

Iowa WIC Program Approved Foods – 10/1/2015 through 9/30/2018

FOOD CATEGORY	APPROVED BRANDS OR VARIETIES
<p>CEREAL</p> <p>Cereal is brand and flavor specific</p> <p>Any combination of approved cereals up to the total ounces specified</p> <p>Minimum package size for national brands is 14 ounces and Minimum package size for store brands is 10 ounces</p> <p>NO added fruit, yogurt or nuts</p> <p>+ Gluten free * Whole grain cereals</p>	<p>Ready to Eat Cereal: 14 oz. or larger</p> <p><u>General Mills</u>: Cheerios – only Plain* and Multi-Grain*; Chex – only Corn+ , Rice+, Wheat*; Dora the Explorer*; Go Diego Go*; Kix – only Plain*, Berry Berry* and Honey*; Wheaties*</p> <p><u>Kelloggs</u>: Corn Flakes; Crispix; Frosted Mini Wheats – only Plain* and Bite Size*; Rice Krispies; Special K – Plain only</p> <p><u>Malt-O-Meal</u>: Corn Flakes; Crispy Rice; Frosted Mini-Spooners – Plain only*; Oat Blenders– only Honey and Honey & Almonds</p> <p><u>Post</u>: Bran Flakes*; Grape-Nuts– only Original* and Flakes*; Honey Bunches of Oat – only with Almonds, Honey Roasted and with Vanilla</p> <p><u>Quaker</u>: Life – only Plain*; Oatmeal Squares – only Plain*</p> <p>ONLY these store brands 10 oz. or larger: Bran Flakes*, Corn Flakes, Wheat Flakes*, Crisp(y) Rice, Crispy Hexagons, Toasted Oats*, Tasteos*, Happy O’s*, Rollin Oats*, Frosted Shredded Wheat*, Frosted Bite-Size Shredded Wheat*, Crunchy Oat Squares*, Oat Wise*, Corn Biscuits, Corn Squares, Rice Biscuits, Rice Squares, Wheat Biscuits* and Wheat Squares*, Oats and More, Honey and Oats, Oatmeal Squares*:</p> <ul style="list-style-type: none"> • Always Save • Best Choice • Centrella • Clear Value • Essential • Everyday • Fareway/Fastco • Food Club • Great Value • HyTop • Hy-Vee • IGA • Kemach • Kiggin’s • Market Pantry • Our Family • Save-A-Lot • Schnucks • Shurfine • Valu Time <p>Hot Cereal: Cream of Wheat – Plain and Whole Grain*; includes 1 minute, 2 ½ minutes, and 10 minutes Cream of Rice+ Malt-O-Meal Chocolate Malt-O-Meal Original</p>

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<p>100% WHOLE WHEAT BREAD</p> <p>NO added fruit, nuts and seeds</p>	<ul style="list-style-type: none"> • Must say “100% whole wheat” on the package and whole wheat must be the first ingredient on the label <p>16 ounce loaf 100% whole wheat loaf approved brands include:</p> <ul style="list-style-type: none"> • Arnold Light 100% Whole Wheat • Best Choice 100% Whole Wheat • Family Choice 100% Whole Wheat • Fareway 100% Whole Wheat • Great Value Whole Wheat • HyVee 100% Whole Wheat • Lewis Bunny 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 • Village Hearth 100% Whole Wheat <p>24 ounce loaf 100% whole wheat (fully breastfeeding women only) brands include:</p> <ul style="list-style-type: none"> • Arnold Dutch Country 100% Whole Wheat • Brownberry 100% Whole Wheat • Brownberry Natural 100% Whole Wheat • Country Hearth 100% Whole Wheat • Hartford Farms 100% Whole Wheat • Nature’s Pride 100% Whole Wheat • Oroweat Whole Grain 100% Whole Wheat • Pepperidge Farm Farmhouse 100% Whole Wheat • Pepperidge Farm Whole Grain 100% Whole Wheat • Sara Lee Hearty & Delicious 100% Whole Wheat
<p>SOFT CORN and WHOLE WHEAT TORTILLAS</p> <p>Whole wheat tortillas are brand specific</p> <p>NO added flavoring</p>	<p>16 ounce package</p> <p>Corn Tortillas – Yellow or White</p> <ul style="list-style-type: none"> • Any brand <p>Whole Wheat Tortillas</p> <ul style="list-style-type: none"> • Azteca • Best Choice • Buenavita • Celia’s • Chi-Chi’s • Food Club • Frescado • Great Value • Hormel • HyVee • La Banderita • Mama Laupe’s • Mission • Ortega • Our Family • Schnucks • Shurfine
<p>BROWN RICE</p> <p>NO added flavoring</p>	<p>14-16 ounce package includes instant and boil-in-bag</p> <p>16 ounce any brand of plain regular brown rice</p>
<p>Oatmeal</p> <p>Oatmeal is brand specific</p>	<p>16 ounce container</p> <p>Quick or old fashioned</p> <ul style="list-style-type: none"> • Mom’s Best • Best Choice • Our Family

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<p>DRIED BEANS AND PEAS</p> <p>NO mixed beans or soup mix NO added vegetables, fruits, meat, sugars, fats, or oils</p>	<p>Any brand in 16 ounce packages</p> <p>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</p>
<p>PEANUT BUTTER</p> <p>NO peanut butter spreads or reduced fat</p> <p>NO added marshmallows, honey, jelly, chocolate or similar ingredients</p> <p>NO bulk or freshly ground</p>	<p>Store brand only in containers of 16-18 ounces</p> <p>Includes chunky, crunchy, creamy, smooth, low sodium and reduced sugar</p>
<p>CANNED TUNA</p> <p>NO added ingredients NO white albacore, solid or Yellowfin tuna</p>	<p>Any brand of chunk light tuna including water packed and oil packed Minimum container size of 5 ounces; includes cans and foil pouches</p> <p>Includes regular and low sodium</p>
<p>CANNED SALMON</p> <p>NO chum or red salmon NO added ingredients</p>	<p>Any brand of pink salmon with or without bones and skin Minimum container size of 5 ounces; includes cans and foil pouches</p> <p>Includes regular and low sodium</p>

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<p>JUICE</p> <p>Only these brands, flavors and container sizes</p> <p>Approved brands and flavors also include calcium-fortified juices</p> <p>Only 100% unsweetened fruit juice</p> <p>Only 100% vegetable juice</p> <p>NO drinks, ades, nectars, juice beverages, infant juices, cocktails, twisters or coolers</p>	<p>64 OUNCE BOTTLES – SHELF STABLE</p>
	<p>Apple Juice: Always Save, Apple & Eve, Baymist, Best Choice, Big Tex, Essential Everyday, Great Value, Harvest Classic, HyTop, HyVee, Juicy Juice, Langers, Market Pantry, Mrs. Clark’s, Old Orchard, Schnucks, Seneca, Shurfine, Teksun, Tipton Grove, Tree Top</p> <p>Blended Fruit Juice (all flavors of these brands): Apple & Eve Cranberry Blends, Best Choice Juice Blends, Big Tex, Great Value, HyVee Cranberry and Pomegranate Blends, HyVee Just Juice, IGA, Juicy Juice, Langers, Market Pantry, Northland Cranberry Blends, Old Orchard, Our Family, Schnucks, Shurfine, Teksun</p> <p>Grape Juice – White, Purple or Red: Always Save, Baymist, Best Choice, Big Tex, Flavorite, Great Value, HyTop, HyVee, IGA, Langers, Market Pantry, Midwest Country Fare, Mrs. Clark’s, Old Orchard, Schnucks, Teksun, Tipton Grove, Welch’s</p> <p>Grapefruit Juice – White, Pink or Ruby Red: All brands of 100% grapefruit juice</p> <p>Orange Juice: All brands of 100% orange juice, with or without pulp</p> <p>Pineapple Juice: Best Choice, Big Tex, HyVee, Old Orchard, Our Family, Schnucks, Teksun</p> <p>Tomato Juice or Blended Vegetable Juice: Best Choice, Big Tex, Campbell’s (Regular, Healthy Request and Low Sodium), Diane’s Garden, Garden Fest, HyTop, HyVee, IGA, Langers, Market Pantry, Mrs. Clark’s, Our Family, Schnucks, Teksun, V-8 Plain only</p>
	<p>32 OUNCE BOTTLES – SHELF STABLE</p>
	<p>Tomato Juice or Blended Vegetable Juice: see above for brands</p>
	<p>64 OUNCE CONTAINERS – REFRIGERATED JUICE</p>
	<p>Orange Juice - All brands of 100% orange juice</p>

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<p>JUICE (CONTINUED)</p>	<p style="text-align: center;">11.5-12 OUNCE FROZEN (single flavors only)</p> <p>Apple Juice: Best Choice, Flavorite, Food Club, Great Value, HyTop, HyVee, IGA, Market Pantry, Old Orchard, Seneca, Shurfine, Tree Top</p> <p>Grape Juice – White or Purple: Best Choice, Great Value, Market Pantry, Old Orchard, Seneca, Welch’s (with yellow end cap only)</p> <p>Grapefruit Juice – White, Pink or Ruby Red: All brands of 100% grapefruit juice</p> <p>Orange Juice: All brands of 100% orange juice Includes added calcium, with pulp, and pulp-free</p> <p>Pineapple Juice: Dole, Langers, Market Pantry, Old Orchard</p>
<p>CASH VALUE VOUCHER FOR FRUITS AND VEGETABLES</p> <p>Dollar value is specified</p> <p>If purchase exceeds value specified, participant may pay the difference</p>	<p><u>Fruits</u> Allowed: Fresh fruit, frozen in juice or water Not allowed: Syrups or added sugars or sweeteners, added fats, oils, or salt. No dried fruit, items from salad or fruit bars, party trays, fruit baskets, fruit and nut mixtures.</p> <p><u>Vegetables</u> Allowed: Fresh including any potatoes, bagged salads with no additional ingredients; frozen without added fat, oil, sauces, pasta or rice Not allowed: Dried vegetables, herbs and spices, items from salad bars, party trays, nuts including peanuts</p>

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<p>MILK</p> <p>Cow's milk — Any brand pasteurized with vitamins added in the container size and fat content specified</p> <p>NO flavored milk</p> <p>NO rice or nut milks or milk with special health claims</p>	<p><u>Cow's milk:</u></p> <ul style="list-style-type: none"> • Whole milk • 1% Lowfat or Fat Free Skim Milk • Evaporated Fat Free Milk • Evaporated Whole Milk • Nonfat Dry Milk (powdered) <p><u>Milk Alternatives:</u></p> <ul style="list-style-type: none"> • 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
<p>EGGS</p> <p>NO eggs that make special health claims</p>	<p>Any brand in containers of one dozen</p> <p>USDA Grade A, large, white or brown</p>
<p>CHEESE</p> <p>NO sliced, cubed or crumbles</p> <p>NO added ingredients or flavoring</p> <p>NO processed cheese, cheese spreads or American cheese</p> <p>NO cheese purchased from a service counter</p>	<p>Any brand in 8 ounce or 16 ounce packages</p> <p>Chunk, shredded or Mozzarella string cheese</p> <p>Natural and domestic cheeses including Cheddar, Colby, Colby-Jack, Monterey Jack, and Mozzarella</p> <p>Includes varieties such as medium, sharp, extra sharp</p> <p>2% milk, lowfat, and fat free natural cheeses are also allowed</p>
<p>TOFU</p> <p>No special health claims</p>	<p>16 ounce packages</p> <p>Approved brands: Azumaya – Silken, Firm, Extra Firm House Foods (Premium) – Medium Firm, Firm, Extra Firm</p>
<p>SOY BEVERAGE</p>	<p>64 ounce containers</p> <p>Approved brands: 8th Continent Original or Vanilla Soymilk Silk Original Soy Beverage</p>

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INFANT FORMULA or MEDICAL FOODS NO substitutions	ONLY the brand of formula listed ONLY the container size listed ONLY the type of formula (powder, liquid concentrate or ready to use) specified
INFANT CEREAL NO added fruit NO added formula NO special claims such as added DHA/ARA or Organic	8 ounce and 16 ounce packages Includes rice, oatmeal, multigrain and whole wheat Approved brands include: <ul style="list-style-type: none"> • Beechnut • Gerber • Nature's Goodness • Tippy Toes
BABY FRUITS AND VEGETABLES NO added sugars, starches or salt NO desserts NO dinners	4 ounce containers, single or twin pack Includes fruits or vegetables, single flavor or blend May include white potatoes as an ingredient but not the primary ingredient 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. Refer to policy 235.03 for allowances.
BABY MEATS NO dinners NO meat sticks	2.5 ounce containers Single flavor, beef, chicken, ham or turkey Includes pureed meat and gravy or broth Approved brands include: <ul style="list-style-type: none"> • Beechnut Stage 1 • Gerber 2nd Foods • Tippy Toes Stage 2