

VIRGINIA

WIC Food List 2020



Nutrition for a Healthy Future

The foods that you get from Women, Infants and Children (WIC) provide nutrients that are important for good health and development. WIC foods are meant to add to what you already buy and are rich in calcium, protein, iron, fiber, and vitamins A, D, and C. Choose the foods that your family likes based on what is listed on your WIC Shopping List and what is available where you shop. WIC nutritionists will offer tips about feeding your children and ideas to improve your family's health and nutrition.



Successful Shopping Tips

BEFORE YOU SHOP

- Look at your WIC shopping list or recent receipt to check your available benefit balance.
- Check the dates of the benefit period. Shop before the "Last Day to Spend" to prevent unused benefits from expiring.
- Bring your eWIC card, WIC Food List, and WIC shopping list or recent benefit balance to the store.

WHILE YOU SHOP

- Shop for WIC foods at Authorized Virginia WIC Retailers that display the "eWIC Accepted Here" window decal.
- Choose only WIC-approved items from this Food List and make sure you have the correct quantities indicated on your WIC shopping list/benefit balance. Keep in mind that retailers may not carry all of the items listed or pictured.
- Look for WIC shelf labels to identify WIC approved foods in the following categories:
 - Breakfast Cereals
 - 1% and Skim/Fat-Free Milk
 - Cheese
 - Yogurt
 - Peanut Butter
 - Juice



AT THE CHECKOUT

- Some stores require eWIC transactions to be made in specific checkout lanes. Check with customer service if you are unsure which lanes accept eWIC cards as payment.
- Tell the cashier you are using your eWIC card and ask if you need to separate your groceries.
- Use your eWIC card before other forms of payment.
- Keep your receipt after every eWIC card purchase. It shows your available food benefit balance and the Last Day to Spend (LDTs) your current benefits.



Fruits and Vegetables



Cash Value Benefits are used to purchase WIC-eligible fruits and vegetables. These include fresh, frozen, and canned fruits and vegetables. Your cash value benefits will appear on your shopping list as a dollar amount. If the cost of your fruits and vegetables are more than the dollar amount available on the cash value benefit, you may put something back or pay the difference with another form of payment (SNAP, cash or credit/debit card).

- Canned and frozen fruits and vegetables are often less expensive than fresh fruits and vegetables when they are not in season.
- Some fresh fruits and vegetables won't last long after you bring them home. Buy small amounts more often so that you can eat them without throwing any away.
- Canned and frozen fruits and vegetables can be bought in large quantities when they are on sale because they can be stored much longer.
- Buying fruits and vegetables in their whole form is cheaper. Although pre-cut, pre-washed, and ready-to-eat fruits and vegetables are convenient, they often cost more.
- Organic fruits and vegetables are typically more expensive than similar non-organic varieties. Make your choice based on the factors that are important to you.

FRESH FRUITS AND VEGETABLES

✓ BUY

- Whole, cut, or bagged fruits and vegetables
- Organic or non-organic
- Choose any brand



✗ DON'T BUY:

- added fats and sugars
- breaded vegetables
- dried vegetables and fruits (including prunes or raisins)
- edible blossoms or flowers
- fruit baskets
- fruit leather/fruit roll-ups
- chili peppers or garlic on a string
- herbs and spices
- salad dressings
- fruit and vegetable trays
- nuts
- olives
- decorative fruits and vegetables (including gourds, painted pumpkins)
- salad bar items
- salad kits with dressing or other food items (including croutons)
- veggie chips
- single serve containers

FROZEN FRUITS & VEGETABLES

✓ BUY

- Organic or non-organic
- Includes frozen beans or peas
- Choose any brand



✗ DON'T BUY:

- added sugars, artificial sweeteners, syrups, fats, oils, flavorings, seasonings
- herbs and spices
- vegetables with cream, cheese, butter sauces
- combinations with breaded vegetables, rice or pasta
- vegetables with added meats
- soup
- pizza
- popsicles, fruit bars, fruit smoothies
- single serve containers

CANNED FRUITS

✓ BUY

- Organic or non-organic
- Water or juice packed
- Includes unsweetened applesauce
- Choose any brand



Choose containers that say:

- "In its Own Juice"
- "100% Fruit Juice"
- "Naturally Sweet"
- "Unsweetened"

✗ DON'T BUY:

- added sugars, artificial sweeteners, syrups, fats, oils, flavorings, seasonings (including cinnamon)
- herbs and spices
- canned fruits with added salt

- fruit cocktail
- cranberry sauce
- cocktail cherries
- pie filling
- single serve containers

CANNED VEGETABLES

✓ BUY

- Organic or non-organic
- Regular or low-sodium
- Whole, diced, crushed, or pureed tomatoes; tomato paste
- Choose any brand



✗ DON'T BUY:

- added sugars, artificial sweeteners, syrups, fats, oils, flavorings, seasonings
- herbs and spices
- cream, cheese, butter sauces
- pickled vegetables (including sauerkraut), pickles, relish, olives
- combinations with rice or pasta

- ketchup, stewed tomatoes, tomato sauces (including pizza and spaghetti), salsa
- canned vegetables with added meats
- baked beans or pork and beans
- dry or canned beans included in the legume category
- soups
- single serve containers

Whole Grains

WHOLE WHEAT BREADS



BUY

- 16 oz. (1 pound) package size only
- Choose from the following WIC eligible brands and varieties

Best Choice



100% Whole Wheat Bread

Bimbo



100% Whole Wheat Bread

Food Lion



100% Whole Wheat Bread

Giant.....



Stone Ground 100% Wheat Bread



Giant.....



100% Whole Wheat Bread

Healthy Life



100% Whole Wheat Bread

Kroger.....



100% Whole Wheat Round Top Bread



100% Whole Wheat Bread

Nature's Own



Whole Wheat W/ Honey Bread

Our Family



100% Whole Wheat Bread

Pepperidge Farm.....



100% Whole Wheat Bread



Very Thin 100% Whole Wheat Bread

Roman Meal



Sungrain 100%
Whole Wheat

Sara Lee



100% Whole
Wheat Bread

Shoppers Value



100% Whole
Wheat Bread

Signature Select



100% Whole
Wheat Bread

Weis



100% Whole
Wheat Bread

Wonder



100% Whole
Wheat Bread



✗DON'T BUY:

- organic varieties
- varieties with artificial sweeteners or added ingredients (including herbs, peppers, cheese, cinnamon, raisins)
- English muffins/rolls/buns

Whole Grains

WHOLE WHEAT PASTA



BUY

- 16 oz. (1 pound) package size only
- Choose from the following WIC eligible brands and varieties



Barilla Whole Grain



- Angel Hair
- Elbows
- Linguine
- Penne
- Rotini
- Spaghetti
- Thin Spaghetti

Essential Everyday Whole Wheat



- Elbow Macaroni
- Penne Rigate
- Rotini
- Spaghetti
- Thin Spaghetti

Food Club Whole Wheat



- Penne Rigate
- Spaghetti

Great Value Whole Wheat



- Elbows
- Linguine
- Penne
- Rotini
- Spaghetti
- Thin Spaghetti

Harris Teeter Whole Grain



- Penne Rigate
- Rotini
- Spaghetti
- Thin Spaghetti

H.T. Traders Whole Wheat



- Capellini
- Fusilli
- Penne Rigate
- Rigatoni
- Spaghetti

Kroger Whole Grain



- Penne Rigate
- Rotini
- Spaghetti
- Thin Spaghetti

Our Family Whole Wheat



- Rotini
- Spaghetti

WHOLE WHEAT PASTA

Publix



- Penne
- Spaghetti

Racconto Whole Wheat



- Capellini
- Elbows
- Farfalle
- Linguine
- Penne Rigate
- Rigatoni
- Rotini
- Spaghetti

Ronzoni Whole Grain



- Penne Rigate
- Linguine
- Rotini
- Spaghetti
- Thin Spaghetti

Signature Select Whole Wheat



- Elbow Macaroni
- Linguine
- Penne Rigate
- Rotini
- Spaghetti
- Thin Spaghetti

Weis Quality Whole Wheat



- Angel Hair
- Penne Rigate
- Rotini
- Spaghetti

✗DON'T BUY:

- organic varieties
- refrigerated or frozen varieties

- varieties with added ingredients (including seasoning, vegetables, protein, fiber)
- pasta meals

BROWN RICE

✓BUY

- 16 oz. (1 pound) package size only
- Bag or box containers
- Regular, instant, and quick varieties
- Choose any brand

✗DON'T BUY:

- organic varieties
- varieties with added sugars/artificial sweeteners/salt/saturated fats/oils/flavorings
- rice mixes
- specialty rice including jasmine, basmati, wild



Whole Grains

TORTILLAS



BUY

- 16 oz. (1 pound) package size only
- Choose from the following WIC eligible brands



Best Choice

Essential Everyday

Food Club

Food Lion

Giant



Corn



Whole Wheat



Whole Wheat
Fajita



White Corn



Whole Wheat



Whole Wheat



Whole Wheat



White Corn



Whole Wheat

Hy-Top

Kroger

La Banderita

Mission



Yellow Corn



Yellow Corn



Whole Wheat



Corn



Whole Wheat
Fajita



Whole Wheat



Yellow Corn



Whole Wheat
Fajita



Whole Wheat



Whole Wheat
Restaurant Style

TORTILLAS

Ortega



Whole Wheat

Our Family



Yellow Corn



White Corn



Whole Wheat

Signature Select



Whole Wheat

Tio Santi



Whole Wheat

Wegmans



Whole Wheat

Weis



Whole Wheat



×DON'T BUY:

- organic varieties
- refrigerated varieties
- varieties with added ingredients (including herbs, peppers, cheese)
- corn tortilla chips
- hard shell tortilla/taco shell, taco kits
- wraps, flatbreads, pita

Whole Grains

Legumes

DRIED PEAS, BEANS, LENTILS

✓ BUY

- 16 oz. (1 pound) package size only
- Choose any brand and single variety



✗ DON'T BUY:

- organic varieties
- varieties with added fats, oils, sugars, meats, flavors
- combination, mixes
- dried beans with seasoning packets
- soup mixes
- fresh and frozen immature varieties (including green peas, snap peas, green beans) that can be purchased using WIC Cash Value Benefits

CANNED BEANS

✓ BUY

- 15 oz. to 16 oz. can size only
- Choose any brand and single variety
- Regular, low-sodium, salt-free



✗ DON'T BUY:

- organic varieties
- varieties with added fats, oils, sugars, meats, flavors
- combination, mixes
- fresh and frozen immature varieties (including green peas, snap peas, green beans) that can be purchased using WIC Cash Value Benefits

PEANUT BUTTER

✓ BUY

- 16oz. to 18oz. jar size only
- Choose WIC approved national and store brands
- Choose from the following varieties:
 - Chunky
 - Creamy
 - Crunchy
 - Extra crunchy
 - Smooth



✗ DON'T BUY:

- organic or natural varieties
- blends
- low-fat or reduced-fat
- low-sugar
- low-sodium
- honey roasted
- fortified, added vitamins
- freshly ground
- whipped
- peanut spreads

Canned Fish

Available to women who are fully breastfeeding, mostly breastfeeding multiples, or pregnant with more than one baby.

TUNA

✓ BUY

- Chunk light, water packed tuna only
- 5.0 oz. to 6.5 oz. can size only
- Choose any brand



SALMON

✓ BUY

- Alaskan or Pink salmon only
- 7.5 oz. or 14.75 oz. can size only
- Choose any brand



✗ DON'T BUY:

- organic or flavored varieties
- low-sodium
- pouches, single serving, lunch packs, or ready to serve
- solid, white, and/or albacore

Shopping Tip

1 CONTAINER OF LEGUMES

1 pound (16 oz.) package dry mature beans, peas, or lentils



OR

4 (15-16 oz.) cans mature beans



OR

1 (16-18 oz.) jar of peanut butter



Milk | Eggs | Cheese | Yogurt

Cow's Milk



✓ **BUY** (As prescribed or listed on your WIC benefit balance)

- Choose the best value or WIC eligible brand only
- Gallon, Half-Gallon, and Quart size containers only

Specialty Milk

✓ **BUY** (As prescribed or listed on your WIC benefit balance)

• Lactose-Free Milk

Choose any brand, in the following sizes only: 96 oz., Half-Gallon, Quart

• Ultra High Temperature (UHT) Milk

Choose any brand

• Soy Milk - Choose from the following brands and varieties



8th Continent Soy:
64 oz., refrigerated,
original or vanilla
flavor



Pacific Natural Foods Ultra Soy:
32 oz., shelf stable, original or
vanilla flavor



Silk:
32 oz., shelf stable, original flavor
64 oz., refrigerated, original flavor
64 oz. 2 pack/128 oz., refrigerated, original flavor



Shopping Tip

WAYS TO BUY A GALLON

0.25 = 1 Quart

0.50 = Half-Gallon

1.0 = 1 Gallon



✗DON'T BUY:

- organic varieties
- ½% milk
- sweetened or flavored varieties
- deluxe skim
- added calcium
- dry, evaporated, condensed varieties

- varieties not listed including buttermilk, goat, almond, coconut, cashew, rice, kefir
- light or fat-free soy milk
- raw/unpasteurized milk

EGGS

✓ BUY

- Large, white, grade A or AA
- One dozen carton size only
- Choose any brand



✗ DON'T BUY:

- organic varieties
- egg substitutes
- brown eggs
- pre-boiled eggs
- specialty eggs including low-cholesterol (Eggland's Best), Omega-3 enriched

CHEESE



✓ BUY

- 16 oz. (1 pound) package size only
- Prepackaged in block or sliced form only
- Regular, reduced-fat, fat-free or low-sodium
- Choose WIC approved national and store brands
- Choose from the following varieties:
 - American
 - Cheddar
 - Monterey Jack
 - Mozzarella (whole or part-skim)
 - Swiss



✗ DON'T BUY:

- organic or mixed varieties
- cheese product, imitation cheese, cheese spread
- blended cheese food
- varieties with added ingredients or flavors, including smoked cheese
- imported cheese
- cheese sticks, string cheese, individually wrapped slices, deli-sliced, cubed or shredded
- variety packs

YOGURT



✓ BUY

- 32 oz. container size only
- Plain or vanilla flavor
- Whole, low or nonfat (As prescribed or listed on your eWIC shopping list)
- Choose WIC approved national and store brands



✗ DON'T BUY:

- organic or specialty varieties, including Greek
- varieties with artificial sweeteners and added ingredients like granola, candy, honey, nuts or fruit on the bottom
- drinkable or pouch varieties
- infant yogurt

Cold Cereals



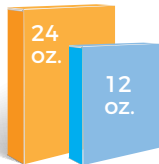
WAYS TO BUY UP TO 36 oz OF CEREAL



Totals 36 oz.



Totals 36 oz.



Totals 36 oz.



Totals 36 oz.

Buy any combination of hot or cold WIC approved cereals, totaling 36 ounces



12 oz. or larger, up to 36 oz.

Avenue A..... Always Save.....



= A minimum of 51% whole grain cereal



= Gluten Free



Corn Flakes

Best Choice



Toasted Oats Cereal



Corn Flakes



Frosted Shredded Wheat



Bite Sized Frosted Shredded Wheat

Best Choice



Corn Crisps



Crisp Rice



Crispy Corn and Rice



Enriched Bran Flakes



Happy O's



Honey Oat Clusters



Maple & Brown Sugar Frosted Shredded Wheat

Best Choice



Multi Grain Happy Os



Strawberry
Shredded Wheat



Wheat Crisps



Bran Flakes



Corn Flakes



Crispy Rice



Bite Size Frosted
Shredded Wheat

Best Yet



Honey and Oats
Flakes



Strawberry
Shredded Wheat



Bite Size Frosted
Shredded Wheat



Bite Size Strawberry
Frosted Shredded Wheat



Bran Flakes



Corn Flakes



Crispy Hexagons

Essential Everyday



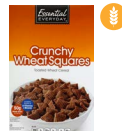
Crispy Rice



Crunchy Corn
Squares



Crunchy Rice
Squares



Crunchy Wheat
Squares



Honey
Oats & Flakes



Toasted Oats



Nutty Nuggets

Cold Cereals



 = A minimum of 51% whole grain cereal

 = Gluten Free

Food Club



Bite Size Frosted Shredded Wheat



Bran Flakes



Corn Flakes



Corn Squares



Crisp Rice



Honey and Oats with Honey and Oat Clusters



Food Club



Oatmeal Squares



Rice Squares



Strawberry Frosted Shredded Wheat



Toasted Oats



Twin Grain Crisp



Wheat Squares



Bite Sized Frosted Shredded Wheat



Food Lion

Food Lion



Corn Flakes



Crispy Hexagons



Crispy Rice



Enriched Wheat Bran Flakes



Multigrain Tastees



Oats & More with Honey



Strawberry Shredded Wheat



Food Lion.....|



Tasteeos



Toasted Rice



General Mills.....|



Berry Berry
Kix



Blueberry
Chex



Cheerios



Cinnamon
Chex



Corn Chex



General Mills.....|



Fiber One Honey
Clusters



Honey Kix



Kix



Multigrain
Cheerios



Rice Chex



Total Whole
Grain



Vanilla Chex



General Mills.....|



Wheat Chex



Wheaties



Giant.....|



Bran Flakes



Corn Flakes



Corn Squares




Crispers



Crispy Rice

Cold Cereals



 = A minimum of 51% whole grain cereal

 = Gluten Free

Giant



Frosted Shredded Wheat



Honey Crunchin Oats



Nutty Nuggets



Oats and O's



Oats and O's Multigrain



Rice Squares



Bran Flakes

Great Value



Corn Flakes



Corn Squares



Crunchy Honey Oats



Crunchy Nuggets



Frosted Shredded Wheat



Oat Crunch



O's Oat Cereal

Great Value



Multi Grain O's



Rice Crispers Cereal



Rice Squares



Shredded Wheat



Wheat Squares



Bran Flakes



Corn Flakes

Harris Teeter

Harris Teeter



Crisp 6



Crispy Rice



Bite-Size Frosted
Shredded Wheat



Frosted Shredded
Wheat Strawberry



Nutty Bites



Oatmeal Squares
Brown Sugar



Rice Squares

Harris Teeter ••• | Hy•Top



Toasted Oats



Bran Flakes



Corn Flakes



Toasted Oats

IGA



Bite Size Frosted
Shredded Wheat



Corn Flakes



Corn Squares

IGA



Crispy Corn & Rice



Crispy Rice



Enriched Bran
Flakes



Rice Squares



Tastees



All-Bran



Corn Flakes

Kellogg's

Cold Cereals



= A minimum of 51% whole grain cereal



= Gluten Free

Kellogg's



Crispix



Frosted Mini Wheats
Little Bites



Frosted Mini
Wheats Original



Frosted Mini Wheats
Raspberry



Rice Krispies



Special K Original



Special K Protein

Kiggins



Corn Flakes



Crispy Rice



Bite Size Frosted
Shredded Wheat



Corn Flakes



Crispy Rice



Nutty Nuggets



Oat Squares

Kroger

Kroger



Rice Bitz



Laura Lynn



Bite Size Corn



Bite Size Rice



Corn Flakes



Crisp Rice



Hexa Crisp



Laura Lynn



Honey & Oats



Toasted Oats



Wheat Bran Flakes



Bran Flakes



Corn Flakes



Crispy Rice



Frosted Shredded Wheat

Lowes Foods



Oats & More with Honey



Tasteeos



Twin Grain Crisp



Crispy Rice

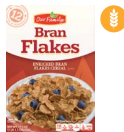


Frosted Mini Spooners



Strawberry Mini Spooners

Our Family



Bran Flakes



Corn Biscuits



Corn Flakes



Crispy Hexagons



Crispy Rice



Frosted Shredded Wheat



Oats & More with Honey

Cold Cereals



 = A minimum of 51% whole grain cereal

 = Gluten Free

Our Family



Rice Biscuits



Toasted Oats



Grape Nuts Flakes



Grape Nuts Original



Honey Bunches of Oats Honey Roasted



Honey Bunches of Oats Cinnamon



Honey Bunches of Oats Vanilla

Post



Honey Bunches of Oats Honey Crunch Whole Grain



Bran Flakes



Corn Flakes



Crispy Corn and Rice



Crispy Rice



Frosted Wheat



Honey and Oats

Publix



Toasted Oats



Shredded Wheat



Corn Biscuits



Crispy Hexagons



Crisp Rice



Frosted Shredded Wheat Bite Size



Tasteeos

Ralston Foods

Ralston Foods • | Shoppers Value



Wheat Bran Flakes



Corn Flakes



Bite-Size Shredded Wheat



Bran Flakes



Corn Flakes



Corn Pockets



Crispy Rice



Nutty Nuggets

Signature Kitchens/Select

That's Smart



Oats & More with Honey



Rice Pockets



Toasted Oats



Bran Flakes



Corn Flakes



Crisp Rice



Toasted Oats

Valu Time

Wegmans



Bran Flakes



Corn Flakes



Crisp Rice



Toasted Oats



Bran Flakes



Corn Flakes

Cold Cereals



 = A minimum of 51% whole grain cereal

 = Gluten Free

Wegmans



Oats and Honey



Rice Squares



Toasted Grains
Multi Grain



Toasted Oats



Wheat Crunch



Weis



Bite Size Shredded
Wheat



Bite Size Strawberry
Frosted Shredded Wheat



Bite Size Toasted
Corn



Bite Size Toasted
Rice



Corn Flakes



Crispy Corn and
Rice



Crispy Rice

Weis



Frosted Shredded
Wheat



Honey Oats and
Flakes



Multigrain
Toasted Oats



Toasted Oats



Wheat Bran Flakes



Wheat Flakes



Hot Cereals



☒ **BUY:**
● 11.8 oz. or larger

= A minimum of 51% whole grain cereal

= Gluten Free

Best Choice . . . | Best Yet |



Instant Oatmeal
Original



Regular Instant
Oatmeal



Hot Cereal



Instant Hot
Cereal



Instant Original



Instant Whole
Grain



Original 1 Minute

Cream of Wheat |



Original
2 ½ Minute



Whole Grain
2 ½ Minute

Essential Everyday |



Creamy Wheat



Instant Grits Original



Instant Oatmeal
Original



Hot Cereals



= A minimum of 51% whole grain cereal



= Gluten Free



BUY:

● 11.8 oz. or larger

Food Club



Instant Oatmeal
Regular

Food Lion



Instant Oatmeal
Regular

Giant.....|



Instant Cream Farina
Original



Instant Oatmeal
Original

Great Value



Instant Oatmeal
Regular

Harris Teeter



Instant Oatmeal
Original

HyTop



Instant Oatmeal
Regular

Kroger



Instant Oatmeal
Original

Laura Lynn



Instant Oatmeal
Original

Lowes Foods



Instant Oatmeal
Original



Malt O Meal.....|



Chocolate Hot
Wheat Cereal



Co Co Wheats



Farina



Original Hot Wheat
Cereal

Our Family



Instant Oatmeal
Regular

Ralston Foods



Instant Oatmeal
Regular

Signature Select



Instant Oatmeal
Original

Weis



Instant Oatmeal
Original



Juice

FROZEN JUICE

(For Women Only)



BUY

- Unsweetened, 100% single variety fruit juice
- 12 oz. size containers only
- Choose from the following WIC eligible brands and varieties



Always Save
apple



Best Choice
apple, grape



Best Yet
apple



Essential Everyday
apple, grape



Food Club
apple, grape



Food Lion
apple



Giant
apple, grape



Great Value
apple, grape



Harris Teeter
apple



Hy-Top
apple, grape



Kroger
apple, grape



Old Orchard
apple, grape
white grape



Our Family
apple



Shurfine
apple



Signature Kitchens
apple



Tipton Grove
apple



Tree Top
apple



Valu Time
apple



Wegmans
apple



Weis
apple

✗DON'T BUY:

- organic varieties
- varieties with added sugar or artificial sweeteners
- blended varieties
- fruit drinks, fruit punch, juice cocktail
- reduced acid
- infant juice



All brands of 100% orange juice and 100% grapefruit juice in the following container sizes are WIC approved:

- 12 oz: frozen
- 64 oz: refrigerated
- 64 oz: shelf stable

LIQUID JUICE

(For Children Only)



✓ BUY

- Unsweetened, 100% single variety fruit juice
- 64 oz. size containers only, shelf stable or refrigerated
- Choose from the following WIC eligible brands and varieties



Always Save

apple



Apple and Eve

apple
white grape



Best Choice

apple, grape, white grape



Best Yet

apple, grape, white grape



**Essential
Everyday**

apple, grape, white grape



Food Club

apple, grape, white grape



Food Lion

apple, grape, white grape



Giant

apple, grape, white grape



Great Value

apple, grape, white grape



Harris Teeter

apple, grape, white grape



Harvest Classic

apple



Hy-Top

apple, grape, white grape



IGA

apple, grape, white grape



Juicy Juice

apple, grape



Kroger

apple, grape, white grape



Laura Lynn

apple, grape, white grape



Lowe's

apple, grape, white grape



Mott's

apple



Old Orchard

apple, grape, white grape



Our Family

apple, grape, white grape



Piggly Wiggly

apple, grape, white grape



Publix

apple, grape, white grape



Shurfine

apple, grape, white grape



**Signature
Kitchens**

apple, grape



Tipton Grove

apple, grape



Tree Top

apple



Valu Time

apple, grape, white grape



Wegmans

apple, grape



Weis

apple, grape, white grape



Welch's

apple, white grape



White House

apple

WIC Encourages and Supports Breastfeeding

Mother's milk has everything a baby needs to grow and stay healthy. Doctors strongly recommend breastfeeding for the first year, and longer if desired by mother and baby.

Breastfeeding Benefits Babies

- Best possible nutrition
- Reduces the risk of infant illnesses, diarrhea, and SIDS
- Reduces the risk of chronic disease including diabetes, asthma, heart disease, and cancer
- Increases baby's immunity to fight diseases and prevent allergies
- Always clean and safe
- Easy to digest – immediately ready to help baby grow

Breastfeeding Benefits Moms

- Reduces the risk of chronic diseases, breast, and ovarian cancers
- Promotes weight loss after pregnancy
- Always ready and at the right temperature
- Economical and saves money

Breastfeeding Benefits Families

- Saves money, time, and the environment
- Builds a foundation for a life time of good health
- Prepares babies for interactive play
- Allows babies to stay healthier – moms and dads don't have to miss work

Exclusively breastfeeding mothers and their babies are eligible to receive extra food benefits from WIC. Contact your local WIC office for breastfeeding support and feeding tips.



Infant Food | Infant Cereal | Infant Formula

INFANT CEREAL

✓ **BUY**

- 8 oz. container size only
- Rice and oatmeal varieties only
- Choose any brand

✗ **DON'T BUY:**

- mixed cereals
- organic varieties
- varieties that include DHA, fruit, formula, and/or yogurt

INFANT FORMULA

Choose the brand, variety, and type listed on your food prescription or eWIC shopping list only.



INFANT FOOD

Infant Fruits and Vegetables

✓ **BUY**

- 4 oz. container size only
- Choose single ingredients or combinations of fruits and vegetables (i.e., apple-banana, apple-sweet potato, etc.)
- Choose any brand

Infant Meats

(Available to exclusively breastfed infants 6-11 months only)

✓ **BUY**

- 2.5 oz. container size only
- Choose any brand
- Choose from the following varieties:
 - Beef and broth/gravy
 - Chicken and broth/gravy
 - Ham and broth/gravy
 - Turkey and broth/gravy

Buying Infant Food Fruits and Vegetables



4 oz.

= **4 OZ.**



2 oz. 2 pack

= **4 OZ.**



4 oz. 2 pack

= **8 OZ.**

✗ **DON'T BUY:**

- pouches
- organic varieties
- desserts, dinners, or casseroles
- mixtures with added DHA/ARA, salt, sugar, cheese, cereal, or pasta

Frequently Asked Questions

Where can I buy my WIC food?

Your WIC benefits can only be purchased at Virginia WIC approved stores. Look for the “eWIC Accepted Here” window decal to identify approved stores. Your local WIC office can also help you find approved stores in your area.

Are WIC eligible foods identified at the store?

WIC approved stores will use shelf labels to identify WIC eligible foods in the following categories: 1%/fat-free milk, cheese, yogurt, juice, peanut butter, and breakfast cereals. Eligible foods in the other categories are identified within this food list.

Do I have to buy every item on my shopping list at one time?

You do not have to buy all your foods at one time. Buy what you need. As food items are purchased with your eWIC card, these items will be deducted from the available balance.

Can I use my eWIC card at any checkout lane?

Some stores require eWIC transactions to be made in specific checkout lanes. Check with customer service if you are unsure which lanes accept eWIC cards as payment.

Do I have to separate my WIC foods from other foods that I am buying?

Although it is not required to separate your WIC foods at all stores, it is a good practice to follow. You may also want to present any coupons ahead of time, so that the cashier knows how to best ring up your purchase.

What should I do with my eWIC card after my benefits are used for the month?

You will use the same eWIC card every month to redeem your WIC benefits. It's important to keep your card safe with the black strip clean and free from scratches. Do not store your card near your cell phone, magnets, or hot places like the dashboard of the car; this could cause your card to stop working.

When will I be able to use my WIC benefits?

Your WIC benefits will be loaded onto your eWIC card at 12:00 midnight on the First Date to Spend (FDTS) and will expire at 12:00 midnight on the Last Day to Spend (LDTS).

What happens if all of my WIC foods are not purchased this month, will these benefits roll over to the next month?

No, any benefits that are not used will expire on the Last Day to Spend (LDTS) and cannot be used later.

How do I check my benefit balance?

- Check your last store receipt from the current month
- Perform a balance inquiry at the store
- Call customer service at 1-877-677-5963

Can I change the foods listed on my shopping list?

If you have concerns about your WIC food prescription, contact your local WIC office. Food substitutions may not be made at the store. WIC foods can only be exchanged for the exact same item. WIC foods cannot be returned to the store for cash, credit or exchanged for different items.

What if I run out of food and I have already used all of my WIC benefits?

The WIC program is only meant to “supplement” your diet. The foods you receive at WIC are not intended to meet all of your nutritional needs. You will need to purchase additional foods on your own, including infant formula.

Your local WIC office can offer referrals to food assistance programs as needed.



Why did the cashier tell me that the item I am trying to buy is not allowed using my eWIC card?

If a food is not allowed as an eWIC purchase, it might be because:

- you do not have enough benefits left
- it is not on your food prescription
- it is not a Virginia WIC eligible food
- it is not in the Virginia WIC APL (Approved Product List)

If this happens, keep your receipt, take a picture of the food and barcode, and contact your local WIC office.

What should I do if I have problems at the grocery store?

If you have a problem at the grocery store, ask to talk with the store manager. If the issue cannot be resolved at the store, contact your local WIC office to discuss your concerns.

You may be asked to provide the following:

- Store name, address, and phone number
- Date and time of the incident
- Name(s) of store personnel involved (store manager, cashier, etc.)
- Food item name, UPC (barcode), package size
- Copy of store receipt
- Details of the incident

Money Saving Tips

- Check store ads for sales.
- Create a weekly meal plan based on food prices.
- Make a shopping list and stick to it. Avoid shopping while you are hungry.
- Use your store discount/loyalty card and coupons.
- Compare brands— store brands often offer similar products for less money.
- Look at the top and bottom shelves — stores often stock the higher priced items at eye level on the middle shelves.
- Buy fresh produce when it is in season — it will cost less and taste better than out of season produce.
- Take the time to prepare your own meals— convenience foods, pre-cut fruits and vegetables, instant rice/oatmeal tend to cost more than if you prepare them yourself.
- Buy in bulk —larger packages often cost less than several small packages. Just be sure that you have storage space and will be able to use the item before it goes bad.
- Reach to the back of the shelf for the freshest items — especially for meat, dairy, fruits and vegetables.
- Shop wisely...not all stores offer the same selection.





QUESTIONS?

Just call 877-835-5942 or

Contact your local WIC clinic at:



Please note that every store may not carry all of the Virginia WIC approved foods. This list is subject to change as new food options become available.



VirginiaWIC.com



FDLST-18E WIC 20 | 1-2020

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- (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.

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