Iowa WIC Approved Foods List Iowa WIC Program Approved Foods List as of April 1, 2022

Food Category	Approved Bran	nds or Varieties
	Ready to Eat Cereal: 12 oz. or larger	
CEREAL Cereal is brand and flavor specific Any combination of approved cereals up to the total ounces specified	General Mills: Cheerios – only Plain*+, Multi-Grain*+ and Multi-Grain Strawberry*+; Chex – only Corn+, Rice+, Wheat*, Vanilla+, Blueberry*+, and Cinnamon+; Kix – only Plain*, Berry Berry* and Honey*; Sesame Street – only Berry* and Cinnamon*; Total*; Fiber One Honey Clusters*; Wheaties*	Hot Cereal: Plain and Whole Grain*; includes 1 minute, 2 ½ minutes and 10 minutes Cream of Rice+ Malt-O-Meal Chocolate Malt-O-Meal Original COCO Wheats
Minimum package size for national brands and store brands is 12 ounces. NO added fruit, yogurt or nuts + Gluten free * Whole grain cereals	Kelloggs: All Bran*; Corn Flakes - only Regular or Cinnamon; Crispix; Frosted or Unfrosted Mini Wheats – only Plain*, Mixed Berry*, Strawberry*, Blueberry*, Touch of Fruit*, Pumpkin Spice*, Cinnamon Roll* and Bite Size*; Lil Bites Chocolate*, Special K – only Original and Banana*; Special K Protein - only Honey Almond, Ancient Grains* and Original Touch of Cinnamon*; Rice Krispies	Malt-O-Meal: Corn Flakes; Crispy Rice; Frosted Mini- Spooners – Plain only* Kashi: Honey Toasted Hearts & O's, Warm Cinnamon Hearts & O's
	Post: Grape-Nuts – only Original* and Flakes*; Great Grains - only Banana Nut Crunch* and Crunchy Pecan*; Honey Bunches of Oats - only Almonds, Cinnamon Bunches, Honey Roasted, Pecan & Maple Brown Sugar, Whole Grain Honey Crunch*, Whole Grain with Vanilla	Quaker: Life – only Plain*, Strawberry* and Vanilla*; Oatmeal Squares* - only Brown Sugar, Cinnamon, Golden Maple, and Honey Nut

Bunches* Only these store brands 12 oz. or larger Bran Flakes*, Corn Flakes, Corn Always Save Biscuits/Corn Squares, Crisp(y) **Best Choice** Rice, Crispy Hexagons/Twin Grain Best Yet Crisp, Frosted Shredded Wheat*, Centrella Frosted Bite-Size Shredded Clear Value Wheat*, Multigrain Toasted Oats*/ Essential Everyday Multigrain Tasteeos*/Multigrain Fareway/Fastco Medley*/Spins*, Nutty Food Club Nuggets*/Crunchy Nuggets*/ Great Value Nuggety Nuggets*/Wheat and НуТор Hy-Vee Crunchy*, Oats and More/Oats and More with Almonds/Honey and **IGA** Oats, Oat Wise*/Simply Living*/4 Kemach Corner Crunch*/Live it Up!/Live Kiggin's Life @ 100%/Crunchy Oat Market Pantry Squares*, Oatmeal Squares*/Oat Our Family Squares*, Rice Biscuits/Rice Save-A-Lot Squares, Toasted Oats*/ Tasteeos*/ Schnucks Happy O's*/Rollin Oats*, Wheat Shurfine Flakes*, Wheat Squares*/Wheat Signature Select Biscuits* That's Smart Valu Time

Food Category	Approved Brands or Varieties	
100%	 Must say "100% whole wheat" on the package and whole wheat must be the first ingredient on the label. 	
Whole Wheat	16 ounce loaf 100% whole wheat loaf approved brands include:	
Bread/Buns	Arnold Light 100% Whole Wheat Aunt Millie's 100% Whole Wheat Best Choice 100% Whole Wheat	
NO added fruit, nuts and seeds	Best Yet 100% Whole Wheat Bunny 100% Whole Wheat Family Choice 100% Whole Wheat Fareway 100% Whole Wheat	

Great Value Whole Wheat

Healthy Life 100% Whole Wheat

HyVee 100% Whole Wheat

IGA 100% Whole Wheat

Lewis Bake Shop 100% Whole Wheat

Nature's Own 100% Whole Wheat

Our Family 100% Whole Wheat

Ozark Hearth 100% Whole Wheat

Pepperidge Farm Stone Ground 100% Whole Wheat

Pepperidge Farm Very Thin Sliced 100% Whole Wheat

Roman Meal Sungrain 100% Whole Wheat

Sara Lee Classic 100% Whole Wheat

Schnucks 100% Whole Wheat

Shurfine 100% Whole Wheat

Shurfresh 100% Whole Wheat

Signature Select 100% Whole Wheat

SunnyBrook 100% Whole Wheat

Village Hearth 100% Whole Wheat

20 ounce loaf 100% whole wheat approved brands include:

Best Choice 100% Whole Wheat Sandwich Bread

HyVee 100% Whole Wheat

Nature's Own 100% Whole Wheat

Nature's Harvest 100% Stone Ground Whole Wheat

Sara Lee Classic 100% Whole Wheat

Sara Lee Delightful 100% Whole Wheat

Signature Select 100% Whole Wheat

Village Hearth 100% Whole Wheat

24 ounce loaf 100% whole wheat (fully breastfeeding women only)

brands include:

Arnold Dutch Country 100% Whole Wheat

Aunt Millie's Best Grains 100% Whole Wheat

Aunt Millie's Homestyle 100% Whole Wheat

Best Choice 100% Whole Wheat Sandwich Bread

Brownberry 100% Whole Wheat

Brownberry Natural 100% Whole Wheat

Country Hearth 100% Whole Wheat

Fiber One 100% Whole Wheat

Nature's Pride 100% Whole Wheat

New England 100% Whole Wheat

Oroweat Whole Grain 100% Whole Wheat

Our Family Country Style 100% Whole Wheat

Pepperidge Farm Farmhouse 100% Whole Wheat Pepperidge Farm Whole Grain 100% Whole Wheat Sara Lee Hearty & Delicious 100% Whole Wheat	
Village Hearth NE 100% Whole Wheat	
Wholesome Harvest Stone Ground 100% Whole Wheat	
16 ounce buns 100% whole wheat packages approved brands include:	
Arnold 100% Whole Wheat Sandwich Buns	
Brownberry 100% Whole Wheat Sandwich Buns	
Brownberry 100% Whole Wheat Hot Dog Buns	
Healthy Life 100% Whole Wheat Sandwich Buns	
Healthy Life 100% Whole Wheat Hot Dog Buns	
Natures Harvest 100% Whole Wheat Hamburger Buns	
Natures Harvest 100% Whole Wheat Hot Dog Buns	
Oroweat 100% Whole Wheat Hot Dog Buns	
Sara Lee 100% Whole Wheat Hamburger Buns	
Sara Lee 100% Whole Wheat Hot Dog Buns	
Wonder 100% Whole Wheat	

Food Category	Approved Brands or Varieties	
Brown Rice	14-16 ounce package includes instant and boil-in-bag	
NO added flavoring	16 ounce any brand of plain regular brown rice	
Oatmeal is brand specific	• Quick or Old Fashioned 16 oz. Container: Mom's Best Best Choice Our Family	
100% Whole Wheat Pasta	 Any Brand 16 oz. Any shape including spaghetti, spirals, penne, rotini, elbows, 	

NO added sugars, fats, oils or salt NO pasta made from rice, quinoa, flax, corn or vegetables	macaroni or shells	
Soft Corn	• 16 ounce package	
and Whole	Corn Tortillas (Yellow or White):	Whole Wheat Tortillas:
Wheat	Azteca	Azteca
	Best Choice	Best Choice
Tortillas	Best Yet	Buenavita
	Calidad	Celia's
No added	Carlita	Chi-Chi's
flavoring	Celia's	Food Club
	Chi-Chi's	Frescado
	Don Poncho	Great Value
	Essential Everyday	Hormel
	Food Club	HyVee
	Frescado	IGA
	Guerrero	La Banderita
	Herdez	Mama Laupe's
	HyVee	Mission
	IGA	Ortega
	La Banderita	Our Family
	La Burrita	Schnucks
	Mama Lupe's	Shurfine
	Mission	Signature Select
	Our Family	
	Pepito	
	Sara Lee	
	Shurfresh	
	Tia Rosa	

Food Category Approved Brands or Varieties	
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CANNED BEANS	 Any Brand 15 -16 oz. Regular, low-salt or no-salt
NO baked beans, refried bean or chili beans	 Includes: black, black-eyed peas, butter, cannellini, garbanzo (chickpeas), great northern, kidney, lima, navy, pinto, red, split peas
NO soup or soup mix	
NO added vegetables, fruits, meat, sugars, fats, or oils	
DRIED BEANS AND PEAS NO mixed beans or soup mix NO added vegetables, fruits, meat, sugars, fats, or oils	 Any brand in 16 ounce packages Includes: black, black-eyed peas (cow peas or cow beans), kidney, garbanzo (chickpeas), great northern, lentil, limas (butter beans), navy, pinto, red, soybeans, split peas
PEANUT BUTTER	Any brand in containers of 16-18 ounces
NO peanut butter spreads or reduced fat	 Includes: chunky, crunchy, creamy, smooth, low sodium and reduced sugar

NO added marshmallows, honey, almonds, jelly, chocolate or similar ingredients NO bulk or freshly ground	Must contain more than 90% peanuts and no more than 55% fat
NO refrigerated	
CANNED TUNA	Any brand of chunk light tuna including water packed and oil packed
NO added ingredients	Minimum container size of 5 ounces; includes cans and foil pouches
NO white albacore, solid or Yellowfin tuna	Includes regular and low sodium
cans and foil pouches	
CANNED SALMON	Any brand of pink salmon with or without bones and skin
NO chum or red salmon	Minimum container size of 5 ounces; includes cans and foil pouches
NO added ingredients	Includes regular and low sodium

Food Category	Approved Brands or Varieties
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JUICE

Only these brands, flavors and container sizes

Approved brands and flavors also include calciumfortified juices

Only 100% unsweetened fruit juice

Only 100% vegetable juice

NO drinks, ades, nectars, juice beverages, infant juices, cocktails, twisters or coolers • 64 ounce Bottles - Shelf Stable

Apple juice:

Always Save, Apple & Eve,
Baymist, Best Choice, Best Yet,
Big Tex, Corner Store, Essential
Everyday, Fareway, Food Club,
Great Value, Harvest Classic,
HyTop, HyVee, IGA, Juicy Juice,
Langers, Market Pantry, Mott's
Original, Mrs. Clark's, Ocean
Spray, Old Orchard, Our Family,
Schnucks, Seneca, Shurfine,
Signature Select, Texsun, Tipton
Grove, Tree Top

Blended fruit juice (all flavors of these brands):

Apple & Eve Cranberry Blends, Best Choice, Best Yet, Big Tex, Great Value, Food Club, HyVee Cranberry and Pomegranate Blends, HyVee Just Juice, IGA, Juicy Juice, Langers, Libby's, Market Pantry, Mott's Apple blends Northland Cranberry Blends, Ocean Spray, Old Orchard, Our Family, Schnucks, Shurfine, Signature Select, Texsun, Welch's

Grape juice: White, Purple or Red Always Save, Baymist, Best Choice, Best Yet, Big Tex, Essential Everyday, Fareway, Food Club, Great Value, HyTop, HyVee, IGA, Langers, Market Pantry, Midwest Country Fare, Mrs. Clark's, Ocean Spray, Old Orchard, Our Family, Schnucks, Shurfine, Signature Select, Texsun, Tipton Grove, Welch's

Grapefruit juice: White, Pink or Ruby Red

All brands of 100% grapefruit juice

Orange juice:

All brands of 100% orange juice, with or without pulp

Pineapple or Pear juice:

Best Choice, Big Tex, Everyday Essential, Fareway, Food Club, Great Value, HyTop, HyVee, IGA, Langers, Libby's, Old Orchard, Our Family, Schnucks, Signature Select, Texsun

Tomato juice or Blended Vegetable juice:

Best Choice, Best Yet, Big Tex, Campbell's (Regular, Healthy Request and Low Sodium), Diane's Garden, Essential Everyday, Fareway, Food

Club, Garden Fest, Great Value, HyTop, HyVee, IGA, Langers, Market Pantry, Mrs. Clark's, Our Family, Schnucks, Signature Select, Texsun, V-8 Plain only

Food Category	Approved Brands or Varieties	
	• 11.5 - 12 ounce - frozen (single flavors only)	
Juice Only these brands, flavors and container sizes	Apple juice: Best Choice, Food Club, Great Value, HyTop, HyVee, IGA, Market Pantry, Old Orchard, Our Family, Seneca, Shurfine, Tree Top	Pineapple juice: Dole, Langers, Market Pantry, Old Orchard
Approved brands and flavors also include calciumfortified juices	Grape juice: White or Purple Best Choice, Food Club, Great Value, Market Pantry, Old Orchard, Seneca, Welch's (with yellow end cap only	Grapefruit juice: White, Pink or Ruby Red All brands of 100% grapefruit juice
Only 100% unsweetened fruit juice NO drinks, ades, nectars, juice	Orange juice: All brands of 100% orange juice Includes added calcium, with pulp, and pulp-free	
beverages, infant juices, cocktails,	• 32 ounce Bottles - Shelf Stable	
twisters or coolers Tomato Juice or Blended Vegetable Juice: See 64 oz. for brance		Juice: See 64 oz. for brands
	64 ounce Container - Refrigerated	
	Orange Juice- All brands of 100% orange juice	

Food Category	Approved I	Brands or Varieties
CASH VALUE VOUCHE R FOR FRUITS AND VEGETAB	• Dollar value is specified Fruits: Allowed: Fresh fruit, frozen in juice or water Not allowed: Syrups or added sugars or sweeteners, added fats, oils, or salt.	Vegetables: Allowed: Fresh including any potatoes, bagged salads with no additional ingredients; frozen without added fat, oil, sauces, sugars, pasta or rice;
LES If purchase exceeds value specified, participant may pay the difference	No dried fruit, items from salad or fruit bars, party trays, fruit baskets, fruit and nut mixtures.	Not allowed: Dried vegetables, herbs and spices, items from salad bars, party trays, nuts including peanuts; Frozen french fries, tator tots, potato rounds, diced potatoes, shredded hash browns, or hash brown patties with fats/oils, seasonings or sugars.

Milk

Cow's milk Any brand
pasteurized with
vitamins added
in the container
size and fat
content
specified

NO rice or nut milks or milk with special health claims

Cow's Milk:

1 % Lowfat or Fat Free Skim Milk Evaporated Fat Free Milk Evaporated Whole Milk Nonfat Dry Milk (powdered)

Chocolate – Whole, 1% Lowfat or Fat Free Skim Milk

Milk Alternatives:

Lactose-Free Milk – Lowfat (1%) or Fat Free (e.g., Dairy Ease or Lactaid) Lactose-Free Milk- Whole (e.g., Dairy Ease or Lactaid) Sweet Acidophilus Milk- Fat free, 1% or 2% Powdered Goat Milk – Nonfat or whole, Meyenberg Brand Only

Evaporated Goat Milk – Whole, Meyenberg Brand Only

Food Category	Approved Brands or Varieties
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EGGS	Any brand in containers of one dozen
NO eggs that make special health claims	USDA Grade A, large, white or brown
NO sliced, cubed or crumbles NO added ingredients or flavoring NO processed cheese, cheese spreads or American cheese NO cheese	 Any brand in 8 ounce or 16 ounce packages Chunk, shredded or Mozzarella string cheese Natural and domestic cheeses including Cheddar, Colby, Colby-Jack, Monterey Jack, and Mozzarella Includes varieties such as medium, sharp, extra sharp 2% milk, low-fat, and fat free natural cheeses are also allowed
purchased from a service counter	
TOFU No special health claims	• 16 ounce packages Approved brands: Azumaya – Silken, Firm, Extra Firm House Foods (Premium) – Medium Firm, Extra Firm
SOY BEVERAG E	• 64 ounce containers Approved brands: 8th Continent Original or Vanilla Soymilk Silk Original Soy Beverage Great Value Original

Food Category	Approved Brands or Varieties	
Yogurt		
Nonfat, lowfat Whole	32 oz. Whole: Brown Cow: Maple, Plain, Vanilla	32 oz. Whole Greek: Chobani Greek: Plain
Plain or flavored Regular or Greek No frozen yogurt, or drinkable yogurt No added ingredients such as granola, nuts, honey, candy pieces, etc. No "light" yogurts with artificial sweeteners or stevia	Dannon: Plain, Strawberry, Vanilla Food Club: Vanilla Lucerne: Plain, Vanilla, Strawberry	Great Value: Plain Good & Gather: Plain, Honey Vanilla HyVee: Honey Salted Caramel,
	Mountain High: Plain, Vanilla, Strawberry Oikos: Plain Old Home: Plain, Vanilla	Plain, Honey Vanilla Greek Gods: Black Cherry Honey, Plain, Strawberry Honey, Vanilla Honey Old Home: Plain, Vanilla
	24 oz. Whole: Country View Dairy: Plain Siggi's: Plain, Touch of Honey	24 oz. Whole Greek: Greek Gods: Black Cherry, Chocolate Cherry, Chocolate Mocha, Chocolate Strawberry, Honey, Honey Blueberry, Honey Lemon, Honey Orange, Honey Peach, Honey Salted Caramel, Maple, Strawberry Honey, Vanilla Honey, Pumpkin Spice
	24 oz. LowFat: Anderson Erikson: Plain, Vanilla, Strawberry, Cherry Vanilla Country View Dairy: Plain, Vanilla, Strawberry Land O Lakes: Peach, Raspberry, Strawberry, Strawberry, Strawberry, Strawberry, Strawberry, Vanilla	24 oz. LowFat Greek: Greek Gods: Plain Country View Dairy: Plain

Siggi's: Plain, Vanilla	
24 oz. NonFat: Land O Lakes: Light Plain Siggi's: Plain, Vanilla	24 oz. NonFat Greek: Greek Gods: Plain
32 oz. LowFat: Best Choice: Vanilla, Plain, Strawberry	32 oz. NonFat: Best Choice: Plain, Vanilla Best Yet: Plain, Vanilla
Best Yet: Plain, Vanilla Coburn Farms: Plain, Vanilla	Brown Cow: Plain, Vanilla, Cream Top Plain
Dannon: Plain, Strawberry, Strawberry-Banana, Vanilla	Dannon: Plain, Strawberry, Strawberry-Banana
Everyday Essentials: Strawberry, Blueberry, Vanilla, Plain	Everyday Essentials: Plain
Great Value: Strawberry Banana, Peach, Strawberry, Vanilla	Great Value: Plain, Strawberry HyVee: Plain
HyVee: Blueberry, Peach, Vanilla, Strawberry, Strawberry-Banana	Lucerne: Plain
Lucerne: Vanilla, Strawberry, Plain	Market Pantry: Plain
Market Pantry: Vanilla	Mountain High: Plain, Vanilla
Mountain High: Plain, Vanilla Oikos: Pro Plain	Oikos: Plain w/ Maple, Plain w/Honey, Vanilla Bean, Anything but Plain
Our Family: Blueberry, Peach, Strawberry, Vanilla	Old Home: Plain, Vanilla
Prairie Farms: Blueberry, Peach, Strawberry, Vanilla	Our Family: Vanilla, Plain, Strawberry
Schnucks: Vanilla, Strawberry, Plain	Schnucks: Plain Shurfine: Plain
Yoplait: Blueberry, Strawberry,	

Vanilla, Peach, Strawberry-Banana	
32 oz. NonFat Greek: Best Choice: Plain, Vanilla	Yogurt Tubes 8- 2oz. LowFat: Chobani Greek: Strawberry
Chobani: Blueberry, Plain, Vanilla, Strawberry	Chobani Kids: Strawberry Banana Coburn's Yo Whoa: Strawberry &
Chobani Simply: Vanilla	Blueberry, Cotton Candy & Melon Berry
Coburn Farms: Vanilla	Great Value: Strawberry/Blueberry,
Dannon Light &Fit: Plain	MelonBerry & Strawberry Co Curty Strawberry Cotton
Fareway: Plain, Vanilla	Go Gurt: Strawberry, Cotton Candy/Melon Berry, Strawberry Riptide/SpongeBob Berry,Super
Food Club: Plain, Vanilla	Punch/Hero Berry, Berry/Strawberry, SpongeBob
Good & Gather: Plain, Vanilla	Berry/Strawberry Splash,Sour Patch Kids Red Berry/Blue Raspberry,
Great Value: Plain, Vanilla	Jolly Rancher Green Apple Watermelon Hershey's Cookies N
HyVee: Plain, Vanilla, Strawberry	Crème, Strawberry & Mystery
Nostimo: Plain, Vanilla, Strawberry	Siggi's; Strawberry
Oikos: Anything but Plain, Vanilla Bean, Plain w Maple, Plain w Honey	
Old Home: Plain, Vanilla	
Open Nature: Plain, Vanilla	
Our Family: Plain, Vanilla	
32 oz. LowFat Greek: Chobani: Plain, Mad. Vanilla & Cinnamon,	Yogurt Tubes 8- 2 oz. Whole: Brainiac: Strawberry, Strawberry Banana, Mixed Berry, Cherry Vanilla
Two Good: Plain	white beny, cherry vamina
	Yogurt Tubes 16- 2 oz. LowFat:

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Food Category	Approved Brands or Varieties
INFANT	ONLY the brand of formula listed
FORMUL A	ONLY the container size listed
or WIC	 ONLY the type of formula (powder, liquid concentrate or ready to use) specified
ELIGIBLE NUTRITI	
ONALS	
NO substitutions	
INFANT	8 ounce and 16 ounce packages
CEREAL	Includes rice, oatmeal, multigrain and whole wheat
NO added fruit	Approved brands include: Beechnut
NO added	Gerber
formula	Tippy Toes
	Gerber Organic
NO added milk	Earth's Best
NO special	
claims such as	
added	
DHA/ARA	

INFANT	• 4 ounce containers, single or twin pack
FRUITS AND	Includes fruits or vegetables, single flavor or blend
VEGETAB LES	 May include white potatoes as an ingredient but not the primary ingredient
NO added sugars, starches or salt	 Infants 9-11 months may receive a CVV for the purchase of fresh fruits and vegetables in lieu of a portion of the infant food fruits and vegetables.
NO desserts NO dinners	Approved brands include: Beechnut Stage 2 – Beechnut Stage 2 Organics Gerber 2nd Foods - Gerber Organic 2nd Foods Tippy Toes Stage 2 - Tippy Toes Organic Stage 2- Happy Baby Organics
INFANT	• 2.5 ounce containers
MEATS	 Single flavor, beef, chicken, ham or turkey Includes pureed meat and gravy or broth
NO dinners	Approved brands include:
NO meat sticks	Beechnut Stage 1 Gerber 2nd Foods
NO added sugars	Tippy Toes Stage 2 Earth's Best Organic
NO added salts	