

July 2014 Changes NYS WIC Acceptable Foods

There are many differences between the July 2010 Foods Card and the July 2014 Foods Cards. The most significant differences are listed below by type of food:

Dairy/Eggs/Soy

| <i>Type of Change</i> | <i>Description of Change</i> |
|-----------------------|---|
| New rules | Participant must purchase the least expensive brand of milk and eggs* |
| Name changes | From 'Lactose Free or Reduced Milk' to 'Lactose Free Milk' From 'FatFree or 1%LowFat Evaporated Milk' to 'FatFree Evaporated Milk' |
| Newly allowed | Additional varieties of cheese (Swiss, Muenster, Provolone, Blends) Vanilla flavor of some soy beverages |

Cold Breakfast Cereal

| <i>Type of Change</i> | <i>Description of Change</i> |
|-----------------------|--|
| New rules | All store brands for certain types of cereal are allowed |
| Newly allowed | Many new cereals |
| No longer allowed | Kix; Life; crisp rice cereals |

Hot Breakfast Cereal

| <i>Type of Change</i> | <i>Description of Change</i> |
|-----------------------|--|
| Newly allowed | Many new brands of oatmeal |
| No longer allowed | Grits, non-wholegrain farina and infant cereals (for women and children) |

Juice

| <i>Type of Change</i> | <i>Description of Change</i> |
|-----------------------|---|
| New rules | Women participants may only buy concentrated juice (frozen, or Welch's shelf-stable) All store brands are allowed for certain types of juice (100% juice and 120% or more Vitamin C) |
| Newly allowed | Many new juice blends |
| No longer allowed | 48-ounce bottles 64-ounce refrigerated cartons Grape juice in 64-ounce bottles or 16-ounce frozen concentrates |

Tortillas

| <i>Type of Change</i> | <i>Description of Change</i> |
|-----------------------|--|
| Newly allowed | Many new brands of soft corn tortillas |
| No longer allowed | Whole wheat tortillas |

Bread

| <i>Type of Change</i> | <i>Description of Change</i> |
|-----------------------|---|
| Newly allowed | Many new brands of bread |
| No longer allowed | Pepperidge Farm, Arnold and many other brands |

Baby Food Vegetables and Fruits

| <i>Type of Change</i> | <i>Description of Change</i> |
|-----------------------|---|
| New rules | Only Beech-Nut and Beech-Nut Goya are allowed |
| Newly allowed | Mixtures of fruits and mixtures of vegetables |
| No longer allowed | Gerber baby food vegetables and fruits |

Baby Food Meats

| <i>Type of Change</i> | <i>Description of Change</i> |
|-----------------------|---|
| New rules | Only Beech-Nut and Beech-Nut Goya are allowed for most participants |
| Newly allowed | Two brands of kosher baby food meats for special WIC checks |
| No longer allowed | Gerber baby food meats |

Vegetables and Fruits

| <i>Type of Change</i> | <i>Description of Change</i> |
|-----------------------|--|
| Newly allowed | Additional varieties of canned tomatoes Canned sweet potatoes and yams (no added sugars) Fruit cocktail (no added sugars) Single-serving sizes of frozen vegetables and canned fruits Frozen beans, peas and lentils |

Least Expensive Brand

Beginning in July 1, 2014, participants must purchase the least expensive brand of milk and eggs.

*You are responsible for ensuring that your cashiers know which products are the least expensive each day. Participants will also be instructed to shop for the least expensive brand. If a coupon or special sale makes a product less expensive than the normal lowest price in the store, the participant may select that product.

Milk: Least expensive brand applies to all the types of milk listed on the July 2014 NYS WIC Acceptable Foods Card and shown below. It does not apply to UHT milk or to milk that has (half gallon) in parentheses in the name.

- Milk - Nonfat or 1%Lowfat, Whole
- Lactose Free Milk – Fat Free or 1%Lowfat, Whole
- Dry/Powdered Milk
- Evaporated Milk – Fat Free, Whole

Eggs: Participants may choose which size of eggs they want – medium or large. If they choose medium eggs, they must buy the least expensive medium eggs in the store. If they choose large eggs, they must buy the least expensive large eggs in the store.