:** If I qualify for WIC, I will get an eWIC card to buy healthy foods. WIC provides some, but not all, of the food/formula each participant needs.
- **Nutrition information:** I will get information about healthy eating and active living.
- **Breastfeeding support:** WIC will help and support me with breastfeeding.
- **Health care information:** I will get information about immunizations, finding healthcare, and other services I may be interested in.
- **Fair treatment:** The rules for getting on WIC are the same for everyone. I can ask for a Fair Hearing if someone tells me I can't be on WIC and I don't agree.
- **Common courtesy:** WIC and store staff will treat me with courtesy and respect. I can tell WIC staff if I'm not treated with respect.
- **Transfer information:** I can transfer my WIC to another clinic. I can ask for a transfer paper.

## **WIC Nutrition Program does not discriminate:**

In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation), disability, age, or reprisal or retaliation for prior civil rights activity.

Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotape, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: <https://www.usda.gov/sites/default/files/documents/USDA-OASCR%20P-Complaint-Form-0508-0002-508-11-28-17Fax2Mail.pdf>, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

- (1) mail: U.S. Department of Agriculture  
Office of the Assistant Secretary for Civil Rights  
1400 Independence Avenue, SW  
Washington, D.C. 20250-9410; or
- (2) fax: (833) 256-1665 or (202) 690-7442; or
- (3) email: [program.intake@usda.gov](mailto:program.intake@usda.gov)

This institution is an equal opportunity provider.



*Foods are approved even if the product package design changes.*

To report concerns of possible WIC Program fraud and abuse, call Wisconsin WIC Fraud Hotline 1-866-260-1727



Department of Health Services  
Division of Public Health  
P-44578 (11/2022)  
Federal Regulations 246

Visit our website: [www.dhs.wisconsin.gov/wic/index.htm](http://www.dhs.wisconsin.gov/wic/index.htm)