

# 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

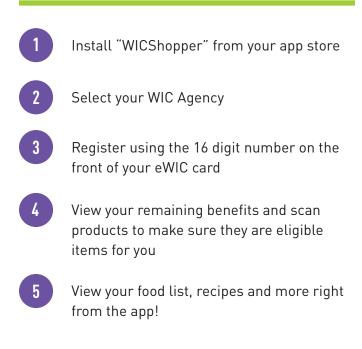
Handle your WIC EBT card carefully - treat it like it is a debit card.

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





# LEARN MORE BY VISITING:

## EBTShopper.com



**GWICEBTShopper** 



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)

#### 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

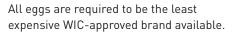
- Sliced or block
- Regular, reduced-fat or fat-free
- Jack
- Longhorn
- Mozzarella (regular or string)
- NO: Organic, individually wrapped slices, imported, deli cut-to-order, shredded, cheese food product, cheese spread or flavored cheese

- Fluid lactose-free
- Ultra-High Temperature Processed (UHT)

- Cheddar
- Colby
- Processed American
- Any combination of the above



#### EGGS Dozens ONLY



- 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





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







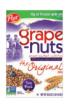














# **HOT CEREALS**

Box Size: 11.8 oz. or larger

## **CREAM OF WHEAT**







## **FARINA MILLS**









# MALT-0-MEAL

Malt.C Meal Original

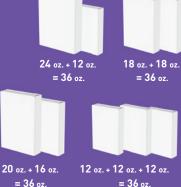


**QUAKER OATS** 

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





# 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
- Sucrose

Maple syrup

• Honey

- Maltose
- Dextrose

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





## **OLD ORCHARD**

Any flavor 100% juice with a green lid



ONLY

# PINEAPPLE OR ORANGE JUICE CONCENTRATE

SENECA

- 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
- Black-Eyed Peas
- Navy
- Regular or Low Sodium
- Mung
- Fat-free refried

- Red
- Kidney
- Pinto
- Fava
- Split Peas

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



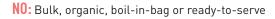
NO: Added seasonings

# **WHOLE GRAINS**

#### **BROWN RICE**

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

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



#### **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
- Celias Whole Wheat
- Celias 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 Turkey Lamb
- Ham Chicken 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







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- 3. Email: program.intake@usda.gov.

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