

NYS WIC Foods Guide



WIC
Program

PLACE WIC CHECK HERE

PARTICIPANT RIGHTS

WIC participants have the right to

- fair and respectful treatment
- use any grocery store or pharmacy in New York State that is authorized to accept WIC
- request a transfer to another WIC agency
- be told in advance when and why WIC Program benefits will end
- confidentiality
- access to all services offered by WIC, including a tailored food package

WHY IS WIC IMPORTANT?

WIC provides healthy food and a whole lot more.



Healthy Foods



Nutrition and Health Education



Breastfeeding Support



Program Referrals

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USING THIS GUIDE

The purpose of this guide is to help make shopping for WIC foods easier.

NYS WIC offers a large variety of nutritious foods. While you are shopping, use the colored tabs to shop by food category. Choose the foods that your family likes based on what is listed on your WIC checks and what is available where you shop.

You will see the icons below throughout this food card. They will be your guide in getting to know and identify your WIC foods.

GET TO KNOW YOUR WIC FOODS

LOOK FOR THIS “CAN BUY” LABEL

Items in this area are allowed for purchase with your WIC checks.



THE “CANNOT BUY” SECTION

Items in this area are not allowed for purchase with your WIC checks.



CANNOT BUY:

“ANY BRAND”

Some WIC foods are available by brand name only. When you see this flag, you can choose **ANY** brand within this category.



WIC TIPS

Search for this star to learn helpful WIC shopping tips.



SHOPPING CHECKLIST

2 WHILE SHOPPING:

- Look carefully at what is listed on your WIC check.
- Use this shopping guide to help you select WIC approved foods.
- Your WIC check will tell you how many **(1 container)** and the size **(64 ounces)** of each product you can get.



SHOPPING CHECKLIST

3 BEFORE CHECKOUT:

- Gather **all the foods** listed on each check.
- Find a checkout lane that is not express, cash only, or self-checkout.

4 AT THE REGISTER:

- Place your WIC items on the checkout counter grouped together by check.
- Place the matching **unsigned** WIC check on top of each group of these items.
- Tell the cashier you will be using your WIC checks.
- Never** pre-sign your WIC checks.
- After the cashier writes the total cost in the **PAY EXACTLY** box, **sign and date the check in BLUE OR BLACK INK.**

SHOPPING CHECKLIST

TIP

DO:

- It is preferred that checks are dated MM/DD/YYYY (example: 04/28/2015).
- It is also okay to use other date formats common in the United States (examples: 4/28/15, 04/28/15).
- If a participant or proxy makes a mistake dating the check, the participant/proxy should put a line through the date, initial, and write the correct date above the mistake.

DON'T:

- It is not ok to use words to write the month (example: April 28, 2015).
- A date stamp may not be used to “date” the check.

TIP

DO NOT SIGN AND DATE YOUR WIC CHECKS UNTIL AFTER THE CASHIER WRITES YOUR TOTAL ON THE CHECK.



MILK

GOOD SOURCE OF CALCIUM, PROTEIN AND VITAMIN D



CHECK YOUR MILK TYPE

Your WIC check lists the fat content you must buy. Buy the milk type printed on your WIC check. (For example: nonfat, 1%, whole, lactose free, kosher, goat's milk)



COW'S MILK

Buy the largest container available or the size listed on the WIC check (gallons, 96 ounces, half gallons, or quarts)



EVAPORATED/ CANNED MILK

12 oz. container only



DRY/POWDERED MILK

25.6 oz. container only



EVAPORATED/CANNED GOAT'S MILK

12 oz. container only



CANNOT BUY:

- Flavored, organic, or sweetened condensed milk
- Buttermilk or milk with added calcium
- Reduced fat (2%) milk

CHEESE

GOOD SOURCE OF PROTEIN AND CALCIUM

CAN BUY

ANY
BRAND

- Pasteurized processed 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 OR if the store does not carry any other kind of cheese



CANNOT BUY:

- Imported cheese
- Cheese foods, products or spreads
- Cracker cuts
- Shredded, grated, cubed, string, or stick cheese
- Flavored or organic cheese
- Individually wrapped slices



YOGURT

GOOD SOURCE OF PROTEIN AND CALCIUM

CAN BUY

ANY
BRAND

Your WIC check lists the fat content you must buy.



- Exactly 32 oz. 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 OR if the store does not have non-kosher items available



.....
CANNOT BUY:

- Flavored (such as vanilla, fruit)
- Mix-in ingredients (granola, candy, etc)
- Frozen yogurt
- Drinkable/squeezable yogurt



DAIRY/SOY

TOFU

GOOD SOURCE OF PROTEIN AND CALCIUM

CAN BUY

14-16 OUNCE PACKAGES



Azumaya:
Japanese Style – Firm, Extra Firm

House:
Premium or Organic – Soft, Medium Firm, Firm, Extra Firm

Nasoya:
Organic – Silken, Lite Firm, Firm, Extra Firm

Nature's Promise:
Organic – Firm

Wegmans:
Organic – Firm

Vitasoy:
San Sui or Korean Sprouted Organic – Soft, Firm, Extra Firm

SOY BEVERAGES

GOOD SOURCE OF PROTEIN, CALCIUM AND VITAMIN D

CAN BUY



Pacific Natural Foods:
Ultra Soy – Original and Vanilla

Allowed sizes:
• 32 oz. carton

8th Continent:
Soy milk – Original and Vanilla

Allowed sizes:
• 32 oz. carton
• 64 oz. refrigerated carton

Silk:
Soy milk – Original

Allowed sizes:
• 32 oz. refrigerated carton
• 64 oz. refrigerated carton
• 128 oz. refrigerated multi-pack

Westsoy:
Organic Plus Soy milk – Plain

Allowed sizes:
• 32 oz. or 64 oz. carton

Plus Soy milk – Vanilla

Allowed sizes:
• 32 oz. or 64 oz. carton

EGGS

GOOD SOURCE OF PROTEIN

CAN BUY

ANY
BRAND



MEDIUM OR LARGE: White or brown eggs



CANNOT BUY:

- Jumbo and extra large eggs
- High-cost specialty eggs (including organic, reduced cholesterol, cage free/free range, omega-3)



BEANS, PEAS, LENTILS

GOOD SOURCE OF PROTEIN, IRON AND FIBER



DRY

- Any brand: 1-pound bag of mature beans, peas, or lentils



CANNED

- Any brand: 15-16 ounce can of mature beans, peas, lentils



To lower salt intake, rinse canned beans, peas, lentils



CANNOT BUY:

- Baked beans, pork and beans
- Canned beans containing added sugars, fats, meat, or oils
- Green beans, green peas, snap beans, yellow beans, and wax beans may not be purchased with a WIC check that says "Beans, Peas, Lentils"; you may use your WIC Vegetables and Fruits check to purchase these types of foods.

PEANUT BUTTER

GOOD SOURCE OF PROTEIN

CAN BUY

ANY
BRAND

16-18 OUNCE JAR

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



CANNOT BUY:

- Peanut spread
- Organic peanut butter
- Freshly ground or whipped peanut butter
- Peanut butter mixed with jelly, marshmallow, chocolate or honey
- Peanut butter with added vitamins and minerals, or other added ingredients (Omega 3, DHA & EPA, Palm Oil, etc.)

CANNED FISH

GOOD SOURCE OF PROTEIN AND IRON

CAN BUY

ANY
BRAND

Canned fish may be packed in water or oil, and may contain bones and skin.



LIGHT TUNA
5 and 6 oz. cans



PINK SALMON
5, 6, 7.5 oz. cans



SARDINES
3.75 oz. cans



CANNOT BUY:

- Albacore tuna
- Blueback salmon
- Red Salmon
- Flavored Salmon
- With added ingredients

TIP

To lower fat intake, choose water-packed fish.

PROTEIN

100% JUICE

GOOD SOURCES OF VITAMIN C

Juice for children comes in these sizes:

- 64 ounce plastic bottles
- 16 ounce containers (frozen concentrates)

Juice for women comes in these sizes:

- 11.5 ounce containers (shelf-stable concentrates)
- 11.5 – 12 ounce containers (frozen concentrates)

Your WIC checks lists the size of juice you should buy.

Look through each juice category to see which brands and flavors are allowed.

ANY STORE BRAND includes store names AND these brands of 100% juice with 120% or more Vitamin C:

<input checked="" type="checkbox"/> America's Choice	<input checked="" type="checkbox"/> Essential Everyday	<input checked="" type="checkbox"/> Hytop	<input checked="" type="checkbox"/> Richfood
<input checked="" type="checkbox"/> Best Yet	<input checked="" type="checkbox"/> Flavorite	<input checked="" type="checkbox"/> Krasdale	<input checked="" type="checkbox"/> Shurfine
<input checked="" type="checkbox"/> Clear Value	<input checked="" type="checkbox"/> Food Club	<input checked="" type="checkbox"/> Nature's Own	<input checked="" type="checkbox"/> Super A
<input checked="" type="checkbox"/> Crisp	<input checked="" type="checkbox"/> Great Value	<input checked="" type="checkbox"/> Parade	<input checked="" type="checkbox"/> Tipton Grove
<input checked="" type="checkbox"/> Delsea Farm	<input checked="" type="checkbox"/> Harvest Classic	<input checked="" type="checkbox"/> Red & White	<input checked="" type="checkbox"/> White Rose



CANNOT BUY:

- Organic juice
- Anything that is not 100% juice

100% JUICE

GOOD SOURCES OF VITAMIN C

64 OZ. PLASTIC BOTTLE CITRUS

CAN BUY

ANY BRAND

ANY BRAND OF:

- 100% Orange Juice
- 100% Grapefruit Juice
- 100% Pineapple Juice

64 OZ. PLASTIC BOTTLES

Apple: ANY STORE BRAND and the following brands:

- Apple & Eve
- Juicy Juice
- Langers
- Lucky Leaf
- Mott's
- Musselman's
- Old Orchard
- Seneca
- Sesame Street



Juice Blends: ANY STORE BRAND and the following brands and flavors:



- **Juicy Juice:**
 - Apple Raspberry
 - Berry
 - Cherry
 - Fruit Punch
 - Kiwi Strawberry
 - Mango
 - Orange Tangerine
 - Strawberry Banana
 - Tropical



- **Langers:**
 - Apple Berry Cherry
 - Apple Cranberry
 - Apple Kiwi Strawberry
 - Apple Grape
 - Apple Orange Pineapple
 - Disney Apple Cranberry Grape



- **Old Orchard:**
 - Acai Pomegranate
 - Apple Cranberry
 - Berry Blend
 - Blueberry Pomegranate
 - Cherry Pomegranate
 - Peach Mango
 - Wild Cherry



- **Sesame Street:**
 - Cookie Monster's Berry
 - Elmo's Punch



CANNOT BUY:

- Grape juice (except in juice blends)
- Refrigerated cartons

100% JUICE

GOOD SOURCES OF VITAMIN C

11.5 OZ.

CAN BUY

CONCENTRATES SHELF STABLE

WELCH'S

Any Flavor



11.5 OZ. – 12 OZ.

CONCENTRATES FROZEN

APPLE



ANY STORE BRAND and the following brands:

- Langers
- Old Orchard
- Seneca

GRAPEFRUIT, ORANGE, PINEAPPLE – ANY BRAND



GRAPE



Purple and White: ANY STORE BRAND and the following brands:

- Langers
- Old Orchard
- Welch's

JUICE BLENDS – ANY STORE BRAND

DOLE:

Any flavor

LANGERS:

Autumn Blend
Spring Blend
Summer Blend
Winter Blend

OLD ORCHARD:

All flavors with dark green lid

WELCH'S:

All flavors with yellow lid

16 OZ.

CAN BUY

ANY BRAND

CONCENTRATES FROZEN



APPLE



GRAPEFRUIT, ORANGE, PINEAPPLE



JUICE BLENDS

VEGETABLES & FRUITS

GOOD SOURCES OF VITAMINS



FRESH VEGETABLES AND FRUITS

- Any variety of fresh vegetables and fruits
- May be whole or cut up
- Bagged salad mixtures, bagged vegetables
- Checks will specify 'Fresh Only' or 'Fresh/Frozen/Canned'
- Organic vegetables are allowed
- Some checks for infants will specify "1-4 counts" of bananas. A "count" is equal to one banana. Example: 3 counts of bananas = 3 bananas.



CANNOT BUY:

- Items from the salad bar
- Party trays, fruit baskets, decorative vegetables and fruits
- Dried fruits and vegetables
- Nuts, including peanuts, fruit/nut mixtures
- Herbs, spices, salad dressing



PAY THE DIFFERENCE ON WIC VEGETABLE & FRUIT CHECKS

DID YOU KNOW? You may pay the difference when the cost of your vegetables and fruits is **MORE** than the dollar value printed on the WIC check.

VEGETABLES & FRUITS

GOOD SOURCES OF VITAMINS



TIP

HOW TO GET MORE FOOD?...

WEIGH THEM!



PLACE the item on the scale.

ROUND the weight **up to** the nearest pound or half pound.

ESTIMATE the cost of the item based on the chart below.

CHART FOR FRESH PRODUCE

Price per Pound (lb.)	1 lb.	1½ lbs.	2 lbs.	2½ lbs.	3 lbs.	3½ lbs.	4 lbs.
0.49	0.49	0.74	0.98	1.23	1.47	1.72	1.96
1.39	1.39	2.09	2.78	3.48	4.17	4.87	5.56
1.49	1.49	2.24	2.98	3.73	4.47	5.22	5.96
1.59	1.59	2.39	3.18	3.98	4.77	5.57	6.36
1.69	1.69	2.54	3.38	4.23	5.07	5.92	6.76
1.79	1.79	2.69	3.58	4.48	5.37	6.27	7.16
1.89	1.89	2.84	3.78	4.73	5.67	6.62	7.56
1.99	1.99	2.99	3.98	4.98	5.97	6.97	7.96
2.09	2.09	3.14	4.18	5.23	6.27	7.32	8.36
2.19	2.19	3.29	4.38	5.48	6.57	7.67	8.76
2.29	2.29	3.44	4.58	5.73	6.87	8.02	9.16
2.39	2.39	3.59	4.78	5.98	7.17	8.37	9.56
2.49	2.49	3.74	4.98	6.23	7.47	8.72	9.96

EXAMPLE: Four pears weigh 1.6 pounds (lbs.). The price is \$1.59 per pound.

ROUND up to 2 lbs. Find 2 lbs. on top row. On the left green column, trace down to \$1.59 (which is the price per lb. in this example).

THE ESTIMATED TOTAL FOR THIS ITEM IS: **\$3.18**

VEGETABLES & FRUITS

GOOD SOURCES OF VITAMINS

CAN BUY

ANY
BRAND

FROZEN VEGETABLES



- Any brand
- Any container/package type
- Any size
- Vegetable must be the first ingredient
- Any variety of vegetable, vegetable mixtures
- Frozen beans, peas and lentils are allowed
- With or without salt

TIP

Did you know?

Frozen vegetables and fruits have a longer shelf life and are just as nutritious as fresh vegetables and fruits.



CANNOT BUY:

- Cheese sauce; any other type of sauce
- Breaded
- Added sugars, fats or oils

VEGETABLES & FRUITS

CAN BUY

ANY
BRAND

FROZEN FRUITS



- Any brand
- Any container/package type
- Any size
- Fruit must be the first ingredient
- Any variety of fruit, fruit mixtures
- Ingredients **other** than fruit
- Added sugar
- Any syrup (corn syrup, high fructose corn syrup, maltose, dextrose, sucrose, honey, maple syrup, etc.)



VEGETABLES & FRUITS

GOOD SOURCES OF VITAMINS

CAN BUY

ANY
BRAND

CANNED VEGETABLES

- Any brand
- May be regular or low sodium/salt
- Any variety of vegetable, vegetable mixtures
- Any size
- Any container/package type
- Vegetable must be the first ingredient
- Canned tomatoes (paste, puree, whole, crushed, stewed, diced, sauce, salsa)



TIP

To lower salt intake, rinse canned vegetables.



CANNOT BUY:

- Pickled or creamed vegetables (including corn)
- Baked beans, pork and beans
- Soups
- Ketchup, relishes, olives
- Products with added fats, oils, sugars, meats, syrups, condiments
- Mature legumes such as black beans, garbanzo beans and kidney beans, may not be purchased with a WIC Vegetable and Fruit check; you may use your WIC check that says "Beans, Peas, Lentils" to purchase these types of foods.

VEGETABLES & FRUITS

GOOD SOURCES OF VITAMINS

CAN BUY

ANY
BRAND

CANNED FRUITS

- Any brand packed in water or juice
- Any variety of fruit, fruit mixture
- Any size/container/package type (except single-serving pouches)
- Fruit must be the first ingredient
- Applesauce—“no sugar added” or “unsweetened” varieties only



CANNOT BUY:

- Cranberry sauce, pie filling
- Any syrup (heavy, light, “naturally light”, extra light, etc.)
- Added sugars
- Added salt, fat, oils
- Single-serving pouches

CEREALS

GOOD SOURCE OF IRON, B VITAMINS, AND OTHER NUTRIENTS

CAN BUY

All cereals are 'whole grain' unless marked with the symbol: *

- Purchase 12-ounce boxes or larger



CANNOT BUY:

- Organic cereal
- Boxes with single-serving packets



To increase fiber intake, choose whole grain cereal.

COLD CEREAL NATIONAL 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-Wheat's
Original
(Little Bites)

Kemach:



Corn
Flakes*



Toasted
Oats



Wheat
Flakes

CEREALS

GOOD SOURCE OF IRON, B VITAMINS, AND OTHER NUTRIENTS

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

The Many Ways to Buy
TIP
36
Ounces of Cereal

MIX & MATCH

$$12 \text{ oz.} + 12 \text{ oz.} + 12 \text{ oz.} = 36 \text{ oz.}$$

$$12 \text{ oz.} + 24 \text{ oz.} = 36 \text{ oz.}$$

$$18 \text{ oz.} + 18 \text{ oz.} = 36 \text{ oz.}$$

$$20.4 \text{ oz.} + 15.6 \text{ oz.} = 36 \text{ oz.}$$

CEREALS

CEREALS

GOOD SOURCE OF IRON, B VITAMINS, AND OTHER NUTRIENTS

CAN BUY

All cereals are 'whole grain' unless marked with the symbol: *

COLD CEREAL STORE BRANDS

Any store brand can be purchased for the following kinds of cereals:

Corn Flakes* - Plain

Multigrain Flakes with Oat Clusters*
(with or without almonds)

Also called: Honey Crunchin' Oats,
Honey & Oats, Honey Oat Clusters,
Honey Oats & Flakes, Krispy Honey-Oats,
Oats & More, Oats & Honey

Oat O's - Plain. Also called: Toasted
Oats, Tasteeos, Oats & O's

Oat Squares - Plain. Also called:
Crisp Oat Squares, Crunchy Oat
Squares, Oat Crisps

Shredded Wheat - Plain or Frosted

Wheat Flakes - Plain

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



CEREALS

GOOD SOURCE OF IRON, B VITAMINS, AND OTHER NUTRIENTS

CAN BUY

HOT CEREALS



Cream of Wheat Whole Grain
(2 1/2 minute)



Instant Maple Oatmeal
Vermont Style Maple Oatmeal



Instant Oats with Iron

CEREALS

WHOLE GRAIN – BREADS

GOOD SOURCE OF FIBER AND B VITAMINS

BREADS

16 OUNCE PACKAGES



1 POUND (1 LB.) IS THE SAME AS 16 OUNCES (16 OZ.)

Bread sizes are usually marked at the bottom front of bread package.



- Flax & Grain Bread



- 100% Wheat Bread with Flax



- Franczoz Health Bread
100% Whole Wheat
- Franczoz Health Bread
Germinated Whole Wheat



- 100% Whole Wheat
- Westphalian Style Pumpernickel
- Danish Style Pumpernickel
- European Style Whole Grain
- Cocktail Whole Grain
- Cocktail Rye
- Cocktail Pumpernickel
- 100% Rye Rye-Ola Flax
- 100% Rye Rye-Ola Pumpernickel
- 100% Rye Rye-Ola Black Rye
- 100% Rye Rye-Ola Sunflower Bread



- Multigrain Bread
- Wheat Wholegrain Bread



- 100% Whole Wheat
- 100% Multigrain Bread (All Natural)



- Whole Wheat bread
- Whole Wheat rolls

WHOLE GRAIN - BREADS

WHOLE GRAIN – BREADS

GOOD SOURCE OF FIBER AND B VITAMINS

CAN BUY

BREADS

16 OUNCE PACKAGES

All of these brands offer **100% Whole Wheat** bread that is NYS WIC approved!



Gourmet



Penn Street



Stop&Shop

No salt added or
In store fresh



Must be:
Stone Ground
Hamotzie,
or Mezonos



Must be:
Hamotzie,
Mezonos,
or Rolls



WHOLE GRAIN - BREADS

WHOLE GRAIN – TORTILLAS

GOOD SOURCE OF FIBER AND B VITAMINS

CAN BUY

TORTILLAS

16 OUNCE PACKAGES



- White Corn Tortillas
- Yellow Corn Tortillas



- White Corn Tortillas



- Corn Tortillas



- Whole Wheat (Flour Gordita
Whole Wheat) Tortillas



- Soft White Corn Tortillas
- 100% Whole Wheat Flour Tortillas



- 100% Whole Wheat Tortillas



- White Corn Tortillas



- White Corn Tortillas



- Whole Wheat Tortillas



- Corn Tortillas
- 100% Whole Wheat Fajita Flour
- 100% Whole Wheat Soft Taco Flour

WHOLE GRAIN - TORTILLAS

WHOLE GRAIN – TORTILLAS

GOOD SOURCE OF FIBER AND B VITAMINS

CAN BUY

TORTILLAS

16 OUNCE PACKAGES



- 100% Whole Wheat with Honey Tortillas



- 100% Whole Wheat Flour Tortillas



- Corn All Natural Tortillas



- Whole Wheat Tortillas



- Whole Wheat Flour Tortillas



- White Corn Tortillas (Shelf Stable & Dairy)
- Whole Wheat Flour Tortillas



- 100% Whole Wheat Flour Tortillas



- Whole Wheat Tortillas



- Whole Wheat Tortillas



- Corn Tortillas

WHOLE GRAIN - TORTILLAS

WHOLE GRAIN – BROWN RICE

GOOD SOURCE OF FIBER AND B VITAMINS

CAN BUY

ANY
BRAND



BROWN RICE

14-16 OUNCE OR
28-32 OUNCE PACKAGES

- Plain brown rice in boxes or bags
- May be instant, quick, or regular cooking



.....
CANNOT BUY:

- Added ingredients such as fats, oils, salt, or sugars

WHOLE GRAIN – PASTA

GOOD SOURCE OF FIBER AND B VITAMINS

CAN BUY

ANY
BRAND



WHOLE WHEAT PASTA

16 OUNCE PACKAGE ONLY

- Whole wheat pasta in any style or shape
- Made from whole wheat or whole wheat durum flour
- Organic is allowed



.....
CANNOT BUY:

- Added ingredients such as fats, oils, salt, or sugars

BREASTFEEDING WIC CAN HELP



Deciding to breastfeed is important. Breastfeeding is the natural way for a mother to feed her baby. Breastfeeding is more than food; it is an essential part of overall good health. Breastfeeding connects a mother and her child with an unbreakable bond that will last a lifetime. It creates a relationship that provides protection, nutrition, and comfort. The American Academy of Pediatrics recommends exclusive breastfeeding for the first 6 months of life and continued breastfeeding through 12 months and beyond. Breast milk and complementary foods available through WIC will help a baby continue to grow into a strong and healthy child.

WIC provides support through:

- counseling and education by breastfeeding experts at WIC local agencies
- peer counseling by women who have breastfeeding experience and can provide breastfeeding support to other mothers
- an enhanced food package for a full year, designed to support a breastfeeding mother's milk supply
- an increased food package for a breastfed baby at 6 months of age when s/he begins to eat complementary foods
- a variety of breast pumps for mothers who need to express their breastmilk
- a breastfeeding friendly environment at WIC where breastfeeding mothers know they are supported



INFANT/BABY FOOD

Visit: www.breastfeedingpartners.org.

INFANT FOODS

GOOD SOURCE OF IRON, ZINC AND VITAMINS

CAN BUY

INFANT FORMULA

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

TIP

PREPARING FORMULA (Powder & Concentrate)

- Follow the directions on the formula container for mixing
- Store prepared formula in the back of the refrigerator (the coldest area)
- NEVER save and reheat an old bottle that your baby did not finish

CAN BUY

INFANT CEREAL

8 & 16 OUNCE CONTAINER

Gerber Cereal for Baby



Allowed Varieties:

- Oatmeal
- Rice
- Whole Wheat
- Multigrain



CANNOT BUY:

Organic, extra ingredients such as DHA, fruit, formula, or added protein

INFANT FOODS

GOOD SOURCE OF IRON, ZINC AND VITAMINS

MEATS 2.5 OUNCE CONTAINERS



FEEDING YOUR BABY

- Make sure your baby is sitting up while eating. High chairs are best.
- Never leave your baby alone while eating.
- Quietly talk to and encourage your baby while eating. Make eye contact.

BeechNut.



Gerber.



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

KOSHER BABY FOOD MEATS:

If printed on your WIC check (or if the store does not carry Beech-Nut or Gerber)

FIRST CHOICE: Chicken with Gravy, Turkey with Gravy

VEGETABLES AND FRUITS

4 OUNCE CONTAINERS

BeechNut.



Gerber.



BEECH-NUT OR GERBER:

Any single fruit or vegetable
Any combination of different vegetables and fruits

Two-packs of baby food counts as two containers.



CANNOT BUY:

Organic, pouches, mixtures including non-fruit or non-vegetable ingredients such as meat, yogurt, rice, noodles

SHOPPING Q&A

Q. What if I do not want all of the foods on a check?

A. If you do not expect to use all of the foods, please ask a WIC nutritionist to change your food package.

Q. Can I use coupons with WIC checks at the grocery store or pharmacy?

A. Yes! You may also use a store's savings card with your WIC checks.

Q. If the store is out of an item, can I get a rain check?

A. No! Stores may not give you a rain check for WIC foods. If a store doesn't have all the WIC foods listed on your check, ask the store manager if the foods are in stock. You may have to go to another store if all foods are not available.

Q. If my checks expire can they be replaced?

A. No! Make sure you use your WIC checks within the valid dates allowed. After they expire, they cannot be re-issued.

Q. What if I'm asked to sign the WIC check before the transaction is complete?

A. Don't! Checks should not be signed/dated until the cashier writes the total purchase price in the "Pay Exactly" box.

SHOPPING CHECKLIST

Before you shop make sure you have:

- Your WIC ID card
- This WIC Foods Guide
- Your **UNSIGNED** WIC checks with valid dates

While Shopping:

- Look carefully at what is listed on the check.
- Use this WIC Foods Guide to help you select WIC approved foods listed on your check.
- Your WIC check will tell you the size and how many of each product you can get.

Before Checkout:

- Do you have **all the foods** listed on each check that you intend to use? Otherwise, the WIC store cannot process your WIC check.

At the Register:

- Do not use self-checkout, express, or cash only lanes.
- Place your WIC items on the checkout counter grouped together by check.
- Place the matching **UNSIGNED WIC** check on top of each group of these items.
- Tell the cashier you will be using your WIC checks.
- The cashier will write the total cost of your food in the **PAY EXACTLY** box of the check. The cashier will pass the check back to you to sign and date.

What to Bring to Your WIC Appointment

- Proof of identity for each person applying.
- Proof of where you live. The proof must show your actual street address, not a post office box.
- Proof of income for each household member who works. Documentation must be for the last 30 days.
- Proof of your participation in Medicaid, SNAP/Food Stamps or Temporary Assistance to Needy Families (TANF), if using these programs.
- Immunization records for children.
- Confirmation of pregnancy – a statement from your health care provider with your baby’s due date.
- Any WIC medical forms given to you by your health care provider.



How do I get my child to eat more vegetables and fruits?

1. Make it fun:

Offer colorful foods, or arrange foods in patterns on the plate.

2. Get them involved:

Shop with your child and have them choose a new fruit or veggie. Cook together and let them help with preparation.

3. Provide easy access:

Cut up some fruits and veggies, and keep it in a covered bowl in the fridge. Your child can easily grab a healthy snack when hunger strikes.

USDA Nondiscrimination Statement

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotape, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at: http://www.ascr.usda.gov/complaint_filing_cust.html, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter 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;
- (2) fax: (202) 690-7442; or
- (3) email: program.intake@usda.gov.

This institution is an equal opportunity provider.

For other complaints contact:

- (1) mail: WIC Program Director
NYSDOH, Riverview Center Room 650,
150 Broadway, Albany, NY 12204; or
- (2) phone: The Growing up Healthy Hotline at 1-800-522-5006; or
- (3) email: NYSWIC@HEALTH.NY.GOV

Participants who make false or misleading statements or withhold information on purpose to get WIC benefits, who participate in more than one WIC program, who sell or give away WIC foods or formula, or who sell or give away WIC checks may have to pay the State back for the benefits received improperly and may be legally prosecuted by New York State or federal officials.

WHAT CAN YOU DO IF YOU SUSPECT FRAUD?

Call the Toll Free Hotline

1-877-282-6657

or email

foodfraud@health.ny.gov

You may report your concerns anonymously.

PLACE WIC CHECK HERE

PARTICIPANT RESPONSIBILITIES

Participants must:

- provide WIC staff with true and accurate information for determining eligibility, to the best of their knowledge
- agree to allow WIC Program staff to check that the information provided is correct by contacting employers or other sources
- notify the WIC office if any information provided to WIC changes
- only participate in one WIC Program
- not sell or give away WIC food, formula or WIC checks

Tell a friend or relative about WIC!

For more information about WIC:

Call

1-800-522-5006

Email

nyswic@health.ny.gov

Visit us on the web at

www.health.ny.gov/wic

www.breastfeedingpartners.org

or contact your local WIC office.

*An electronic version of this guide
is available in 21 languages and can
be downloaded from the website.*

