



Women, Infants & Children

AN OVERVIEW OF THE FEDERAL & STATE WIC
PROGRAMS AS RELATES TO JUICES

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WIC Program Overview

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides Federal grants to States for supplemental foods, health care referrals, and nutrition education for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk.



- About 8 Million people currently receive WIC benefits – over half of them children
- Participants must meet low-income eligibility requirements and be deemed at some sort of nutritional risk
- In most states checks, vouchers or electronic benefits cards are given to participants to purchase specific foods each month that are designed to supplement their diets
- Foods can only be purchased through WIC-authorized vendors
- In a few states, WIC agencies distribute food through particular warehouses or distribute through home delivery

WIC Food Packages

WIC food packages provide supplemental foods designed to meet the special nutritional needs of participants. Each food category included in the WIC program has designated approved foods and maximum monthly allowances of each food for participants. Juice is one of the food categories provided to women and children aged 1-4.

Single-Strength Juice - Maximum Monthly Allowances			
CHILDREN	WOMEN		
Food Package IV: 1-4 Years Old	Food Package V: Pregnant & Partially Breastfeeding	Food Package VI: Postpartum (up to 6 months)	Food Package VII: Fully Breastfeeding
128 fl oz = 2 x 64 oz bottles	144 fl oz = 3 x 48 oz bottles AND/OR 11.5-12oz frozen concentrates	96 fl oz = 2 x 48 oz bottles AND/OR 11.5-12oz frozen concentrates	144 fl oz = 3 x 48 oz bottles AND/OR 11.5-12oz frozen concentrates

- Approved Food categories and Food Package allowances are set at the federal level.
- Women’s Food Packages allow for either 144 ounces or 96 ounces of juice each month
- Women’s juice allowances are divisible by 48, so to maximize their benefits, most states approve 12oz frozen juice concentrates that reconstitute to 48 ounces, and some states also approve 48oz shelf-stable juice
- Depending on whether or not she is breastfeeding, a mother on WIC can receive 2 or 3 frozen juice cans (or 48oz bottles) per month
- Children’s Food Packages allow for 128 ounces of juice each month, and this is typically met through 2 64oz shelf-stable juices



WIC-Approved Juices

Federal Requirements mandate only that WIC-Approved juices must contain 100% unsweetened, pasteurized juice and that they must contain 120% DV Vitamin C per 8-ounce serving. Each state dictates any additional requirements.

WIC ELIGIBILITY REQUIREMENTS FOR JUICES

FEDERAL REQUIREMENTS

- 100% Juice
- Unsweetened
- Pasteurized
- 120% DV Vitamin C per 8oz serving

STATE REQUIREMENTS (varies by state)

- May limit to specific flavors
- May limit to specific brands or only allow store brands
- May restrict added nutrients
- Sets maximum pricing requirements
- May require a minimum level of distribution

- Each state WIC program operates independently and on its own timeline & makes its own decisions on which items it will approve
- States typically review WIC Approved Foods Lists every 1-2 years and consider new items for approval
- Manufacturers must submit product information to each state within the designated review period
- Each state publishes its own WIC Approved Food List (often with a pictorial Shopping Guide), outlining the specific food items WIC participants are allowed to purchase through the program
- States may list specific approved brands/flavors, may allow “any brand” for a given item, may limit to only store/private label brands, or require participants to purchase the “Least Expensive Brand” (as designated by the retailer or as it happens to be at time of purchase).



Minimum Stocking Requirements

Vendors are required by Federal regulations and WIC State agencies to stock a minimum amount of WIC foods to help ensure that a WIC participant will be able to take advantage of all of the benefits available. State agencies vary greatly in the quantities and types of foods that they require vendors to maintain.

- Each state establishes its own minimum stocking requirements for WIC authorized vendors
- Information can typically be found on states' WIC websites under "Vendor Management"
- Stores must meet minimum stocking requirements to remain an authorized vendor and WIC may periodically audit stores to verify compliance
- Stocking requirements may vary by store size/type
- **Requirements are typically low** and are determined by food category, e.g. Juice
- **Vendors are NOT required to carry every approved item, flavor or brand**
- Although it varies greatly by state, most WIC agencies only require that a store carry 1-2 flavors of WIC-approved frozen juice and shelf-stable juice, and that 6-10 cans and bottles be available on hand



Appendix: Examples

Below are a few examples of WIC Approved Food Lists, outlining how some states designate their Approved Juices – as well as examples of minimum stocking requirements.

JUICE FOR WOMEN

POURABLE CONCENTRATES
11.5 ounce, 100% juice, no added sugar

WELCH'S
Apple
Fruit Fantastic
Grape
Tropical Orange
Passion

FROZEN CONCENTRATES
11.5-12 ounce, 100% juice, no added sugar

OLD ORCHARD
Any Flavor with Green Pull Strip

TREE TOP
Apple

WELCH'S
100% Grape
100% White Grape
100% White Grape Raspberry
100% White Grape Peach

ALWAYS SAVE
100% Apple

BEST CHOICE
100% Apple

GREAT VALUE
100% Apple

MARKET PANTRY
Apple

SIGNATURE KITCHENS
100% Apple

ANY "STORE BRAND"
100% Grapefruit
100% Orange

MAY BUY:
Calcium fortified juice

If the Store Brand or Private Label is not available, then Brand Name frozen orange or grapefruit is allowed.

100% juice (fruit or vegetable) and at least 120% Vitamin C

FROZEN CONCENTRATE

11.5 oz. - 12 oz. *For women only*



Apple Juice



Grape Juice
Purple or White



Grapefruit Juice
White or Pink



Orange Juice



Welch's Juice
Any Flavor with Yellow Tab



Old Orchard Juice
Any Flavor with Green Tab



Dole Juice
Any Flavor

Juice WIC Approved

Look For:

- 100% Juice - 120% vitamin C
- Added calcium & vitamin D are allowed

Don't Buy:

- Juice cocktails
- Apple cider
- Juice with sugar or sweetener

Juice (Plastic)

For Children 64 oz. - For Women 48 oz.

- Apple - Orange Pineapple - Purple Grape
- Grapefruit - Pineapple - White Grape
- Orange - Pineapple Mango
- Orange Mango - Vegetable

Frozen Juice

For Children 16 oz. - Orange

For Women 11.5 oz. - 12 oz.

- Apple - Orange
- Grapefruit - Purple Grape
- Orange - White Grape

BOTTLED JUICE and CONCENTRATE JUICE

CAN BUY

Any brand pasteurized juice in authorized flavors, sizes, and forms listed below. Must have "100% Juice" and "120% Vitamin C" (or more) on the front label. Added Calcium and/or Vitamin D are allowed:

- 64 oz bottled (ready to drink) containers or
- 11.5 oz, 12 oz, or 16 oz concentrate (frozen or non-frozen) containers

Apple

- Cranberry
- Grape
- Red, Purple, or White
- Grapefruit
- Ruby Red, Pink, or White*
- Orange*
- Pineapple
- Prune

Tomato

- Regular, low sodium, or spicy

Vegetable

- Regular, low sodium, or spicy

Juice Blends

- Juice that is named as two or more authorized flavors on the front label, such as Cranberry-Grape, Apple-Grape, or Cran-Apple

* Orange juice and White Grapefruit juice are not required to have "120% Vitamin C" on the front label.

CANNOT BUY

- Any other flavor, type, or size of juice
- Juice not labeled as listed above
- Refrigerated juice
- Diet, light, or lite juice
- Organic juice
- Cider
- Juice with added ingredients or supplements, such as caffeine, carnitine, chromium, DHA, echinacea, ginkgo biloba, ginseng, guarana, St. John's wort, taurine, or wheatgrass

Helpful Hint

To get the most juice:

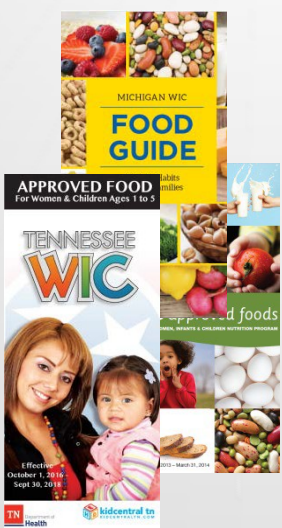
- For children, choose 64 oz bottles or 16 oz frozen containers.
- For women, choose 11.5 oz or 12 oz frozen or non-frozen containers.

SAMPLE MINIMUM STOCKING REQUIREMENTS:

100% juice	(1)	Eight (8) - 11-12 oz frozen in at least two varieties	11-12 oz – frozen concentrate	Only brands and varieties listed on WIC Approved Food List
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At least 2 flavors in 64 oz. bottles AND 2 flavors in 48 oz. bottles and/or 11.5 – 12 oz. concentrate. See WIC Food Guide for allowed brands, flavors and sizes. 10 Bottles 64 oz AND 5 Bottles 48 oz and/or 11.5-12 oz conc.

2) Frozen Juice Concentrate or Pourable Juice Concentrate	6 total of Frozen Concentrate and/or Pourable Juice Concentrate Must have at least 2 varieties
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MICHIGAN WIC FOOD GUIDE

TENNESSEE WIC APPROVED FOOD For Women & Children Ages 1 to 5



Learn more at:
<http://www.fns.usda.gov/wic/>

Updates from Old Orchard at:
oldorchard.com/wicupdates

WIC PROGRAM OVERVIEW

WIC is a government-funded supplemental foods program for low income families with young children who are deemed to be at nutritional risk. WIC participants receive a list each month of the WIC-Approved food items and brands they are allowed to buy through the program at participating retailers. About 8 Million people currently receive WIC benefits.

FOOD PACKAGES & ALLOWABLE JUICE SIZES

The USDA has created different Food Packages, which are given based on the individual's life stage. These Food Packages outline for the participant the maximum monthly allowances of each approved food category. For juice, current maximum monthly allowances are divisible by 64oz or 48oz, depending on the package the individual qualifies for. As such, State WIC Departments typically allow the following juice sizes:

- 11.5-12oz frozen juice concentrates (that reconstitute to 48 fl oz)
- 48oz shelf-stable juice (only a minority of states offer this option)
- 64oz shelf-stable juices

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FEDERAL JUICE GUIDELINES

Federal guidelines require that juice products contain 100% Juice and 120% DV Vitamin C per 8-ounce serving to be eligible as a WIC-Approved food.

WIC APPROVED FOODS

Beyond the Federal requirements, each state operates its own WIC program and creates its own list of approved products for each WIC-approved food category. Each state may add additional eligibility requirements for an item to be WIC-Approved, such as minimum distribution requirements, maximum allowable prices, or specific flavors or brands. While there is no standard timeline, typically each state will review their WIC-Approved Foods List every 1-2 years and request information from manufacturers to determine which items should be approved on the next list. WIC participants may only purchase items on the list.

MINIMUM STOCKING REQUIREMENTS

Each state also sets Minimum Stocking Requirements for each food category that must be met by WIC authorized retailers. Retailers do NOT have to stock every allowable SKU or even every allowable flavor. For juice, most states simply require that stores have on hand a minimum of 1-2 WIC-Approved juice flavors in shelf-stable and frozen and 6-10 bottles and cans. **Careful attention should be given to these requirements, as they do vary greatly by state.**