



## Department of Health

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**VB #11 – July 1, 2015**

### NYS WIC PROGRAM

### V E N D O R B U L L E T I N

Title: New NYS WIC Acceptable Foods Effective July 1, 2015

#### **This is an important notice. Please have it translated.**

Este aviso es importante. Haga que lo traduzcan.

Это важное сообщение. Пожалуйста, попросите перевести вам данную информацию

Đây là thông báo quan trọng. Xin vui lòng nhờ người chuyển ngữ tài liệu này cho quý vị.

Ovo je važna obavijest. Molimo da tražite da vam se prevede.

यह एक महत्वपूर्ण सूचना है। कृपया इसे अनुवाद करके रखें।

這是一項重要通告。請予以翻譯。

هذه ملاحظة هامة يرجى ترجمتها

זוהי הודעה חשובה. נא לתרגם אותה.

#### **New NYS WIC Acceptable Foods will be implemented on July 4, 2015**

The New York State WIC Program Acceptable Foods Card has been updated to reflect changes made to meet federal requirements. The July 2015 WIC Acceptable Foods Card, which will replace the August 2014 WIC Acceptable Foods Card, can be downloaded from the New York State Department of Health website at <https://www.health.ny.gov/publications/4099/>. A hardcopy of the July 2015 WIC Acceptable Foods Card is enclosed.

Manufacturers and distributors of newly approved foods have been notified of approved products. Changes are outlined below:

##### New WIC approved foods:

- Plain yogurt; 32 ounce container or containers adding up to exactly 32 ounces (Organic, Greek and Kosher are allowed)
- Canned beans
- Whole wheat tortillas
- Whole wheat pasta
- Gerber Baby Food – Vegetables and Fruits (4 ounces) and Meats (2.5 ounces)
- White potatoes (fresh, frozen or canned, without added sugars/fats/oils)

##### Other changes to the food card include:

- “Least expensive brand” language for milk and eggs has been removed
- Elimination of all brands of Old Fashioned and Quick Oats hot cereal
- Removal of single serving pouches of Canned Vegetables and Fruits

Beginning July 4, 2015, WIC infants may receive a \$4 cash value voucher for fresh fruits and vegetables and may also receive checks for up to 4 bananas as a single food item on the check.

Vendors are responsible for training all of their staff on the NYS WIC Acceptable Foods and for adherence to policies and procedures outlined in the WIC Vendor Handbook and vendor contract.

If you have questions about this information, please contact your VMA. Thank you for your participation in the NYS WIC Program.

***This institution is an equal opportunity provider and employer***



# WIC Acceptable Foods Card

**Milk** Your WIC check lists the fat content you must buy

- ✓ **MILK:** Buy the largest container available (gallons, 96 ounces, half gallons, or quarts) or the size listed on the WIC check
- ✓ **EVAPORATED/CANNED MILK:** 12-ounce container only
- ✓ **DRY/POWDERED MILK:** 25.6-ounce container only
- ✓ **LACTOSE FREE MILK:** Buy the largest container available or the size on the WIC check
- ✓ **KOSHER MILK:** Buy the largest container available or the size on the WIC check

**NOT ALLOWED:** Flavored, organic, or sweetened condensed milk; buttermilk or milk with added calcium; reduced fat (2%) milk

**Cheese**

- ✓ Pasteurized Process American, Monterey Jack, Mozzarella, Cheddar, Colby, Swiss, Muenster, Provolone, or blends of any of these cheeses
- ✓ Purchase in blocks or slices
- ✓ Must add up to the number of ounces on check (can be 1 or more packages)
- ✓ **KOSHER CHEESE** if printed on your WIC check

**NOT ALLOWED:** Imported cheese; cheese foods, products or spreads; cracker cuts; shredded, grated, cubed, string, or stick cheese; flavored or organic cheese; individually wrapped slices

**Yogurt** Your WIC check lists the fat content you must buy

- ✓ Exactly 32-ounce container OR any combination of sizes that adds up to exactly 32 ounces.
- ✓ **Any brand:** Plain, Plain Greek, Organic Plain, Organic Plain Greek
- ✓ **KOSHER YOGURT** if printed on your WIC check

**NOT ALLOWED:** Flavored (such as vanilla, fruit), mix-in ingredients, drinkable/squeezable yogurt, frozen yogurt

**Soy Beverage**

- ✓ **8TH CONTINENT:**  
Soy milk – Original and Vanilla (32-ounce shelf-stable)  
Soy milk – Original and Vanilla (64-ounce refrigerated)
- ✓ **PACIFIC NATURAL FOODS:**  
Ultra Soy – Original and Vanilla (32-ounce shelf-stable)
- ✓ **SILK:**  
Soy milk – Original (32 or 64-ounce refrigerated)  
Soy milk – Original (128-ounce refrigerated multi-pack)
- ✓ **WESTSOY:**  
Organic Plus Soy milk – Plain (32 or 64-ounce shelf-stable)  
Plus Soy milk – Vanilla (32 or 64-ounce shelf-stable)

**Eggs**

- ✓ **Medium or Large:** White or brown

**NOT ALLOWED:** Jumbo and extra-large eggs; high-cost specialty eggs (including organic, reduced cholesterol, cage free/free range, Omega-3)

**Peanut Butter** 16-18-ounce jar

- ✓ **Any brand:** crunchy, chunky, creamy, smooth, natural and reduced fat varieties are allowed.

**NOT ALLOWED:** Peanut spread, freshly ground or whipped peanut butter; peanut butter mixed with jelly, marshmallow, chocolate or honey; organic peanut butter, peanut butter with added vitamins and minerals, or other added ingredients (Omega 3, DHA & EPA, Palm Oil, etc.)

**Beans, Peas, and Lentils** To lower salt intake, rinse canned beans, peas, lentils

- ✓ **Dry:** Any brand, 1-pound bag of mature beans, peas, lentils
- ✓ **Canned:** Any brand, 15-16-ounce can of mature beans, peas, lentils

**NOT ALLOWED:** Baked beans, pork and beans; canned beans containing added sugars, fats, meat, or oils. Immature beans/peas (for example: green beans, green peas, snap beans, orange beans, wax beans).

**Canned Fish** To lower fat intake, choose water-packed fish

- ✓ **Light Tuna:** Any Brand (5 and 6-ounce cans)
- ✓ **Pink Salmon:** Any Brand (5, 6, and 7.5-ounce cans)
- ✓ **Sardines:** Any Brand (3.75-ounce cans)
- ✓ May be packed in water or oil
- ✓ May contain bones and skin

**NOT ALLOWED:** Albacore tuna, blueback salmon, red salmon; flavored; with added ingredients

**Tofu** 14-16-ounce package

- ✓ **AZUMAYA:** Japanese Style Tofu – Firm, Extra Firm
- ✓ **HOUSE:** Premium or Organic Tofu – Soft, Medium Firm, Firm, Extra Firm
- ✓ **NATURE'S PROMISE:** Organic Tofu – Firm
- ✓ **NASOYA:** Organic Tofu – Silken, Lite Firm, Firm, Extra Firm
- ✓ **WEGMANS:** Organic Tofu – Firm
- ✓ **VITASOY:** San Sui or Korean Sprouted Organic – Soft, Firm, Extra Firm

Exclusively breastfeeding women get extra foods that help build the milk supply needed by their growing baby.

**Baby Food – Vegetables and Fruits**  
4-ounce containers

- ✓ **BEECH-NUT or GERBER:**
- ✓ Any single fruit or vegetable
- ✓ Any combination of different vegetables and fruits

**NOT ALLOWED:** Organic, pouches, mixtures including non-fruit or non-vegetable ingredients such as meat, yogurt, rice, noodles

**BANANAS:** Some checks will also provide fresh whole bananas

**Infant Formula**

Your WIC check lists the brand, size, and form (powder, concentrate, or ready to use) that you must buy.

**Baby Food – Meats** 2.5-ounce containers

- ✓ **BEECH-NUT or GERBER:** Any meat with broth or gravy

**Kosher Baby Food Meats:** These brands are printed on your WIC check

- ✓ **TUV TAAM:** Beef Puree & Broth, Chicken Puree & Broth
- ✓ **FIRST CHOICE:** Chicken with Gravy, Turkey with Gravy

**Infant Cereal** Check must say Gerber Cereal for Baby 8 and 16-ounce containers are allowed

- ✓ **GERBER:** Cereal for Baby only
- Plain varieties only: oatmeal, rice, whole wheat, or multigrain

**NOT ALLOWED:** Organic, extra ingredients such as DHA, fruit, formula, or added protein







**Breakfast Cereals**

✓ Purchase 12-ounce boxes or larger

To increase fiber intake, choose whole grain cereal. All cereals are 'whole grain' unless marked with the symbol ✧

**NOT ALLOWED:** Organic cereal, boxes with single serving packets

**Store Brands\*** Any store brand can be purchased for the following kinds of cereals

<ul style="list-style-type: none"> <li>✓ <b>Corn Flakes</b> ✧ - plain</li> </ul> 	<ul style="list-style-type: none"> <li>✓ <b>Shredded Wheat</b> - plain or frosted</li> </ul> 	<ul style="list-style-type: none"> <li>✓ <b>Oat Squares</b> – plain. Also called: <i>Crisp Oat Squares, Crunchy Oat Squares, Oat Crisps</i></li> </ul> 
<ul style="list-style-type: none"> <li>✓ <b>Wheat Flakes</b> - plain</li> </ul> 	<ul style="list-style-type: none"> <li>✓ <b>Oat O's</b> – plain. Also called: <i>Toasted Oats, Tasteos, Oats &amp; O's</i></li> </ul> 	<ul style="list-style-type: none"> <li>✓ <b>Multigrain Flakes with Oat Clusters</b> ✧ – with or without almonds. Also called: <i>Honey Crunchin' Oats, Honey &amp; Oats, Honey Oat Clusters, Honey Oats &amp; Flakes, Krispy Honey-Oats, Oats &amp; More, Oats &amp; Honey</i></li> </ul> 

\* 'Any store brand' includes store names AND these brands of cold cereal:

✓ AMERICA'S CHOICE	✓ FOOD BASICS	✓ KIGGINS	✓ RED & WHITE
✓ BEST YET	✓ FOOD CLUB	✓ KRASDALE	✓ SHURFINE
✓ CLEAR VALUE	✓ GREAT VALUE	✓ NATURE'S CRUNCH	✓ VALUTIME
✓ ESSENTIAL EVERYDAY	✓ HYTOP	✓ PARADE	✓ WHITE ROSE

**National/Specialty Brands**

- ✓ **GENERAL MILLS:** Cheerios (regular only), Total Whole Grain, Corn Chex, Rice Chex, Wheat Chex, Dora the Explorer
- ✓ **KELLOGG'S:** Corn Flakes ✧ (regular only), Frosted Mini-Wheats Original (Little Bites, Bite Size)
- ✓ **KEMACH:** Corn Flakes ✧, Toasted Oats, Wheat Flakes
- ✓ **MALT-O-MEAL:** Mini Spooners (Frosted, Strawberry Cream, Blueberry Cream), Oat Blenders ✧ (Honey, Honey & Almonds)
- ✓ **POST:** Grape-Nuts (regular only), Grape-Nuts Flakes, Honey Bunches of Oats (with Vanilla Bunches)

- ✓ **RALSTON:** Corn Flakes ✧
- ✓ **SUNBELT:** Simple Granola
- ✓ **TAANUG:** Corn Flakes ✧, Toasted Oats

**HELPFUL SHOPPING HINTS!**

Here are examples of ways to get your 36 ounces of cereal:

12 oz. + 12 oz. + 12 oz. = 36 oz.    15 oz. + 21 oz. = 36 oz.  
12 oz. + 24 oz. = 36 oz.                18 oz. + 18 oz. = 36 oz.

**Hot Cereals**

- ✓ **CREAM OF WHEAT:** Cream of Wheat Whole Grain (2 ½ minute)
- ✓ **MAYPO:** Instant Maple Oatmeal, Vermont Style Maple Oatmeal
- ✓ **QUAKER:** Instant Oats with Iron

### Whole Grain Tortillas 16-ounce package

- ✓ **CELIA'S:** White Corn Tortillas, Yellow Corn Tortillas
- ✓ **CHI-CHI's:** White Corn Tortillas
- ✓ **DEL CAMPO TORTILLAS:** Corn Tortillas
- ✓ **DON PANCHO:** Whole Wheat (Flour Gordita Whole Wheat) Tortillas
- ✓ **ESSENTIAL EVERYDAY:** Soft White Corn Tortillas, 100% Whole Wheat Flour Tortillas
- ✓ **GREAT VALUE:** 100% Whole Wheat Tortillas
- ✓ **GUERRERO:** White Corn Tortillas
- ✓ **HERDEZ:** White Corn Tortillas
- ✓ **KEY FOODS:** Whole Wheat Tortillas
- ✓ **LA BANDERITA:** Corn Tortillas, 100% Whole Wheat Fajita Flour Tortillas, 100% Whole Wheat Soft Taco Flour Tortillas
- ✓ **MEXAMERICA:** 100% Whole Wheat with Honey Tortillas
- ✓ **MISSION:** 100% Whole Wheat Flour Tortillas
- ✓ **NATURE'S PROMISE:** Corn All Natural Tortillas
- ✓ **ORTEGA:** Whole Wheat Tortillas
- ✓ **SIEMPRE AUTENTICO:** Whole Wheat Flour Tortillas
- ✓ **STOP & SHOP:** White Corn Tortillas (Shelf Stable & Dairy), Whole Wheat Flour Tortillas
- ✓ **TIO SANTI:** 100% Whole Wheat Flour Tortillas
- ✓ **TOPS:** Whole Wheat Tortillas
- ✓ **WEGMAN'S:** Whole Wheat Tortillas
- ✓ **YOSSI'S PITA:** Corn Tortillas

### Whole Grain Bread Products 16-ounce package

- ✓ **AMERICA'S CHOICE:** 100% Whole Wheat Bread
- ✓ **BEST YET:** 100% Whole Wheat Bread
- ✓ **BIMBO:** 100% Whole Wheat Bread
- ✓ **CENTRAL MARKET CLASSICS:** 100% Whole Wheat Bread
- ✓ **FOODLION:** 100% Whole Wheat Bread
- ✓ **FULL CIRCLE:** Flax & Grain Bread
- ✓ **GOLD MEDAL BAKERY:** 100% Wheat Bread with Flax
- ✓ **GOURMET:** 100% Whole Wheat Bread
- ✓ **HANNAFORD:** 100% Whole Wheat Bread
- ✓ **HAUSWALD:** 100% Whole Wheat Bread
- ✓ **HOLSUM:** 100% Whole Wheat Bread
- ✓ **JERUSALEM:** Franczoz Health Bread 100% Whole Wheat, Franczoz Health Bread Germinated Whole Wheat
- ✓ **MONKS':** Multigrain, Wheat Wholegrain Bread
- ✓ **PAS YISROEL:** 100% Multi Grain Bread All Natural, 100% Whole Wheat Bread All Natural
- ✓ **PENN STREET:** 100% Whole Grain Wheat Bread
- ✓ **ROMAN MEAL:** Sungrain 100% Whole Wheat Bread
- ✓ **RUBSCHLAGER:** Westphalian Style Pumpernickel Bread, Danish Style Pumpernickel, European Style Whole Grain, 100% Whole Wheat Bread, Cocktail Whole Grain Bread, Cocktail Rye Bread, Cocktail Pumpernickel Bread, 100% Rye Rye-Ola Flax Bread, 100% Rye Rye-Ola Pumpernickel Bread, 100% Rye Rye-Ola Black Rye Bread, 100% Rye Rye-Ola Sunflower Bread
- ✓ **SARA LEE:** 100% Whole Wheat Bread
- ✓ **SCHWEBEL'S:** 100% Whole Wheat Bread
- ✓ **SHOPRITE:** 100% Whole Wheat Bread
- ✓ **STERN'S:** Whole Wheat Bread, Whole Wheat Rolls
- ✓ **STOP & SHOP:** 100% Whole Wheat Bread (No Salt Added), 100% Whole Wheat (In store fresh bakery)
- ✓ **SUPER BREAD:** 100% Whole Wheat Bread
- ✓ **WINDMILL FARMS:** 100% Stone Ground Whole Wheat Hamotzie, 100% Stone Ground Whole Wheat Mezonos
- ✓ **ZOMICK'S:** 100% Whole Wheat Bread Hamotzie, 100% Whole Wheat Bread Mezonos, 100% Whole Wheat Rolls

### Brown Rice 14-16-ounce or 28-32-ounce package

- ✓ **Any brand:** Plain brown rice in boxes or bags; may be instant, quick, or regular cooking
- NOT ALLOWED:** Added ingredients such as sugars, fats, oils, or salt

### Whole Wheat Pasta 16-ounce package only

- ✓ **Any brand:** Whole Wheat Pasta in any style/shape. Made from whole wheat or whole wheat durum flour. Organic is allowed.
- NOT ALLOWED:** Added ingredients such as sugars, fats, oils, or salt



