WIC

...Making Life Better

HEALTHY HABITS. HEALTHY FAMILIES.

— MICHIGAN WIC —

# FOOD GUIDE

EFFECTIVE OCTOBER 15, 2013

# Fresh Fruits & Vegetables

✳ Choose lower priced foods  Organic is allowed

› Your WIC Shopping List shows your cash value benefit ($$$)
› You can pay for fruits and vegetables that cost more than your benefit

## ALLOWED

- Any variety fresh fruit or vegetable without added sweetener or fat
- May be whole, cut, bagged or packaged
- Sweet potatoes and yams

## ✳ NOT ALLOWED

- White potatoes, any variety like red skin, russet, Yukon Gold
- Fruit or vegetable party trays with dip, dressing or other added food items
- Fruit and nut mixtures
- Fruit baskets
- Fruits or vegetables from salad bars
- Herbs, spices, edible blossoms or flowers (broccoli, cauliflower, artichoke are allowed)
- Ornamental or decorative fruits or vegetables such as chili peppers or garlic on a string, gourds or painted pumpkins
- Salad kits with dressing or other added food items

### Health Bite!

## How can I help my child eat more fruits and vegetables?

- **Share the adventure.** Try new fruits and vegetables. Shop together and let your child choose.
- **Fix them together.** Teach your child to tear lettuce or add vegetable toppings to pizza.
- **Eat together.** Let your child see you enjoying fruits and vegetables at meals and snacks.
- **Take it with you.** Show your child how whole fruit is a great snack to eat at the park or in the shopping mall. Put apples, oranges, or bananas in your bag for quick snacks.

# Whole Grains

**1 lb Whole Grain = 1 Whole Grain Choice**

If your Shopping List shows:

**1 LB WHOLE GRAINS**

you can buy ONE of the following...

- 1 loaf bread or 1 package buns
- 1 package tortillas
- 1 container oatmeal
- 14-16 oz bag/box brown rice

If your Shopping List shows:

**2 LB WHOLE GRAINS**

you can buy...

- Any TWO from the list to the left ***OR***
- 28-32 oz bag/box brown rice

*(28-32 oz bag/box brown rice = 2 Whole Grain Choices)*

## Brown Rice

✳ Choose lower priced foods

No organic allowed

**1 lb = 16 oz**

› 14-16 oz bag/box
› 28-32 oz bag/box

**ALLOWED**

- Plain, dry brown rice without added herbs, seasonings or beans
- Regular, instant and boil-in-bag type
- Any brand

**✳ NOT ALLOWED**

- White rice, frozen brown rice
- Flavored rice, wild rice, rice mixes
- Bulk, tubs, microwavable pouches
- Specialty brands, like Lundberg

## Oatmeal

✳ Choose lower priced foods

No organic allowed

› 16 oz container

***Malt-O-Meal***
Mom's Best Naturals Quick Oats

***Malt-O-Meal***
Mom's Best Naturals Old Fashioned Oats

***Kroger***
Old Fashioned Oats

You may buy this as a whole grain choice ***NOT*** as a cereal.



## Tortillas

✳ Choose lower priced foods

No organic allowed

**1 lb package = 16 oz**

› These brands and types **ONLY**

***Chi Chi's***
Whole Wheat
Fajita Style
8 count

***Don Marcos***
White Corn
18 count

***Don Pancho***
Whole Wheat
10 count

***Don Pancho***
White Corn
18 count

***Hacienda***
Whole Wheat Flour
12 count

***Hacienda***
Corn Maiz
18 count

***Kroger***
Wheat
10 count

***La Burrita***
Corn
12 count

***Meijer***
Fajita Style
Whole Wheat
8 count

***Meijer***
Soft Taco Size
White Corn
18 count

***Mission***
Yellow Corn
Extra Thin
24 count

***Mission***
Whole Wheat
10 count

***Ortega***
Whole Wheat
10 count

Continued on next page →

# Breads

✳ Choose lower priced foods

No organic allowed

**1 lb loaf = 16 oz**

› These brands and types **ONLY**

***Aunt Millie's***
Healthy Goodness
Whole Grain White

***Aunt Millie's***
Swirl Whole Grain
Cranberry-Apple

***Aunt Millie's***
Swirl Whole Grain
Raisin with
Cinnamon

***Aunt Millie's***
Swirl Whole Grain
Cinnamon, No
Raisins

***Aunt Millie's***
Healthy Goodness
100% Whole Wheat

***Bimbo***
100% Whole Wheat

***Bunny***
100% Whole Wheat

***Family Choice***
100% Whole Wheat

***Healthy Life***
100% Whole Wheat
Whole Grain

***Hearth Oven
Bakers***
100% Whole Wheat

***Kroger***
100% Whole Wheat

***Meijer***
Whole Grain White

***Meijer***
100% Whole Wheat

***Nickles***
Country Style
100% Whole Wheat

***Our Family***
100% Whole Wheat

***Pepperidge Farm***
Jewish Rye
Whole Grain Rye
Seeded

***Pepperidge Farm***
Light Style Soft
Wheat

***Pepperidge Farm***
Stone Ground
100% Whole Wheat

***Pepperidge Farm***
Swirled 100% Whole
Wheat
Cinnamon with
Raisins

***Pepperidge Farm***
Very Thin Sliced
Soft 100% Whole
Wheat

***Roman Meal
Sungrain***
100% Whole Wheat

***Sara Lee***
Classic
100% Whole Wheat

***Shurfresh***
100% Whole Wheat

***Soft and Good***
100% Whole Wheat

***Spartan***
100% Whole Wheat

***Spartan***
Whole Grain White

***Sterns Kosher***
100% Whole Wheat

***Sunbeam***
100% Whole Wheat

***Village Hearth***
100% Whole Wheat

# Buns

✳ Choose lower priced foods

No organic allowed

***Hearth Oven Bakers***
100% Whole Wheat
Hamburger Buns

***Hearth Oven Bakers***
100% Whole Wheat
Hot Dog Buns

# Cold Cereals

✳ Choose lower priced foods — No organic allowed

All WIC cereals provide a good source of iron

- Cereals with this symbol provide 100% Daily Value folic acid
- Cereals with this symbol are made with whole grains and are a good source of fiber
- Cereals with this symbol are gluten free

› These brands and flavors ONLY

## 16 oz Package or larger

***Cheerios***
Plain

***Cheerios***
Multi Grain

***Dora the Explorer***

***Kix***
Plain

***Scooby-Doo!***

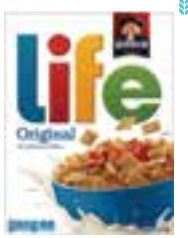
***Mini-Wheats***
Unfrosted

***Mini-Wheats***
Frosted

***Mini-Wheats***
Frosted Big Bite

***Corn Flakes***
Plain

***Special K***
Original




***Life***
Original

***Bran Flakes***

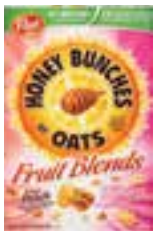
***Honey Bunches of Oats***
Honey Roasted

***Honey Bunches of Oats***
Vanilla Bunches

***Honey Bunches of Oats***
Cinnamon Bunches

***Honey Bunches of Oats***
Almonds

***Honey Bunches of Oats***
Fruit Blends
Banana Blueberry




***Honey Bunches of Oats***
Fruit Blends
Peach Raspberry

***Honey Bunches of Oats***
Tropical Blends
Mango Coconut

***Crispy Rice***

***Mini Spooners***
Strawberry Cream

***Mini Spooners***
Frosted

***Mini Spooners***
Blueberry

***Oat Blenders***
Honey

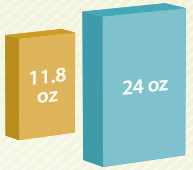
***Oat Blenders***
Honey & Almond

## Ways to buy up to 36 oz of hot and cold cereals

You may combine cereals up to a total of 36 ounces per month.

18 oz.
+ 18 oz.
**36 oz.**

12 oz.
12 oz.
+ 12 oz.
**36 oz.**




11.8 oz.
+ 24.0 oz.
**35.8 oz.**

15.8 oz.
+ 16.0 oz.
**31.8 oz.**



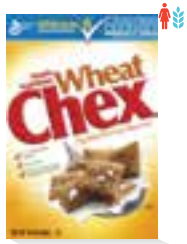
Continued on next page →

# Cold Cereals Cont.

✳ Choose lower priced foods — No organic allowed

## 12 oz Package or larger

***Chex***
Rice




***Chex***
Wheat

***Chex***
Corn

***Great Grains***
Banana Nut Crunch

***Oatmeal Squares***
Honey Nut

***Oatmeal Squares***
Cinnamon

***Oatmeal Squares***
Brown Sugar

***Oatmeal Squares***
Golden Maple

### Store Brands:

- Centrella
- Essential Everyday
- Great Value
- Kroger
- Meijer
- Spartan
- Our Family
- Hy-Top
- IGA
- Kiggins
- Parade
- Nature's Crunch

***Bran Flakes***

***Corn Flakes***

***Frosted Shredded Wheat***

***Crispy Rice***

***Toasted Oats***

***Corn Squares, Biscuits, Bitz (like Corn Chex)***



All WIC cereals provide a good source of iron

- Cereals with this symbol provide 100% Daily Value folic acid
- Cereals with this symbol are made with whole grains and are a good source of fiber
- Cereals with this symbol are gluten free

# Hot Cereals

✳ Choose lower priced foods — No organic allowed

› These brands and flavors ONLY

## 11 oz Package or larger

***Cream of Wheat***
Original Flavor: 14 oz or 28 oz, Whole Grain: 18 oz, Instant Individual Packets: Regular or Healthy Grain 12 oz

***Cream of Rice***
Original

***Malt-O-Meal***
Original & Chocolate Flavor

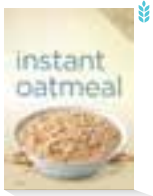
***Quaker Instant Grits***
Original & Butter Flavor Individual Packets ***ONLY***

***Quaker Instant Oatmeal***
Regular Flavor Individual Packets ***ONLY***

***COCO Wheats***

***Better Oats Oat Revolution***
Instant Classic

***Maypo***
Instant Oatmeal ***ONLY***




***Store Brand Instant Oatmeal***
Regular Flavor Individual Packets ***ONLY:***
America's Choice, Great Value, IGA, Essential Everyday, Kroger, Meijer, Our Family, Parade, Roundy's, Spartan

### Health Bite!

**Breakfast starts the day!**

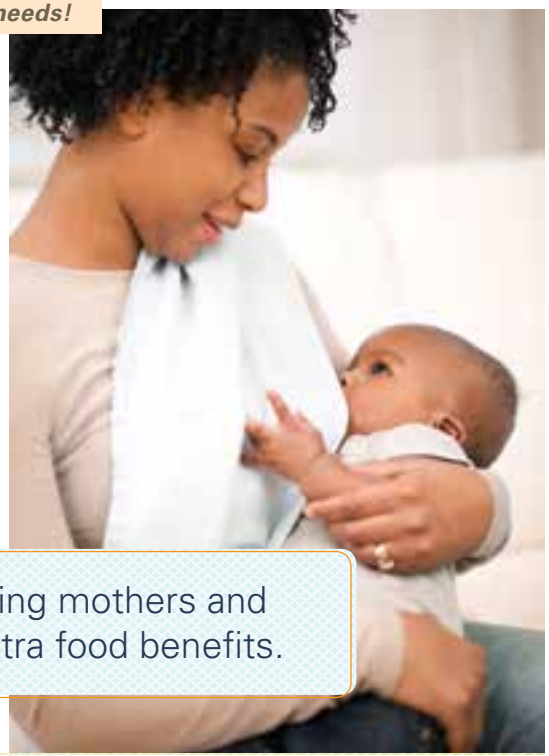
Eating breakfast gives your child energy to learn. If they don't eat, they get hungry and it is hard for them to think or listen.

**Let them help you plan breakfast and set the table!**

# Breastfeeding

## Babies are Born to Breastfeed

***Your breast milk is all your baby needs!***



### Did you know?

**Babies have tiny tummies!**
Moms make just the right amount of milk for their new baby.

**Breastfeeding is convenient!**
Always ready, no bottles or mixing required.

Exclusively breastfeeding mothers and their babies receive extra food benefits.

## What WIC Clients Say About Breastfeeding…

"It was a way to be closer to my daughter when I went back to work."

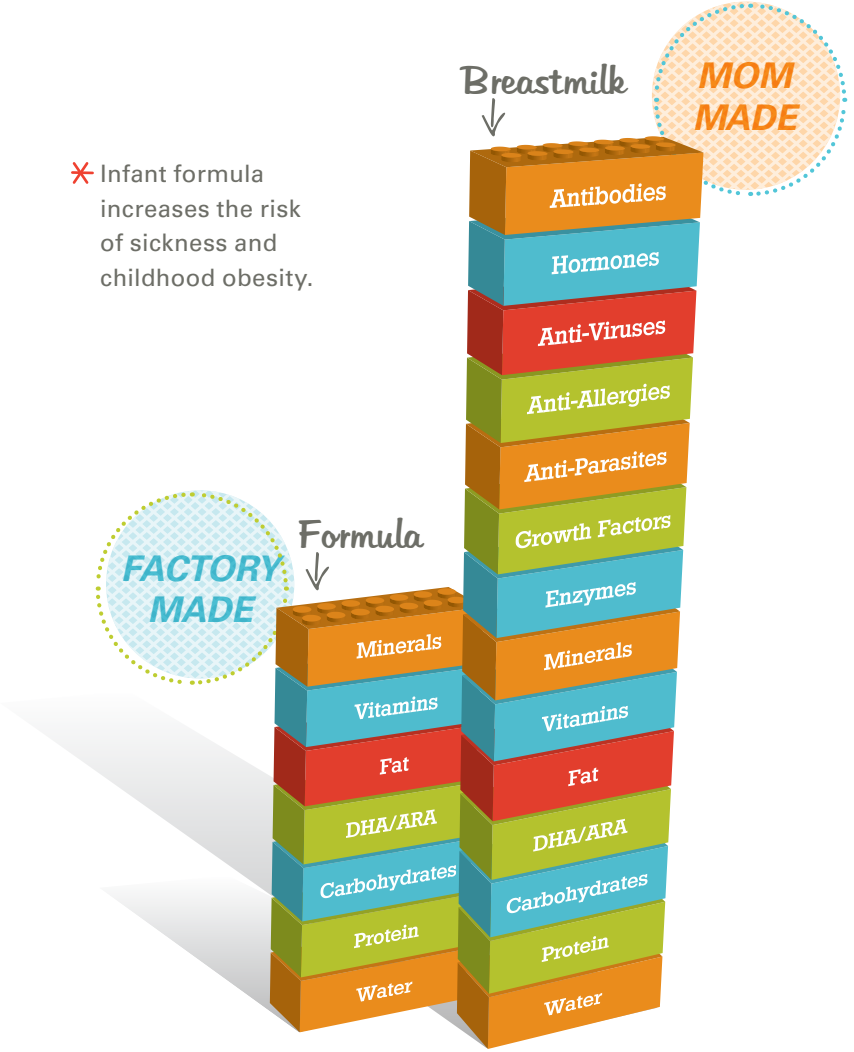
"I love the support the peer counselor gave me."

"My last baby was premature and the doctors strongly recommended breastfeeding to get him off to a good start."



## Breastmilk has **all** the good things baby needs

* Infant formula increases the risk of sickness and childhood obesity.




Michigan WIC has Breastfeeding Specialists and Peer Counselors to provide breastfeeding support at no cost. WIC can help with any of your questions or concerns.

# Beans, Lentils & Peas

✳ Choose lower priced foods — No organic allowed

### ALLOWED DRY

- 16 oz (1 lb) package
- Any type

### ✳ NOT ALLOWED DRY

- Barzi beans
- Dry beans with seasoning packets

### ALLOWED CANNED

- 15-16 oz can
- Any type
- Brands – Bush's, Centrella, Essential Everyday, Goya, Great Value, Halstead Acres, IGA, Joan of Arc, Kroger, La Preferida, Meijer, Our Family, Progresso, Shurfine, Spartan, ValuTime, Wylwood
- Low sodium of any allowed brand

### ✳ NOT ALLOWED CANNED

- Beans with added fat, oil, or meat
- Baked beans
- Pork and beans
- Chili beans
- Refried beans
- Green beans
- Snap beans
- Wax beans
- Yellow beans
- Green peas
- Sweet peas

# Peanut Butter

✳ Choose lower priced foods — No organic allowed

### ALLOWED

- 16-18 oz jar
- Store brand **ONLY**
- Smooth, creamy, crunchy, extra crunchy

### ✳ NOT ALLOWED

- Specialty Brands, like Arrow Head Mills, Fifty50
- Peanut butter mixed with jelly, marshmallow, honey, other flavorings
- Reduced fat peanut butter
- Peanut spread
- Peanut butter with DHA or Omega 3



## Bean & Peanut Butter Choices:

If your Shopping List shows:

**1 JAR 16-18OZPNUTBTR,LB DRY,15-16OZCN BEAN**

you can buy...

16 oz package dry beans, lentils, peas

OR

16-18 oz jar peanut butter

OR

4 cans 15-16 oz beans or peas

# Canned Fish

✳ Choose lower priced foods — No organic allowed

Only for breastfeeding women whose infants are **NOT** receiving formula from WIC.

*Any Brand*
**Chunk light tuna in water or oil**
5 oz can

*Bumble Bee*
**Pink Salmon**
5 oz can

*Chicken of the Sea*
**Pink Salmon**
5 oz can

### ✳NOT ALLOWED

- Albacore tuna
- Low sodium tuna or salmon
- Foil packages or pouches
- Lunch packs, lunch kits
- Chunk white tuna
- Tuna with seasoning
- Prime or smoked salmon fillets

### Health Bite!

Teach your kids about healthy foods.

Tell them how foods help them grow and make them strong.

- Grains give them energy to grow and learn.
- Whole grains have fiber to keep them healthy inside.
- Vegetables and fruits help them fight sickness and stay fit.
- Milk makes their bones and teeth strong.
- Meats and beans give them healthy blood and strong muscles.

Best of all, show them by eating these foods yourself!

# Milk

✳ Choose lower priced foods

No organic allowed

## ALLOWED

- Fat free milk (skim)
- Low fat milk (½%, 1%)
- Reduced fat milk (2%)
- Buttermilk

## ALLOWED only if on your WIC shopping list:

- Whole milk
- Powdered milk (nonfat dry) 25.6 oz, 32 oz, 64 oz
- Evaporated milk (skim, 2%, whole)
- Lactose free milk (skim, ½%, 1%, 2%, whole)

## ✳NOT ALLOWED

- Chocolate or flavored milk
- Evaporated filled
- Nut or grain milk (like almond or rice)
- Guernsey
- Value added (Kid's Milk, Fit Milk, Over the Moon)
- Vitamite
- Glass bottles
- Unhomogenized

1 quart = 32 oz | 2 quarts = half gallon | 3 quarts = 96 ounces | 4 quarts = 1 gallon

# Soy Beverage

✳ Choose lower priced foods

Organic is allowed

## ALLOWED only if on your WIC shopping list:

- 32 oz or 64 oz container
- These brands and flavors **ONLY**

*WestSoy* **Organic Plus Plain** 32 & 64 oz (shelf stable)

*WestSoy* **Organic Plus Vanilla** 32 & 64 oz (shelf stable)

*8th Continent* **Original** 32 & 64 oz (refrigerated)

*8th Continent* **Vanilla** 32 & 64 oz (refrigerated)

*Silk* **Original** 32 & 64 oz (refrigerated)

*Pacific Natural Foods* **Ultra Soy Original** 32 oz (shelf stable)

*Pacific Natural Foods* **Ultra Soy Vanilla** 32 oz (shelf stable)

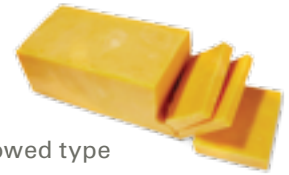


# Cheese

✳ Choose lower priced foods

No organic allowed

- See your WIC Shopping List for allowed maximum cheese price
- 16 oz **ONLY**
- U.S. made prepackaged cheese
- Low sodium and low fat cheese of any allowed type



## ALLOWED

- Cheddar
- Colby
- Mozzarella
- Colby Jack (Cojack)
- Monterey Jack
- Muenster
- Swiss

Without individual wrapping:

- American
- String

## ✳NOT ALLOWED

- Imported cheese
- Sliced cheese, except American
- Individually wrapped cheese slices, sticks or strings
- Cheese foods, products, whips, spreads, Velveeta
- Shredded, grated, cubed, crumbles, shapes, curds
- Smoked cheese or raw milk cheese
- Variety wheels or variety packs
- Cracker Backers or Stackers
- Cheese with pimento, peppers, seeds, meat, etc.
- Soy, farmer or goat cheese

## Health Bite!

**Did you know?** Milk like skim, ½%, 1% or 2% has the same amount of Vitamin D as whole milk!

# Eggs

✳ Choose lower priced foods

No organic allowed

**1 dozen**

## ALLOWED

- Grade A or AA
- Medium or large
- White **ONLY**

## ✳NOT ALLOWED

- Extra large or jumbo
- Free range, cage free, low cholesterol, Omega 3, pasteurized
- Eggland's Best, Gold Circle Farms, Good News Eggs

# Juices for Children

✳ Choose lower priced foods — No organic allowed

## 64 oz PLASTIC

100% Juice & 120% Vitamin C

› Added calcium allowed

***Store Brand Juice***
Any store brand fruit or vegetable juice

***Campbell's Tomato Juice***
Regular, Low Sodium, Healthy Request

***Everfresh***
Apple, Kiwi Strawberry, Orange

***Indian Summer***
Apple Juice only

***Juicy Juice***
Any flavor

***Old Orchard***
Any flavor

***Welch's Grape Juice***
Grape, White Grape, Red Grape ONLY *(added calcium is **NOT ALLOWED** for Welch's)*

## Tips for choosing a WIC juice

Is it one of the fruit or vegetable juices listed on these pages?

Is it a **48 or 64 oz** container, or an **11.5 to 12 oz** concentrate?

Is it **100%** juice?

Does it have at least **120%** Vitamin C?

*This **100%** juice example has **120%** Vitamin C, so this item is allowed.*



# Juices for Women

✳ Choose lower priced foods — No organic allowed

## 48 oz PLASTIC

100% Juice & 120% Vitamin C

› Added calcium allowed

***Juicy Juice***
Any flavor

**Health Bite!**

### Why fruit juice?

Juice is one way to add some of the vitamins and energy you and your children need throughout the day.

**Limit your child's intake of juice so he eats well and grow well!**

# Juice Concentrates for Women

✳ Choose lower priced foods — No organic allowed

100% Juice & 120% Vitamin C

› Added calcium allowed

## Frozen - 11.5 oz and 12 oz

***Orange Juice***
Any brand

***Grapefruit Juice***
Any brand or variety

***Dole***
Any flavor

***Old Orchard***
Any flavor with green peel strip

***Welch's***
Any flavor with yellow peel strip

## Non-Frozen - 11.5 oz

***Welch's***
Any flavor with yellow band

# WIC Shopping Tips

- Take your MI-WIC Shopping List with you, or print a balance inquiry at the store.
- Make sure the foods you buy with your WIC Bridge Card are WIC authorized.
- For easier checkout, group your WIC foods together.
- Choosing lower priced foods helps reduce costs and serve more WIC clients.
- Manufacturers' and cents-off coupons may be used with your WIC Bridge Card.
- Store promotions may be used with your WIC Bridge Card.
- Make sure the foods you buy match your shopping list!

| If Your Shopping List Shows: | BUY | DON'T BUY |
|---|---|---|
| 1 GAL SKIM, ½%, 1% or 2% MILK | 1 gallon of skim, ½%, 1% or 2% milk | 1 gallon of ***whole*** milk |
| 1 HGL SKIM, ½%, 1%, 2%, OR BUTTERMILK | ½ gallon skim, ½%, 1%, 2% milk or buttermilk | ½ gallon of ***whole*** milk |
| 1 GAL WHOLE MILK | 1 gallon of whole milk | 1 gallon of ***skim, ½%, 1% or 2%*** milk |

# About your MI WIC Bridge Card

- See your Michigan WIC Cardholder Training Brochure for important information.
- For problems, questions, or balance inquiries, call **1-888-678-8914** or visit **www.ebt.acs-inc.com**.
- WIC foods cannot be purchased before the Starting Date or after midnight Eastern Standard Time on the Expiration Date of your WIC benefit period.



# WIC Fraud or Abuse Line

## WIC FRAUD IS A VERY SERIOUS MATTER

Fraud in the WIC Program takes away food and services from all WIC clients. Buying or selling a WIC EBT card or benefits is against the law. You may be prosecuted for buying or selling, or attempting to buy or sell either a WIC EBT card or food benefits.

Help put a stop to WIC fraud. Please report any WIC client or grocer whom you suspect of buying or selling WIC EBT cards or benefits, or any suspicious activity involving the WIC Program.

**Call the WIC Fraud or Abuse line at**
1-800-CALL-WIC (1-800-225-5942)

# Do your nutrition education online!

wichealth.org connecting for a healthy future | wichealth.org en Español

*Over 20 lessons available in English and Spanish!

## How to get started:

1. Go to ***wichealth.org***
2. Create an account and set up your profile
3. Choose a lesson from one of the 5 categories
4. Complete the lesson
5. Fill out the survey

Do it at any time, and anywhere you have internet access

## Examples of lessons available:

- Eat Well – Spend Less!
- Preparing for a Healthy Pregnancy
- Starting Your Infant on Solid Foods
- Make Meals & Snacks Simple
- Secrets For Feeding Picky Eaters

Use a computer or your smart phone!

This counts as your nutrition education!

## wichealth problems?

Try clicking the blue "Help" tab on the top left of any page to submit a message. All questions are answered within 24 hours.

## What WIC Clients are Saying…

"Awesome website!! Lots of great information and very easy to follow!"

"I can learn at my own pace, in the comfort of my own home."

"I like that I get to choose the topic, and that I can do it anytime day or night."

...Making Life Better

HEALTHY HABITS. HEALTHY FAMILIES.

Rick Snyder, Governor
James K. Haveman, Director

YOUR RIGHTS

The U.S. Department of Agriculture prohibits discrimination against its customers, employees, and applicants for employment on the bases of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or all or part of an individual's income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Department. (Not all prohibited bases will apply to all programs and/or employment activities.)

If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at http://www.ascr.usda.gov/complaint_filing_cust.html, or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at program.intake@usda.gov.

Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish).

USDA is an equal opportunity provider and employer.

Authority: P.A. 368 of 1978 • DCH-0237 • Rev. 10/13
MDCH is an Equal Opportunity Employer, Services and Programs Provider.
700,000 printed at $.13 cents each with a total cost of $91,000.00.