



VIRGINIA

WIC Food List 2024



WIC Food List Contents:

Fruits and Vegetables

Whole Grains

Legumes | Peanut Butter | Canned Fish

Milk | Eggs | Cheese | Yogurt

Breakfast Cereals

Juice

Infant Food | Infant Cereal | Infant Formula

Frequently Asked Questions



VirginiaWIC.com or www.MYVAWIC.ORG



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
- Includes individual serving containers



✗ 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

FROZEN FRUITS & VEGETABLES

☑ BUY

- Organic or non-organic
- Includes frozen beans or peas



✗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

CANNED FRUITS

☑ BUY

- Organic or non-organic
- Water or juice packed
- Includes unsweetened applesauce
- Includes individual serving containers



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
- pouches

CANNED VEGETABLES

☑ BUY

- Organic or non-organic
- Regular or low-sodium
- Whole, diced, crushed, or pureed tomatoes; tomato paste
- Includes individual serving containers



✗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
- pouches

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



100% Whole Wheat Bread

IGA



100% Whole Wheat Bread

Kern's



100% Whole Wheat Bread

Kroger.....|



100% Whole Wheat Round Top Bread



100% Whole Wheat Bread

Lewis Bakeries.....|



100% Whole Wheat Bread



Healthy Life 100% Whole Wheat

Nature's Own



Whole Wheat W/ Honey Bread

Our Family



100% Whole Wheat Bread

Pepperidge Farm



Very Thin 100%
Whole Wheat Bread

Roman Meal



Sungrain 100%
Whole Wheat

Sara Lee



100% Whole
Wheat Bread

Schmidt's



Old Tyme
Whole Wheat
Bread

Signature Select



100% Whole
Wheat Bread

Weiss



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

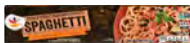
Whole Grains

WHOLE WHEAT PASTA

☑ BUY

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

Giant NEW! Whole Wheat



- Elbows
- Spaghetti
- Penne
- Thin Spaghetti

Great Value Whole Wheat



- Elbows
- Spaghetti
- Penne
- Thin Spaghetti

Harris Teeter Whole Grain



- Penne Rigate
- Rotini
- Spaghetti
- Thin Spaghetti

Barilla Whole Grain



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

Essential Everyday Whole Wheat



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

Kroger Whole Grain



- Penne Rigate
- Rotini
- Spaghetti
- Thin Spaghetti

Food Club Whole Wheat



- Penne Rigate
- Spaghetti

Lowe's Whole Wheat



- Penne
- Thin Spaghetti

Food Lion NEW! Whole Wheat



- Penne Rigate
- Thin Spaghetti

Our Family Whole Grain



- Rotini
- Penne Rigate

WHOLE WHEAT PASTA

Publix Whole Grain



- Penne
- Spaghetti

Ronzoni Whole Grain



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

Signature Select Whole Wheat



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

Weis 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

BUY

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



TORTILLAS

Best Choice



Corn



Whole Wheat



Whole Wheat Fajita

Chi Chi's



White Corn Taco



Whole Wheat Fajita

Essential Everyday



White Corn



Whole Wheat

Food Club



White Corn



Whole Wheat



Whole Wheat Fajita

Food Lion



Whole Wheat Fajita

Giant



White Corn



Whole Wheat

IGA



White Corn

Kroger



Whole Wheat

TORTILLAS

Lowe's **NEW!**



Yellow Corn

Mission.....|



Yellow Corn



Whole Wheat
Soft Taco

Ortega



Whole Wheat

Our Family.....|



Yellow Corn



White Corn



Whole Wheat

Signature Select



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
 - Natural



✗ DON'T BUY:

- organic
- 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 or mostly breastfeeding multiples.



TUNA

✓ BUY

- Chunk light, water packed tuna only
- 5.0 oz. to 6.5 oz. can size only
- Choose WIC approved national and store brands

SALMON

✓ BUY

- Alaskan or Pink salmon only
- 7.5 oz. or 14.75 oz. can size only
- Choose WIC approved national and store brands



✗ 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 WIC approved national and store brands in the following sizes: only: 96 oz., Half-Gallon, Quart

● Ultra High Temperature (UHT) Milk

Choose WIC approved national and store brands

● **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

- Any size, white or brown, grade A or AA
- One dozen carton size only
- Choose WIC approved national and store brands



✗ DON'T BUY:

- organic varieties
- egg substitutes
- cage free or free range 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, sliced or string 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
 - String Cheese



✗ 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
- 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
- Greek yogurt allowed (plain or vanilla)



✗ DON'T BUY:

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

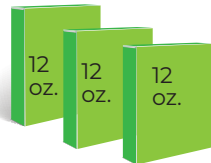
Cold Cereals



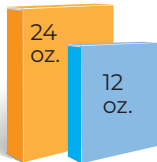
WAYS TO BUY UP TO 36 oz OF CEREAL



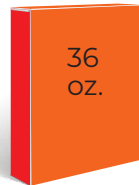
Totals 36 oz.



Totals 36 oz.



Totals 36 oz.



Total 36 oz.

Buy any combination of hot or cold WIC approved cereals, up to 36 ounces.

BUY:

● 12 oz. or larger, up to 36 oz.

Always Save.....

= A minimum of 51% whole grain cereal

= Gluten Free

.....| Avenue A



Corn Flakes



Crisp Rice



Toasted Oats



Corn Flakes



Toasted Oats

Best Choice.....



Bran Flakes - Enriched



Corn Crisps



Corn Flakes



Crisp Rice



Crispy Corn & Rice

Best Choice.....



Frosted Shredded Wheat



Frosted Shredded Wheat Maple & Brown Sugar



Frosted Shredded Wheat Strawberry



Happy O's



Rice Crisps

Best Choice



Wheat Crisps



Wheat Flakes



Bran Flakes



Corn Flakes



Crispy Rice



Crunchy Wheat



Frosted Shredded Wheat

Best Yet

Essential Everyday



Honey Oats & More



Bite Size Frosted Shredded Wheat



Bite Size Frosted Shredded Wheat w/ Strawberry Cream



Bran Flakes



Corn Flakes



Crispy Hexagons



Crispy Rice

Essential Everyday

Food Club



Crunchy Corn Squares



Crunchy Rice Squares



Crunchy Oat



Honey & Oat Clusters



Toasted Oats



Bran Flakes



Corn Flakes

Cold Cereals



= A minimum of 51% whole grain cereal

= Gluten Free

Food Club



Corn Squares



Crisp Rice



Bite Size Frosted Shredded Wheat



Honey and Oats with Honey and Oat Clusters



Oatmeal Squares



Rice Squares



Bite Size Strawberry Frosted Shredded Wheat

Food Club



Toasted Oats



Twin Grain Crisp



Wheat Squares

Food Lion



Bran Flakes



Corn Flakes



Crispy Hexagons



Crispy Rice

Food Lion



Bite Size Frosted Shredded Wheat



Oats & More with Honey



Tasteeos



Toasted Rice



Bite Size Strawberry Frosted Shredded Wheat

Freedom's Choice



NEW!

Bran Flakes



NEW!

Frosted Shredded Wheat

Freedom's Choice



Crispy Rice



Corn Flakes



Toasted Oats

General Mills



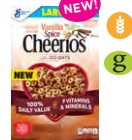
Cheerios



Cheerios -
Multigrain



Cheerios -
Oat Crunch



Cheerios - Vanilla
Spice



Chex -
Blueberry



Chex -
Cinnamon

General Mills



Chex - Corn



Chex - Wheat



Chex - Rice



Fiber One
Honey Clusters



Kix



Kix - Berry
Berry



Kix - Honey



Total



Wheaties



Bran Flakes

Giant



Corn Flakes



Corn Squares



Crispers



Crispy Rice



Frosted
Shredded Wheat



Honey Crunchy
Oats



Nutty Nuggets



Oats and O's



Rice Squares

Cold Cereals



= A minimum of 51% whole grain cereal

= Gluten Free

Great Value



Bran Flakes



Corn Squares



Rice Squares



Corn Flakes



Crisp 6



Crispy Rice



Frosted Shredded Wheat



Harris Teeter



Frosted Shredded Wheat Strawberry Cream



Nutty Bites



Oatmeal Squares



Rice Squares



Toasted Oats



Bite Size Frosted Shredded Wheat



Bite Size Shredded Wheat



IGA



Corn Flakes



Crispy Rice



Enriched Bran Flakes



Toasted Oats



All-Bran



Corn Flakes



Corn Flakes Cinnamon

Kellogg's



Crispix



Frosted Mini Wheats
Cinnamon Roll



Frosted Mini Wheats
Mixed Berry



Frosted Mini Wheats
Blueberry



Frosted Mini Wheats
Chocolate



Frosted Shredded
Mini Wheats



Frosted Shredded
Mini Wheats
Little Bites

Kellogg's



Frosted Shredded
Mini Wheats
Pumpkin Spice



Frosted Mini Wheats
Strawberry



Rice Krispies



Special K Banana



Special K Original



Special K Protein
Cinnamon



Crispy Rice



Honey n' Oats

Laura Lynn



Bite Size Rice
Squares



Corn Flakes



Crisp Rice



Frosted Bite Size
Shredded Wheat



Oats & Honey
Original



Toasted Oats



Toasted Oats Bag

Kroger

Cold Cereals



= A minimum of 51% whole grain cereal

= Gluten Free

Laura Lynn | Malt-O-Meal..... |



Wheat Bran Flakes



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

Our Family

Post



Rice Biscuits



Toasted Oats



Grape-Nuts Flakes



Grape-Nuts Original



Honey Bunches of Oats Cinnamon

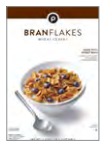


Honey Bunches of Oats Honey Roasted



Honey Bunches of Oats Vanilla

Publix



Bran Flakes



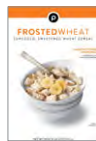
Corn Flakes



Crispy Corn and Rice



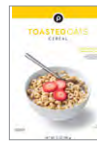
Crispy Rice



Frosted Wheat



Honey & Oats



Toasted Oats

Quaker



Life Multigrain
Cereal - Original



Life Multigrain
Cereal - Vanilla



Oatmeal Squares -
Brown Sugar



Oatmeal Squares -
Cinnamon



Oatmeal Squares -
Golden Maple



Oatmeal Squares -
Honey Nut



Corn Flakes



Crisp Rice

Ralston Foods

Ralston Foods



Rice Biscuits



Tasteos



Wheat Bran
Flakes



Corn Flakes



Bran Flakes



Corn Flakes



Corn Pockets



Crispy Rice

Shoppers Value

Signature Select

Cold Cereals



= A minimum of 51% whole grain cereal

= Gluten Free

Signature Select



Oats & More with Honey



Rice Pockets



Toasted Oats



Bran Flakes



Corn Flakes



Crisp Rice



Toasted Oats

Wegmans



Bran Flakes



Corn Flakes



Corn Squares



Crispy Rice



Oats & Honey



Rice Squares



Toasted Oats

Wegmans



Wheat Squares



Bite Size Toasted Corn



Bite Size Strawberry Frosted Shredded Wheat



Bite Size Toasted Rice



Corn Flakes



Crispy Corn & Rice



Crispy Rice

That's Smart

Weis



Bite Size Frosted Shredded Wheat



Multi-Grain Toasted Oats



Toasted Oats

Weis



Wheat Bran Flakes



Wheat Flakes

ccc = A minimum of 51% whole grain cereal

g = Gluten Free



Hot Cereals



- BUY:**
- 11.8 oz. or larger
 - Including Grits

= A minimum of 51% whole grain cereal

= Gluten Free

Best Choice



Instant Grits



Original Instant Oatmeal

Cream of Rice



Hot Cereal



Instant Hot Cereal

Cream of Wheat



Instant Original



Instant Whole Grain



Original 1 Minute

Cream of Wheat



Original 2 1/2 Minute



Whole Grain 2 1/2 Minute

Essential Everyday



Creamy Wheat



Instant Grits Original

Food Club



Instant Oatmeal Original



Instant Grits



Instant Oatmeal Original

BUY:

- 11.8 oz. or larger
- Including Grits



= A minimum of 51% whole grain cereal



= Gluten Free



Food Lion



Instant Grits Original



Instant Oatmeal Regular

Giant



Instant Cream Farina Original



Instant Oatmeal Original

Great Value



Instant Oatmeal Original

Harris Teeter



Grits Original



Instant Oatmeal Original



Instant Original Oats

IGA




100% Natural Old Fashioned Oatmeal



100% Natural Whole Grain Quick Oats

Hot Cereals



 = A minimum of 51% whole grain cereal

 = Gluten Free

☑ **BUY:** ● 11.8 oz. or larger

Kroger



Instant Oatmeal Original

Laura Lynn



Instant Oatmeal Original

Malt-O-Meal



Co Co Wheats



Chocolate Hot Wheat Cereal



Farina



Original Hot Wheat Cereal

Our Family



Instant Oatmeal Regular

Publix



Instant Oatmeal Original



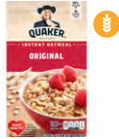
Quaker



Instant Grits
Butter

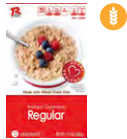


Instant Grits
Original



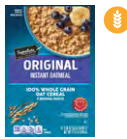
Instant Oatmeal
Original

Ralston Foods



Instant Oatmeal
Regular

Signature Select



Instant Oatmeal
Original

Wegmans



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



Freedom's Choice
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 Select
apple



Tipton Grove
apple



Tree Top
apple



Valu Time
apple



Wegmans
apple



Weis
apple

✗DON'T BUY:

- organic varieties
- blended varieties
- varieties with added sugar or artificial sweeteners
- 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 & 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



Freedom's Choice
apple



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, white grape



Kroger
apple, grape, white grape



Laura Lynn
apple, grape, white grape



Lowe's
apple, grape, white grape



Mott's
apple



Ocean Spray
apple, grape



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 Select
apple, grape



Tipton Grove
apple, grape



That's Smart
grape



Tree Top
apple



Valu Time
apple, grape, white grape



Wegmans
apple, grape



Weis
apple, grape, white grape



Welch's
grape, 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 WIC approved national and store brands
- Organic allowed

✗ DON'T BUY:

- mixed cereals
- 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

- Choose single ingredients or combinations of fruits and vegetables (i.e., apple-banana, apple-sweet potato, etc.)
- Choose WIC approved national and store brands
- Organic allowed

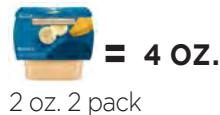
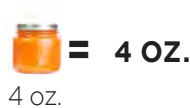
Infant Meats

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

☑ BUY

- 2.5 oz. container size only
- Choose WIC approved national and store brands
- Choose from the following varieties:
 - Beef and broth/gravy
 - Chicken and broth/gravy
 - Ham and broth/gravy
 - Turkey and broth/gravy
- Organic allowed

Buying Infant Food Fruits and Vegetables



✗ DON'T BUY:

- pouches
- 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. Some labels may be incorrect due to mislabeling. Use this food list to verify. 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
(on back of card)

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, **scan first** then 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 or www.MYVAWIC.ORG



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Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotape, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: <https://www.usda.gov/sites/default/files/documents/ad-3027.pdf>, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted 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; or
2. fax: (833) 256-1665 or (202) 690-7442; or
3. email: Program.Intake@usda.gov

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