



SHOPPING GUIDE

Effective October 1, 2019



BEFORE YOU SHOP

Shop for WIC foods at authorized Nevada WIC Vendors which display the “WIC Accepted Here” door decal. Authorized vendors can be found at: **nevadawic.org/wic-stores**

Know your WIC food benefit balance. Use the WICShopper app, your shopping list, your last receipt, or call the EBT card helpline at: **NV WIC: 1-844-892-2932 or ITCN WIC: 1-844-892-2931**

Choose only WIC-approved items from this brochure and make sure you know the correct quantities. Vendors may not carry all items listed and/or pictured.

All WIC purchases are final, unless the item(s) purchased were expired or damaged.

For additional assistance locating specific WIC-approved item UPC codes, scan the item with the WICShopper app or visit our webpage: **nevadawic.org/approved-foods**

SAVE MONEY

Use coupons, store promotions, savings cards and any other type of discounts.

You can use “Buy One, Get One Free” promotions or “Buy One, Get One Half Off,” etc. for your WIC items.

The more you save, the more people WIC can serve!

YOUR EBT CARD

Handle your WIC EBT card carefully - treat it like it is a debit card.

Lost or stolen WIC benefits **cannot** be replaced. If you lose your WIC EBT card, call your local WIC clinic for a replacement card.

Please call your local WIC clinic to make any changes to your WIC benefits – food substitutions may not be made at the store.

WIC foods **cannot** be returned to the store for cash, credit or exchanges for other food items.

WICSHOPPER

Simplify Your WIC Shopping

- 1 Install "WICShopper" from your app store
- 2 Select your WIC Agency
- 3 Register using the 16 digit number on the front of your eWIC card
- 4 View your remaining benefits and scan products to make sure they are eligible items for you
- 5 View your food list, recipes and more right from the app!





LEARN MORE BY VISITING:

EBTShopper.com



@WICEBTShopper



WICEBTShopper



Use this QR code with your smartphone to go directly to the WICShopper App. Download a free QR code scanner in your app store and scan the code to get started.

DAIRY

MILK

All milks are required to be the least expensive WIC-approved brand available.

- Pasteurized fluid cow's milk
- Nonfat (fat-free)
- 1% (low-fat)
- Whole



Quart = 32 oz. Half-gallon = 64 oz. Gallon = 128 oz.

Only if Specified on Shopping List:

- Fresh, evaporated or powdered goat's milk
- Powdered (vitamins A&D fortified)
- Evaporated (vitamin D fortified)
- Fluid lactose-free
- Ultra-High Temperature Processed (UHT)

NO: Flavored or organic milk

TIPS: Whole milk is issued only for children under the age of 2 years.

Women and children over the age of 2 are issued low-fat (1%) or fat-free milk only. This also applies to lactose-reduced or lactose-free milk.

CHEESE Any WIC-approved brand, 16 oz. ONLY

- Sliced or block
- Regular, reduced-fat or fat-free
- Jack
- Longhorn
- Mozzarella (regular or string)
- Cheddar
- Colby
- Processed American
- Any combination of the above

NO: Organic, individually wrapped slices, imported, deli cut-to-order, shredded, cheese food product, cheese spread or flavored cheese



EGGS Dozens ONLY

All eggs are required to be the least expensive WIC-approved brand available.

- Grade AA
- White
- Large ONLY (if large is unavailable, substitute medium)
- Chicken eggs ONLY



YOGURT

Any WIC-approved brand, 32 oz. maximum

- Whole
- Non-fat
- Low-fat
- Greek

FLAVORS:

Plain, Vanilla, Fruit (various)



NO: Drinkables, organic, dessert or candy flavors (key lime pie, etc.), yogurt in a tube, yogurt with fruit on the bottom, “light” or “lite” yogurt, artificial sweeteners, mix-ins (granola, candy, nuts, etc.) or whipped yogurt

TIPS: Whole milk yogurt is issued only for children under the age of two years.

Women and children over the age of two are issued low-fat (1%) yogurt or non-fat yogurt ONLY.

WAYS TO GET YOUR 32 OZ. OF YOGURT



16 oz. + 16 oz. = 32 oz.



32 oz.

SOY

BEVERAGES

8th Continent Soymilk

- Half gallon (64 oz. container)
- Original or Vanilla



Silk

- Half gallon (64 oz. container)
- Original ONLY



Pacific Ultra Soy

- Shelf Stable
- Quart Size (64 oz. container)
- Original ONLY

TIPS: 8th Continent Soymilk and Silk brands are usually found in the refrigerated section near the milk.





TOFU 16 oz. ONLY

House Foods

- Extra Firm
- Firm
- Medium Firm

Azumaya

- Firm ONLY



NO: Organic tofu

ONLY:

- Plain
- Calcium-set
- Refrigerated
- Water-packed

TIPS: Tofu can most often be found in a refrigerated case in the produce section or in the natural foods section.

COLD CEREALS

Box/Bag Size: 12 oz. or larger, 36 oz. maximum

GENERAL MILLS



KELLOGG'S CEREAL



POST CEREAL BRANDS



HOT CEREALS

Box Size: 11.8 oz. or larger

CREAM OF WHEAT



FARINA MILLS



MALT-O-MEAL



QUAKER OATS



TIPS: WIC-approved cereals are low in sugar and have essential nutrients, vitamins and minerals.

WIC cereals are a good source of iron and B vitamins.

WAYS TO GET YOUR 36 OZ. OF CEREAL



24 oz. + 12 oz.
= 36 oz.



18 oz. + 18 oz.
= 36 oz.



20.4 oz. + 15.5 oz.
= 36 oz.



20 oz. + 16 oz.
= 36 oz.



12 oz. + 12 oz. + 12 oz.
= 36 oz.

FRUITS & VEGETABLES



Any WIC-approved brand of canned, frozen or fresh fruits and vegetables.

Whole, cut or mixed fruits and vegetables.

Organic fruits and vegetables are allowed.

NO:

- Herbs
- Dried fruits or vegetables
- Added sugar, fats or oils
- Added sauce, dressings
- Nuts or croutons
- Creamed or pickled vegetables
- Added rice, meat, pasta or noodles
- French fries or tater tots
- Breaded vegetables
- Fruits or vegetables from the salad bar
- Fruit baskets
- Party vegetable trays
- Ornamental/decorative fruits or vegetables (such as chili peppers on a string, garlic on a string, gourds or painted pumpkins)

THINGS TO REMEMBER:

Canned fruits and vegetables **cannot** contain added sugars including:

- Corn syrup
- High fructose corn syrup
- Maltose
- Dextrose
- Sucrose
- Honey
- Maple syrup

TIPS: Check store sale ads and buy produce when in season.

Do not buy produce that is bruised or damaged.

Store brands of canned and frozen fruits and vegetables are often less expensive.

If you would like to find approved UPCs for canned or frozen fruits and vegetables, scan the item with your WICShopper app or go to: **nevadawic.org/approved-foods**





LOOK FOR ITEMS WHICH SAY:

“In its own juice” “Naturally sweet”

“Unsweetened” “100% pure fruit and juice”

THESE ITEMS ARE ALLOWED!

**USE THE CHART BELOW TO HELP YOU
ESTIMATE THE COST OF YOUR FRESH
FRUITS AND VEGETABLES.**



1. Place the item on the grocery scale.
2. Round the weight up to the nearest pound or half pound.
3. Estimate the cost of the item based on the chart.

Price per lb.	1 lb.	1.5 lbs.	2 lbs.	2.5 lbs.	3 lbs.	3.5 lbs.	4 lbs.
0.49	0.49	0.74	0.98	1.23	1.47	1.72	1.96
0.59	0.59	0.89	1.18	1.48	1.77	2.07	2.36
0.69	0.69	1.04	1.38	1.73	2.07	2.42	2.76
0.79	0.79	1.19	1.58	1.98	2.37	2.77	3.16
0.89	0.89	1.34	1.78	2.23	2.67	3.12	3.56
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
1.99	1.99	2.99	3.98	4.98	5.97	6.97	7.96
2.29	2.29	3.44	4.58	5.73	6.87	8.02	9.16
2.49	2.49	3.74	4.98	6.23	7.47	8.72	9.96



JUICES

(FOR CHILDREN ONLY)

64 oz., fresh or shelf-stable bottled

Unsweetened 100% juice ONLY

JUICY JUICE

- Any flavor 100% Juice



OLD ORCHARD

- Any flavor 100% juice **except** Tart Cherry or Pomegranate



WELCH'S

- White Grape
- Concord Grape
- Red Grape



TOMATO OR VEGETABLE JUICE

- V8 Original
- V8 Low Sodium
- Campbell's Tomato Juice



LANGERS

- Any flavor 100% juice



SENECA

- Apple Juice (Red Label ONLY)



TREE TOP

- Any flavor 100% juice **except** 3 Apple Blend, Honey Crisp or Sweet and Tart Apple Cider



PINEAPPLE OR ORANGE JUICE:

- Least expensive WIC-approved brand available
- Must contain at least 120% of Daily Value (DV) for vitamin C per 8 oz. serving

JUICE CONCENTRATES

(FOR WOMEN ONLY)

11.5 or 12 oz. cans, fresh or frozen pourable concentrates

Unsweetened 100% juice ONLY

WELCH'S

- Any flavor 100% juice with a yellow peel strip



LANGERS

- Apple Juice ONLY



SENECA

- Red Label



TREE TOP

- Green Label ONLY



OLD ORCHARD

- Any flavor 100% juice with a green lid



PINEAPPLE OR ORANGE JUICE CONCENTRATE

- Least expensive WIC-approved brand available
- Must contain 120% of Daily Value (DV) for vitamin C per 8 oz. serving



LEGUMES

PEANUT BUTTER

Any WIC-approved brand, 16-18 oz.

- Creamy
- Chunky
- Salted or Unsalted



NO: Tubes, organic, spreads, added jelly, chocolate, marshmallows, honey or reduced fat

DRY OR CANNED PEAS, BEANS OR LENTILS

Dry beans: Any WIC-approved brand, 16 oz. bag

NO: Bulk, import, seasoned mixes, soup mixes or organic

Canned Beans: Any WIC-approved brand, 14-16 oz. cans

Examples include:

- | | |
|-------------------------|--------------|
| • Black | • Red |
| • Black-Eyed Peas | • Kidney |
| • Navy | • Pinto |
| • Regular or Low Sodium | • Fava |
| • Mung | • Split Peas |
| • Fat-free refried | |

NO: Added fats, oils, meats, baked, pork and beans, soup mix, organic, green or wax beans, frozen green peas, Cajun style, BBQ style, ranch style, chili, snap beans, orange baked beans, flavored beans or added sugars





CANNED FISH

(FOR FULLY BREASTFEEDING MOMS ONLY)

TUNA

Any WIC-approved brand, 5 oz. cans or larger

- Chunk light or water-packed



NO: Albacore, solid, low sodium or diet, pouches or organic

CANNED SARDINES

Any WIC-approved brand, 3.75 oz. cans or larger

- Packed in water, oil, mustard or ketchup



NO: Added seasonings

WHOLE GRAINS

BROWN RICE

Any WIC-approved brand, 16 oz. bag or box ONLY

- Instant, quick or regular cook time
- Short or long grain



NO: Bulk, organic, boil-in-bag or ready-to-serve

100% WHOLE WHEAT BREAD

Any WIC-approved brand, 16 oz. package ONLY

- Whole wheat must be the first ingredient listed
- Loaf of bread



NO: Light bread, buns, rolls, organic



TORTILLAS

16 oz. package, whole wheat or corn ONLY

Whole grain must be the first ingredient listed

Approved brands:

- Kroger Whole Wheat
- Kroger Gluten Free Yellow Corn Tortilla
- Romero Corn
- Romero Whole Wheat
- La Banderita Whole Wheat
- La Banderita Corn
- La Burrita Corn
- Chichi's White Corn
- Carlita Corn
- Carlita Whole Wheat
- Ortega Whole Wheat
- Chichi's Whole Wheat
- Guerrero Corn
- Guerrero Whole Wheat
- MiCasa Whole Wheat
- Mission Corn
- Mission Whole Wheat
- Don Pancho White Corn
- Don Pancho Whole Wheat
- Marcela Valladolid Corn
- Pepito Corn
- Pepito Whole Wheat
- Santa Fe Yellow Corn
- Santa Fe Whole Wheat
- Santa Fe White Corn
- El Buen Gusto White Corn
- Cardenas Ranchera Maiz Blanco
- Cardenas Whole Wheat Tortilla
- Tia Rosa Yellow Corn
- Tia Rosa White Corn
- Tia Rosa Whole Wheat
- Ranchera Corn
- Celiac's Whole Wheat
- Celiac's Corn
- Bucky Badger Whole Wheat
- El Buen Gusto Whole Wheat Tortilla
- El Super Corn Tortilla
- El Super Super Corn Tortilla
- Ozuna Whole Wheat Tortilla
- Signature Kitchen Whole Wheat Flour Tortilla

NO: Organic



100% WHOLE WHEAT PASTA

Any WIC-approved brand, 16 oz. package ONLY

- Whole wheat must be the first ingredient listed
- Any shape

NO: Added salt or fat, bulk, fresh, organic, boil-in-bag, flavored (garlic, spinach, herb, etc.) or ready-to-serve



INFANT FOODS

INFANT CEREAL

Gerber or Beech-Nut 8 oz. boxes ONLY

- Barley
- Rice
- Oatmeal
- Whole Grain
- Whole Wheat
- Mixed Grain
- Multigrain

NO: Added fruit, DHA, single serving or organic

BABY FRUITS AND VEGETABLES

3.5 - 4 oz. container size

Any WIC-approved brand

- Stage/Step 2 or 2 1/2 ONLY
- Single fruits or combinations of fruits
- Single vegetables or combinations of vegetables
- A fruit or vegetable must be listed as the first ingredient

NO: Organic, DHA, desserts, dinners, added sugars, starches or salt

BABY MEATS (For Infants of Fully Breastfeeding Moms ONLY)

2.5 oz. container size

- Beef
- Ham
- Turkey
- Chicken
- Lamb
- Veal

Any WIC-approved brand

- Stage/Step 1 or 2
- Added broth or gravy allowed

NO: Organic, DHA, added sugars or salts, infant food combinations (e.g., meat and vegetables) or dinners (e.g., spaghetti and meatballs)

INFANT FORMULA

- Only brand, type and size specified on shopping list
- No substitutions at store



BREASTFEEDING

SUPPORT AND INFORMATION

A big part of WIC is to help babies have the best start in life. WIC moms are encouraged to breastfeed their babies for at least the first year of life. WIC provides pregnant women and new moms with breastfeeding tips and help. WIC breastfeeding moms also receive:

- More foods than moms who do not breastfeed.
- WIC longer than non-breastfeeding moms.
- One-on-one support from lactation experts and peer counselors (where available).
- Breast pumps and other supplies as needed.

BREAST MILK BENEFITS FOR BABIES

- Reduces the risk of ear infections, SIDS, childhood leukemia, allergic reactions, and stomach problems (less gas, constipation, and diarrhea).
- Reduces the risk of developing chronic diseases including obesity, diabetes, asthma, heart disease, and cancer.

BREAST MILK BENEFITS FOR MOMS

- Saves money on formula and healthcare costs.
- Promotes weight loss after pregnancy (burns up to 600 calories a day).
- Makes diapers less stinky.
- Reduces the risk of breast, ovarian, and uterine cancer.
- Breastfeeding is convenient and always ready, no bottles or mixing required.

PARENTS HAVE QUESTIONS!

WIC can help you reach your breastfeeding goals. Support is available at your local clinic, or you can visit us online at NevadaBreastfeeds.org.

SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS, AND CHILDREN



ITCN WIC
INTER-TRIBAL COUNCIL OF NEVADA
WOMEN INFANT CHILDREN

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