October 7, 2013

RE: New WIC Food Guide and Infant Foods Insert
Revised WIC Minimum Stock Requirements

Dear WIC Chain Vendor:

The Michigan WIC Program previously notified you of upcoming changes to the list of WIC approved foods. Effective October 15, 2013, the new name for the list will be the Michigan WIC Food Guide which will be printed in booklet form. The purpose of this letter is to outline the specific changes to each category of WIC approved foods. Enclosed is a supply of the new WIC Food Guide, Infant Foods insert and a copy of the revised WIC Vendor Minimum Stock Requirements document for each of your authorized outlets.

BELOW IS A SUMMARY OF THE WIC FOOD GUIDE CHANGES:

Whole Grains – Oatmeal (16 oz)

Added as WIC approved: Simple Truth Old Fashioned Rolled Oats (Kroger)

Whole Grains – Breads (16 oz)

Added as WIC approved: Aunt Millies Healthy Goodness 100% Whole Wheat
Bimbo Bread 100% Whole Wheat
Family Choice 100% Whole Wheat
Kroger 100% Whole Wheat
Our Family 100% Whole Wheat
Pepperidge Farm Light Style Soft Wheat
Roman Meal Sungrain 100% Whole Wheat
Shurfresh 100% Whole Wheat
Soft and Good 100% Whole Wheat
Sterns Kosher 100% Whole Wheat
Sunbeam 100% Whole Wheat
Village Hearth 100% Whole Wheat

No longer WIC approved: Koepplinger’s Lite 100% Whole Wheat

Whole Grains – Tortillas (15 oz)

Added as WIC approved: Kroger 100% Whole Wheat Tortillas

No longer WIC approved: La Michoacana Corn Tortillas (18 count)
Pepito White Corn Tortillas (21 count)
Pepito Soft Taco Size Whole Wheat Flour Tortillas (11 count)
Cereal

The cereal section of the new Michigan WIC Food Guide is now divided into two sections: WIC approved cereals in 12 oz packages or larger, and those in 16 oz packages or larger. Specific cereal changes are summarized below:

**Cold Cereals**

Added as WIC approved: General Mills Corn Chex – 12 oz or larger
- General Mills Dora the Explorer – 16 oz or larger
- Kellogg’s Scooby-Doo! – 16 oz or larger
- Malt-O-Meal Crispy Rice – 16 oz or larger
- Malt-O-Meal Mini Spooners Blueberry – 16 oz or larger
- Malt-O-Meal Oat Blenders with Honey – 16 oz or larger
- Malt-O-Meal Oat Blenders with Honey & Almond – 16 oz or larger
- Post Honey Bunches of Oats Fruit Blends Banana Blueberry – 16 oz or larger
- Post Honey Bunches of Oats Fruit Blends Peach Raspberry – 16 oz or larger
- Post Honey Bunches of Oats Tropical Blends Mango Coconut – 16 oz or larger
- Quaker Oatmeal Squares Golden Maple – 12 oz or larger
- Quaker Oatmeal Squares Honey Nut – 12 oz or larger
- Essential Everyday (formerly Flavorite)
- Kiggins (formerly Mornin’ Gems and Rollin’ Oats)

No longer WIC approved: Honey Kix
- King Vitaman
- Malt-O-Meal Chocolatey Frosted

**Hot Cereals**

Added as WIC approved: Better Oats Oat Revolution Instant Classic – 11 oz or larger
- Cream of Rice – 11 oz or larger
- Essential Everyday (formerly Flavorite) instant oatmeal – 11 oz or larger

**Canned Beans**

Added as WIC approved: Centrella
- Essential Everyday (formerly Flavorite)
- Goya
- La Preferida
- Shurfine
- ValuTime

**Peanut Butter**

Added as WIC approved: Any store brand in 16-18 oz jar only
- Smooth, creamy, crunchy, extra crunchy, chunky

To assist you in adjusting your peanut butter inventory to ensure WIC participant needs are met, WIC approved store brands will include:

<table>
<thead>
<tr>
<th>Always Save</th>
<th>IGA</th>
<th>Our Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centrella</td>
<td>Kroger</td>
<td>Panner</td>
</tr>
<tr>
<td>Clear Value</td>
<td>Meijer</td>
<td>Peanut Delight</td>
</tr>
<tr>
<td>Essential Everyday</td>
<td>Shoppers Value</td>
<td>Valu Time</td>
</tr>
<tr>
<td>Great Value</td>
<td>Shurfine</td>
<td>Value Choice</td>
</tr>
<tr>
<td>Hy-Top</td>
<td>Spartan</td>
<td>Velvet</td>
</tr>
</tbody>
</table>

No longer WIC approved: National brands such as Jif or Reese’s
Milk

No longer WIC approved: Goat milk

**Soy Beverage**

Added as WIC approved: 8th Continent Original – 32 oz (refrigerated)
8th Continent Vanilla – 32 oz (refrigerated)
Silk Original – 32 oz & 64 oz (refrigerated)
WestSoy Organic Plus Plain – 32 oz & 64 oz (shelf stable)
WestSoy Organic Plus Vanilla – 32 oz & 64 oz (shelf stable)

**Cheese**

No longer WIC approved: 8 oz cheese
Goat cheese

**Eggs**

No longer WIC approved: Small size eggs

**Juice – 64 oz**

Added as WIC approved: Any 64 oz store brand fruit or vegetable juice (must contain 100% juice and 120% Vitamin C)

No longer WIC approved: Everfresh Paradise Fruit Punch – 64 oz

**Juice – 46 oz**

No longer WIC approved: 46 oz cans and 46 oz plastic containers

**Juice – Non-Frozen 11.5 oz Concentrate/11.5 oz & 12 oz Frozen Concentrate**

Added as WIC approved: Dole frozen (any flavor)

No longer WIC approved: Juicy Juice non-frozen

**Infant Cereal**

Added as WIC approved: Any brand 8 oz or 16 oz box/container – barley, corn (newly added), oatmeal, mixed grain, multigrain, rice or whole wheat (previously only Beechnut, Gerber and Nature’s Goodness were approved)

No longer WIC approved: Nature’s Goodness brand (discontinued)

**Infant Fruits & Vegetables**

Added as WIC approved: Meijer Naturals – 4 oz glass jar
Beech-Nut Goya – 4 oz glass jar

No longer WIC approved: Nature’s Goodness brand (discontinued)
Infant Meat

Added as WIC approved: Beech-Nut Goya – 4 oz glass jar beef & beef broth, chicken & chicken broth
Meijer Naturals – 4 oz glass jar beef with gravy, chicken with gravy, and
turkey with gravy

No longer WIC approved: Nature's Goodness brand (discontinued)

MINIMUM STOCK REQUIREMENTS:

Please note, national peanut butter brands, 8 oz cheese and 46 oz cans and plastic containers of juice are no longer WIC approved. Therefore, be sure your outlets do not count these products when confirming their compliance with the attached WIC Vendor Minimum Stock Requirements. Also, any "WIC Approved" shelf talkers must be removed under items that are no longer WIC approved.

Please be certain you share the above information with appropriate staff. If you have any questions regarding the changes listed above, please contact your Vendor Relations Analyst, Ed Dichoza, at 517-241-3598.

Thank you for your continued support in providing nutritious WIC approved foods to eligible women, infants and children.

Sincerely,

[Signature]

Mike Perrelli, Vendor Relations Unit Coordinator
WIC Vendor Management & Operations Section

Enclosures: New WIC Food Guides
Infant Foods Inserts
Revised WIC Vendor Minimum Stock Requirements document

Cc: Chain Coordinator
Chain Outlet File