



LIST OF CHANGES IN THE MICHIGAN WIC FOOD GUIDE

Beginning August 1, 2024

This document outlines changes to the Michigan WIC Food Guide, highlighting differences between the new August 1, 2024 edition and the previous one from March 1, 2023.

Overall Design

- Changed “Allowed” sections to green and updated symbol
- Increased size of symbol next to “These brand and types only”
- Changed “Organic” to regular, un-bold, text to avoid client confusion since its optional

Contents

- Improved design to highlight the availability of the electronic version of Food Guide

Online Nutrition Education

- Added QR code

Fresh Fruits & Vegetables

Updated Allowed Criteria:

- Simplified by removing “fruits and vegetables” in bullets
- Added “fresh herbs” to replace what was previously only “cilantro and parsley”

Updated Not Allowed Criteria:

- Simplified by removing “fruits and vegetables” in bullets
- Added “herb pastes, dried herbs or spices”
- Added “potted plants or seeds”
- Removed fruit or vegetable party trays/platters
- Changed to “Kits/bowls/trays with dips, dressings, sauces or other food items”

Frozen/Canned Fruits & Vegetables

- Added “Home-canned and home-preserved” to not allowed section

Whole Grains

- Simplified language about “If your WIC shopping list shows...”

Whole Grains – Pasta

- Added Field Day and Meijer brand
- Removed Our Family brand which was discontinued in 2021

Whole Grains – Bread/Buns

- Removed all breads/buns that are no longer WIC-eligible, recently discontinued or unavailable in Michigan retailers
- Added image for Bimbo 100% Whole Wheat

- Updated image for Sara Lee bread
- Separated Bread/Buns sections

Whole Grains – Tortillas

- Added image for Essential Everyday tortillas
- New image for Meijer tortillas
- Removed Ortega and Our Family brands which were discontinued in 2021/2022

Cereals – Cold

- Added Cheerios Veggie Blends flavors.
- Added Frosted Mini Wheats Blueberry Muffin and Golden Honey
- Removed All-Bran cereal because new size is no longer WIC-eligible
- Removed flavors that were discontinued: Vanilla Chex, Mixed Berry Mini Wheats, Banana and Honey Almond Special K, Strawberry Life and Golden Maple Oatmeal Squares
- Updated Kix images

Cereals – Hot

- Updated image for Maypo

Eggs

- Changed ‘Any size’ to ‘Any brand or size of egg’ to avoid client confusion
- “Grain, grass or vegetarian fed” are now authorized

Breastfeeding and Chestfeeding

- Added definition for a peer counselor.
- Removed “Breastfeeding and Chestfeeding Clients Receive More Food!” food package image due to client confusion and poor image quality
- Added breastfeeding education picture

Fish

Updated Not Allowed Criteria:

- Changed “Lunch packs, lunch kits or tuna sala” to “Added crackers, condiments or utensils”
- Updated premium brands list

Infant Foods

- Rearranged and simplified duplicative wording

Peanut Butter & Beans

- Added “(multi-packs allowed)” to canned beans section
- Updated premium brands list to peanut butter section

Yogurt

- Added image for Go-GURT brand

Soy Beverage

- Removed 8th Continent Vanilla which was discontinued in 2020

Juice

- Added “Purchase size shown on your WIC Shopping List”
- Added Tree Top brand and apple flavor to 64 oz section
- Added Mott’s apple and fruit punch flavors to 48 oz section
- Added “May be Refrigerated” to Any Store Brand section
- Removed flavors that were discontinued or not available in Michigan retail stores
- Updated Juicy Juice image

WIC Connect App

- Improved design to make more reader friendly

WIC Shopping Tips

- Added many more tips, troubleshooting and submitting a complaint section

About your Michigan WIC EBT Card

- Added Michigan WIC EBT card image