



Department of Health

Request for Information (RFI)

Approved Food Items for the New York State WIC Program

RFI NUMBER: 20694

ISSUED: October 14, 2025

DESIGNATED CONTACT:

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TABLE OF CONTENTS

(Hyperlinked—Ctrl + Click to go directly to desired topic.)

1	Calendar of Events	3
2	Background and Purpose	4
	Background	4
	Purpose	4
3	Who Should Respond	5
4	Food Product Specifications	5
5	Instructions for Responding to this RFI	9
	5.1 RFI Response and Electronic Submission Requirements	9
	5.2 Questions	11
6	Review Process	11
7	General Terms	12
	Reimbursement	12
	Freedom of Information Law (FOIL)	12
	Responder Submission Clarifications	13
	Appendix A	14
	Appendix B	22

1 Calendar of Events

RFI 20694 – Approved Food Items for the NYS WIC Program	
<u>EVENT</u>	<u>DATE</u>
Issuance of Request for Information	October 14, 2025
Deadline for Submission of Written Questions	Questions Due on or Before: November 14, 2025 by 5:00 PM EST
Answers to Questions Posted	On or About: December 1, 2025
RFI Responses Due	Responses Due on or Before: December 15, 2025 by 5:00 PM EST

2 Background and Purpose

Background

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC), administered by the Bureau of Supplemental Food Programs, New York State (NYS) Department of Health (the Department), provides nutrition education, nutritious foods, breastfeeding support and referrals to more than 450,000 income-eligible pregnant, postpartum, and breastfeeding women, infants, and children up to age five each month.

The NYS WIC Program uses a retail food delivery system to provide foods (benefits) to participants. Each participant is issued a tailored food package with specific types and quantities of food that may be purchased with an Electronic Benefits Transfer (EBT) card (eWIC). Participants can shop at approximately 2,900 authorized retail vendors to redeem their benefits.

Each State WIC Program is responsible for selecting the foods that can be purchased with WIC benefits in their state ([7 CFR 246.10\(b\)](#)). These foods must meet or exceed the requirements set by USDA in federal regulation; (refer to [Regulatory Requirements for WIC-Eligible Foods](#) for information on the federal requirements for WIC foods). In addition, State WIC agencies have the authority to establish additional criteria such as other nutritional standards, competitive cost, container size, statewide availability, and participant appeal ([7 CFR 246.10\(b\)\(1\)\(i\)](#)). Detailed information on the brands and varieties of currently allowed foods is provided on the February 2021 NYS WIC Acceptable Foods Card (see [Appendix A](#)). This document does not reflect products and package sizes that have been modified, added, or removed from the NYS WIC Approved Product List (APL) since 2021. The current full APL can be found here <https://nyswicvendors.com/upc-resources/>.

Purpose

The NYS WIC Program is seeking to identify food items eligible to be authorized for purchase by NYS WIC participants that align with the [Final Rule: Revisions in the WIC Food Packages](#), which was updated and released by the United States Department of Agriculture (USDA) in 2024. Provisions within the Final Rule allow new food items, additional container sizes, and establish revised nutritional requirements for some food categories.

The information obtained through this Request for Information (RFI) will be used by NYS WIC for program planning and to assist in the selection of products for the NYS WIC Program APL. The NYS WIC Acceptable Foods Card will also be updated to reflect revisions made to the APL as a result of this RFI. Note, submission of the information requested in this RFI does not guarantee product inclusion on the NYS WIC Program APL (see [Section 6](#) for additional details).

3 Who Should Respond

This RFI is seeking information from interested parties who:

- Manufacture and/or distribute any food item(s) that meet(s) the specifications listed in [Section 4](#) and wish to be considered for inclusion on the NYS WIC Program APL.
- Represent a manufacturer and/or distributor of any food item(s) that meet(s) the specifications listed in [Section 4](#) and wish to be considered for inclusion on the NYS WIC Program APL.

4 Food Product Specifications

The NYS WIC Program is seeking information about the food categories listed in the table below. Specifications for each of the foods for which information is requested are summarized in the table below. The specifications for each food are also included in the “Specifications” tab of Attachment 1 – NYS WIC 2025 Product Information Workbook.

Many foods are required to meet a standard of identity established by the Food and Drug Administration (FDA). These standards are contained in Title 21 of the Code of Federal Regulations (CFR), Subchapter B Food for Human Consumption. The regulatory language can be found in the electronic CFR (<https://ecfr.gov/>) by selecting “Title 21 – Food and Drugs.”

Food categories in the chart below that are denoted with an asterisk (*) do not have specification changes. NYS WIC is looking to potentially expand the available package types and sizes of these items. Responders are encouraged to submit information for currently approved products as well as new products in these categories. Currently approved products that continue to meet all requirements and programmatic needs will not be removed from the NYS WIC Program APL as a result of this RFI.

Food Category	Specifications
Breakfast Cereal (whole grain)	Must contain whole grain as the first ingredient
	Must contain a minimum of 28 milligrams of iron per 100 grams of dry cereal
	Must contain no more than 21.2 grams of added sugar per 100 grams of dry cereal (no more than 6 grams per dry ounce)
	The minimum package size for cold cereal is 12 ounces
	The minimum package size for hot cereal is 9.8 ounces
	May be packaged in a box or bag
	Packages that contain individual serving packets are allowed for oatmeal only (Bulk packaging is also acceptable for oatmeal.)
Breakfast Cereal (non-whole grain)	Must contain a minimum of 28 milligrams of iron per 100 grams of dry cereal.
	Must contain no more than 21.2 grams of added sugar per

	100 grams of dry cereal (no more than 6 grams per dry ounce)
	The minimum package size for cold cereal is 12 ounces
	The minimum package size for hot cereal is 9.8 ounces
	May be packaged in a box or bag
	Packages that contain individual serving packets are allowed for grits only (Bulk packaging is also acceptable for grits.)
Whole Wheat Bread Products	Includes loaves, rolls, buns, naan, English muffins, bagels, pita
	Whole wheat bread, rolls, and buns must conform to the FDA standard of identity for a whole wheat product at 21 CFR 136.180
	“Whole wheat flour” or “bromated whole wheat flour” must be the only flours listed in the ingredient list
Other Whole Grain Bread Products	Includes loaves, rolls, buns, naan, English muffins, bagels, pita
	Whole grain bread, rolls, and buns must conform to the FDA standard of identity at 21 CFR 136.110
	Must contain at least 50 percent whole grains with the remaining grains being either enriched or whole grains
Soft Corn Tortillas*	Must be made from ground masa flour (corn flour) using traditional processing methods. WIC-eligible examples of primary ingredients include whole corn, corn (masa), whole ground corn, corn masa flour, masa harina, and white corn flour
	May be packaged in bags or boxes
Soft Whole Wheat Tortillas*	“Whole wheat flour” must be the only flour listed in the ingredient list
	May be packaged in bags or boxes
Whole Wheat Pasta*	Must conform to the FDA standard of identity for whole wheat macaroni products in 21 CFR 139.138
	Must not contain any added sugars, fats, oils, or salt (i.e., sodium)
	Whole wheat flour and/or whole durum flour must be the only flours listed in the ingredients list
	May be any shape
Other Whole Grain Products	Includes brown rice, wild rice, quinoa, bulgur (cracked wheat), oats, whole-grain barley, millet, triticale, amaranth, cornmeal (including blue), corn masa flour, buckwheat, teff, kamut, sorghum, wheat berries
	Corn meal (including blue) must confirm to FDA Standard of Identity 21 CFR 137.260 and align with USDA School Meal Guidance
	May be instant-, quick-, or regular-cooking
	Must not contain any added sugars, fats, oils, or salt (i.e., sodium)
Tofu	Must contain a minimum of 100 milligrams of calcium per 100 grams of tofu
	Must not contain added fats, sugars, oils, or sodium

Plant-Based Milk Alternatives	May be refrigerated or shelf-stable
	May be refrigerated or shelf-stable
	Container may be glass, plastic, or carton
	Must contain no more than 10 grams of added sugar per 8-ounce serving
	Must contain (at a minimum) the following nutrients per 8-ounce serving: Calcium: 276 milligrams Protein: 8 grams Vitamin A: 500 international units (IU) Vitamin D: 100 international units (IU) Magnesium: 24 milligrams Phosphorus: 222 milligrams Potassium: 349 milligrams Riboflavin: 0.44 milligrams Vitamin B12: 1.1 micrograms
	May be flavored or unflavored
Goat's Milk*	Must be pasteurized
	Must be unflavored
	May be fluid, shelf-stable, evaporated, or dry (i.e., powdered)
	Must contain at least 400 international units of vitamin D per quart (100 international units per cup) and 2,000 international units of vitamin A per quart (500 international units per cup)
Dry Cow's Milk*	Dry whole milk must conform to FDA Standard of Identity (21 CFR 131.147)
	Nonfat dry milk must conform to FDA Standard of Identity (21 CFR 131.127)
Cheese*	Must be domestic cheese made from 100% pasteurized milk
	Must conform to FDA standard of identity 21 CFR part 133
	Must be monterey jack, colby, natural cheddar, swiss, brick, muenster, provolone, part-skim or whole mozzarella, pasteurized process American, or blends of any of these cheeses
	Must be packaged in blocks or slices
	Cheese foods, products, or spreads are not allowed
	Flavored cheese or added ingredients are not allowed
	Imported cheeses are not allowed
	Individually wrapped slices are not allowed
Plant-Based Cheese	Must contain a minimum of 250 milligrams of calcium per 1.5 ounces
	Must contain a minimum of 6.5 grams of protein per 1.5 ounces
	Must be packaged in blocks or slices
	Individually wrapped slices are not allowed
Yogurt (Cow's Milk)	Must conform to FDA Standard of Identity (21 CFR 131.200)
	Must be pasteurized

	<p>Must contain no more than 16 grams of added sugar per 8 ounce serving</p> <p>Must contain a minimum of 106 international units (2.67 micrograms) of vitamin D per 8 ounce serving</p> <p>May be plain or flavored</p> <p>May not be packaged with mix-in ingredients such as granola, candy pieces, honey, or nuts</p> <p>May not be drinkable, squeezable, or frozen yogurt</p>
Plant-Based Yogurt	<p>Must contain no more than 16 grams of added sugar per 8 ounce serving</p> <p>Must contain a minimum of 250 mg of calcium</p> <p>Must contain a minimum of 6.5 g of protein</p> <p>Must contain a minimum of 106 IU (2.67 micrograms) of vitamin D per 8 ounce serving</p> <p>May be plain or flavored</p> <p>May not be packaged with mix-in ingredients such as granola, candy pieces, honey, or nuts</p> <p>May not be drinkable, squeezable, or frozen yogurt</p>
Single-Strength Juice*	<p>Fruit juice must conform to the applicable FDA standard of identity (21 CFR part 146), if available</p> <p>Vegetable juice must confirm to the applicable FDA standard of identity (21 CFR part 156), if available</p> <p>May be shelf-stable or refrigerated</p> <p>Must be pasteurized 100% unsweetened fruit or vegetable juice or a blend of one or more fruit or vegetable juices</p> <p>Must contain a minimum of 30 micrograms of vitamin C per 100 milliliters of juice.</p> <p>May be fortified with other nutrients</p> <p>Vegetable juice may be regular or low sodium</p> <p>May be packaged in plastic, metal, paper cartons, or glass containers</p>
Concentrated Juice*	<p>Fruit juice must conform to the applicable FDA standard of identity (21 CFR part 146), if available</p> <p>Vegetable juice must confirm to the applicable FDA standard of identity (21 CFR part 156), if available</p> <p>May be frozen concentrate or shelf-stable concentrate</p> <p>Must be pasteurized 100% unsweetened fruit or vegetable juice or a blend of one or more fruit or vegetable juices</p> <p>Must contain a minimum of 30 micrograms of vitamin C per 100 milliliters of juice</p> <p>May be fortified with other nutrients</p> <p>Vegetable juice may be regular or low sodium</p> <p>May be packaged in plastic, metal, paper cartons, or glass containers</p>
Nut/Seed Butters (excluding Peanut Butter)	<p>Must not contain added marshmallows, honey, jelly, chocolate, or similar ingredients</p> <p>May be creamy or chunky, regular, or reduced-fat, salted or unsalted.</p>
Eggs*	<p>Must be large or medium</p> <p>May be white or brown</p>

	May be fresh shell domestic hens' eggs or hard-boiled eggs
Canned Fish*	May be: <ul style="list-style-type: none"> • Light tuna (must conform to FDA standard of identity 21 CFR 161.190) • Salmon (Pacific salmon must conform to FDA standard of identity 21 CFR 161.170) • Sardines • Mackerel (only N. Atlantic <i>Scomber scombrus</i>, or Chub Pacific <i>Scomber japonicas</i>)
	May be packed in water or oil
	May include added sauces or flavorings, e.g., tomato sauce, mustard, lemon
	May be regular or lower in sodium content
	King mackerel is not allowed

5 Instructions for Responding to this RFI

This RFI is for planning purposes only and should not be interpreted as a solicitation for bids on the part of the State.

This is not a solicitation for offers and no funding will be awarded based on responses to this RFI. Please monitor <https://www.health.ny.gov/funding/> for any changes or updates prior to submitting a response.

All responses should be limited to the information requested and in the format in which it is requested. Your response should contain sufficient information to assure accurate understanding by the NYS WIC Program. While additional data may be presented, material not relevant to this RFI will not be reviewed by the NYS WIC Program. The NYS WIC Program requests that all organizations responding to this RFI designate a single contact within their organization for receipt of all subsequent information pertaining to this RFI.

The following sections include the requested format and information to be provided by each respondent. The RFI responses should be returned in electronic format.

5.1 RFI Response and Electronic Submission Requirements

To be assured that products will be considered for inclusion on the NYS WIC Program APL, responders must respond to this RFI in full and according to instructions in this section. Please note:

- Due to the volume of information expected to be received in response to this RFI, it will not be possible for NYS WIC to follow up on information deemed to be incomplete. Therefore, it is imperative that responses for each product are completed fully and accurately to be considered for selection by NYS WIC.

- Information must be submitted for products in the requested food categories that are **currently listed** on the NYS WIC Program APL and/or **new** products to be considered for inclusion on the NYS WIC Program APL.
- Currently approved products that do not meet all selection criteria under this RFI will be removed from NYS WIC Program APL.
- The deadline for providing information in response to this RFI is identified in Section 1 Calendar of Events. A complete response, prepared as specified in this RFI, must be received by the due date in order to be included in the NYS WIC food review process.
- Products for which any required information is not completed as specified in this RFI and/or incomplete (including those missing clear and legible digital images) will not be reviewed as part of this RFI. After this RFI is complete, the standard UPC Submission Process can be utilized to submit product information for review. Information about that process is available on the [NYS WIC Vendor Website](#).

To submit foods for consideration during this RFI, responders must:

1. Obtain an electronic copy Attachment 1 (NYS WIC 2025 Product Information Workbook) and Attachment 2 (Company Identifications and Assurances) by downloading the files from: <http://www.health.ny.gov/funding/#rfi>
2. Send an email with the subject line “NYS WIC RFI #20694 - 2025 [insert your company name]” to wicfoods@health.ny.gov. In the body of the email, include your company name, address, and contact information to receive a link to an electronic dropbox and instructions for submitting files electronically.
3. Complete and submit all the following information:
 - Attachment 1 - NYS WIC 2025 Product Information Workbook**
Be sure to read all instructions on the Instructions tab. The following tabs must be completed before submission:
 1. **Company Identification**
 2. **Anticipated Changes** – If any changes are anticipated in a food product line within twelve (12) months of the date of submission that would specifically affect the information submitted in the Product Information Chart(s), please provide the current product name, UPC code, date of change, and explain the anticipated changes. If there are no anticipated changes to any product, indicate “none”.
 3. **Product Information Charts** – For each food that the responder wishes to be considered and meets the specifications outlined in [Section 4](#), complete the applicable product information chart within Attachment 1. The chart(s) must be completed for each product and each container size following the instructions in the Instructions tab. No handwritten charts will be accepted. Do not submit paper copies of the completed charts. Only electronic submissions will be accepted.
 - Attachment 2 - Company Identification and Assurances** – This must be filled out completely and signed electronically.

- **Digital Images of Products** - For each product and container size, submit clear and legible digital images showing all of the following information: product name, product size, UPC, nutrition panel, and ingredients list. If submitting information on multiple container sizes of a product, submit separate images for each size.

All product images must be uploaded to the electronic dropbox using the link that is emailed to you. The file name of each image should exactly match the product names (and container sizes, if applicable) listed in the corresponding Product Information Chart in Attachment 1. Do not submit paper copies of the images; do not submit the images through email.

5.2 Questions

Responders should submit questions and/or requests for clarifications regarding this RFI via e-mail by the specified date and time listed in [Section 1 Calendar of Events](#). Questions should be submitted to: wicfoods@health.ny.gov with the subject line "RFI 20694 Question Submission." Responses to questions will be posted at: <http://www.health.ny.gov/funding/> on or about the date posted in the Calendar of Events. Please be sure to check this website while you are developing your response.

Please include the following in the e-mail inquiry:

- Company name, contact person, telephone number, and e-mail address as part of the sender's contact information.
- The question(s) and/or a description of the issue or discrepancy found in the RFI.
- RFI section, page number, and/or other information to support identification of the specific problem or issue in question.

Requests for technical assistance on the completion of Attachment 1 may also be sent to: wicfoods@health.ny.gov

At its discretion the Department may contact vendors to seek clarification of any inquiry received. The Department will respond to questions and/or requests for clarification via addendum on or before the date listed in [Section 1 Calendar of Events](#).

6 Review Process

Responses to this RFI will be considered and methodically reviewed by the NYS WIC Program. The Department is under no obligation to use or return any information or material submitted in response to this RFI.

All foods submitted for consideration by the NYS WIC Program will be evaluated using the following criteria:

1. **Nutritional content:** The specifications for each of the food categories are described in [Section 4](#) of this document
2. **Cost:** Due to the need to implement enhanced cost-containment measures (refer to [Final Rule: Vendor Cost Containment](#)), NYS WIC only intends to select products that are determined to be cost-effective.
3. **Regional or statewide availability:** National brands should be available statewide.

Private label and store brands should be available in at least two (2) regions of the state (refer to NYS map included in [Appendix B](#)).

4. **Time on market:** Preference will be given to products that have been available on the retail market in New York State for six or more months prior to the date of response to this RFI.
5. **Participant acceptance:** Within the scope of cost containment efforts, WIC participant preferences and cultural needs will be considered, when possible, in the selection of foods.
6. **Inclusion of artificial or synthetic food dyes:** Preference may be given to products that do not contain any artificial or synthetic food dyes or colorings.

With regard to reviewing and selecting products for the NYS WIC Program APL, the Department reserves the right to:

1. Reject any or all responses received in response to this RFI;
2. Withdraw the RFI at any time, at sole discretion of the Department;
3. Issue subsequent RFIs to obtain any needed information not received in response to this RFI, to respond to changes in USDA requirements, or otherwise to promote the best interests of the NYS WIC Program;
4. Contact responders to this RFI to obtain clarification or additional information;
5. Use the information provided as a result of this RFI to produce short-term or partial Foods Cards, as needed;
6. Approve only those categories of foods needed to serve NYS WIC participants;
7. Use any and all information provided in response to this RFI for program planning;
8. Determine the timeframe in which food items will be added to and/or removed from the APL;
9. Determine the timeframe in which to revise the NYS WIC Acceptable Foods Card;
10. Limit the selection of items for inclusion on the NYS WIC Program APL even if they meet the specifications outlined within this RFI. Submission of this information does not guarantee product inclusion on the NYS WIC Program APL.

7 General Terms

Reimbursement

The Department will not be responsible for expenses incurred in preparing and submitting responses to this RFI.

Freedom of Information Law (FOIL)

All responses may be disclosed or used by the Department to the extent permitted by law. The Department may disclose a response to any person for the purpose of assisting in evaluating the response or for any other lawful purpose. All responses will become State agency records, which will be available to the public in accordance with the Freedom of Information Law.

Any portion of the response that a responder believes constitutes proprietary information entitled to confidential handling as an exception to the Freedom of Information Law must be clearly and specifically designated in the response.

If the Department agrees with the proprietary claim, the designated portion of the response will


be withheld from public disclosure. Blanket assertions of proprietary material will not be accepted, and failure to specifically designate proprietary material may be deemed a waiver of any right to confidential handling of such material.

Responder Submission Clarifications

The Department may ask responders to clarify the contents of their submissions. Other than to provide such information as may be requested by the Department, responders are asked to refrain from seeking to alter responses or add information after the Deadline for Submission of Responses listed in [Section 1. Calendar of Events](#).

Appendix A

NYS WIC Acceptable Foods Card – February 2021



February 2021 1

WIC Acceptable Foods Card

This card is available in 21 languages, visit: www.health.ny.gov/wic

For the most up to date list of WIC approved foods, please visit <https://nyswicvendors.com/upc-resources/>

Milk

Can buy:

- Your WIC shopping list shows the fat content and type of milk you must buy
- Any brand
- COW'S MILK:** Buy the largest container available when possible (gallons, 96 oz, half gallons, or quarts)
- LACTOSE FREE MILK:** Buy largest container available when possible
- KOSHER (Cholov Yisroel):** If printed on your WIC shopping list
- GOAT MILK:** Meyenberg 12 oz container only
- EVAPORATED/CANNED MILK:** 12 oz container only
- DRY/POWDERED MILK:** 25.6 oz container only

CANNOT BUY:

- Flavored
- Organic
- Sweetened or condensed
- Buttermilk
- Added calcium
- Reduced fat (2%) milk

Soy Beverage

Can buy:

The following brands and types:

- BTH CONTINENT:**
Soy milk – Original and Vanilla (64 oz refrigerated)
- PACIFIC NATURAL FOODS:**
Ultra Soy – Original and Vanilla (32 oz shelf-stable)
- SILK:**
Soy milk – Original (32 or 64 oz refrigerated)
Soy milk – Original (128 oz refrigerated multi-pack)
Soy milk – Original Shelf Stable 32 oz
- WESTSOY:**
Organic Soy milk – Plain (32 or 64 oz shelf-stable)
Soy milk – Vanilla (32 or 64 oz shelf-stable)

Eggs

Can buy:

- Any brand
- 1 dozen (12 count) containers only
- Medium or Large
- White or brown

CANNOT BUY:

- Jumbo and extra-large
- Organic
- High cost specialty eggs (reduced cholesterol, cage free/free range, Omega-3 vegetarian fed)

Cheese

Can buy:

- 8, 16, 24, or 32 oz packages only
- Any brand
- Pasteurized Process American, Monterey Jack, Mozzarella, Cheddar, Colby, Swiss, Muenster, Provolone, or blends of any of these cheeses
- Blocks or slices
- KOSHER (Cholov Yisroel) CHEESE** if printed on your WIC shopping list

CANNOT BUY:

- Imported cheese
- Cheese foods, products, or spreads
- Cracker cuts
- Shredded/grated/cubed, string, or stick cheese
- Flavored cheese
- Organic cheese
- Individually wrapped cheese
- Deli cheese

Peanut Butter

Can buy:

- Any brand
- 16-18 oz container
- Crunchy, chunky, creamy, smooth
- Natural
- Reduced fat

CANNOT BUY:

- Peanut spreads
- Freshly ground or whipped peanut butter
- Flavored peanut butter
- Organic peanut butter
- Peanut butter with palm oil or added ingredients such as vitamins, minerals, Omega 3, DHA, or EPA

Canned Fish

Can buy:

- Any brand
- Fish with salt or vegetable broth
- Fish packed in water or oil
- Fish with bones and skin
- The following types and sizes:
 - Light Tuna:** Any brand (5 and 6 oz cans)
 - Pink Salmon:** Any brand (5, 6, and 7.5 oz cans)
 - Sardines:** Any brand (3.75 oz cans)

CANNOT BUY:

- Albacore tuna
- Blueback salmon
- Red Salmon
- Added flavorings
- Added ingredients

Exclusively breastfeeding women get extra foods that help build the milk supply needed by their growing baby.



For the most up to date list of WIC approved foods, please visit <https://nyswicvendors.com/upc-resources/>

2

Yogurt

Can buy:

- **The fat content listed on your shopping list**
- **32 oz containers**
- **The following brands and types:**
 - **Annie's:** Homegrown Organic Whole Plain Yogurt
 - **Arz:** Original Whole Fat Plain Yogurt
 - **Avenue A:** Nonfat Plain Greek Yogurt, Nonfat Vanilla Greek Yogurt
 - **Axelrod:** Lowfat Plain Yogurt, Nonfat Plain Yogurt, Whole Plain Yogurt
 - **Baroody:** Plain Yogurt
 - **Best Yet:** Lowfat Plain Yogurt, Nonfat Plain Greek Yogurt, Nonfat Plain Yogurt
 - **Brown Cow:** Cream On Top Whole Fat Plain Yogurt, Lowfat Plain Yogurt, Nonfat Plain Yogurt, Whole Milk Vanilla Yogurt
 - **Butterworks Farm:** Nonfat Plain Yogurt, Whole Fat Plain Yogurt
 - **Byrne Hollow:** Lowfat Plain Greek Yogurt
 - **Cabot:** 2% Lowfat Plain Yogurt, Nonfat Plain Yogurt, Whole Fat Plain Yogurt
 - **Chobani:** 2% Lowfat Plain Greek Yogurt, Nonfat Plain Greek Yogurt, Nonfat Vanilla Greek Yogurt, Whole Fat Plain Greek Yogurt
 - **Coburn Farms:** Lowfat Plain Yogurt, Nonfat Plain Greek Yogurt
 - **Cowbella:** Nonfat Plain Yogurt
 - **Cream O'Land:** Lowfat Plain Yogurt
 - **Crowley:** Lowfat Plain Yogurt
 - **Dannon:** 1.5% Lowfat Plain Yogurt, Nonfat Plain Greek Yogurt, Nonfat Plain Yogurt, Whole Fat Plain Yogurt
 - **Desi Natural Dahi:** Lowfat Plain Yogurt, Nonfat Plain Yogurt, Whole Fat Plain Yogurt
 - **Essential Everyday:** Lowfat Plain Yogurt, Nonfat Plain Greek Yogurt, Nonfat Plain Yogurt, Nonfat Strawberry Greek Yogurt, Nonfat Vanilla Greek Yogurt, Whole Plain Greek Yogurt, Whole Plain Yogurt
 - **Esti:** Whole Plain Greek Yogurt
 - **Farmland:** Dahi Whole Fat Plain Yogurt
 - **Fit and Active:** Nonfat Plain Yogurt
 - **Food Club:** Lowfat Plain Yogurt, Nonfat Plain Greek Yogurt, Nonfat Plain Yogurt
 - **Food Lion:** Nonfat Plain Yogurt
 - **Foodtown:** Lowfat Plain Yogurt, Nonfat Plain Greek Yogurt, Nonfat Plain Yogurt, Nonfat Vanilla Greek Yogurt, Whole Fat Plain Yogurt
 - **Freedom Hill Farm:** Plain Yogurt
 - **Fresh Made:** Lowfat Plain Yogurt
 - **Friendship:** Lowfat Plain Yogurt
 - **Gopi:** Indian Style Lowfat Plain Yogurt, Indian Style Nonfat Plain Yogurt, Indian Style Whole Fat Plain Yogurt
 - **Great Value:** Nonfat Plain Greek Yogurt, Nonfat Plain Yogurt, Organic Lowfat Yogurt, Whole Fat Plain Greek Yogurt
 - **Greek Gods:** Lowfat Plain Greek Yogurt
 - **Green Mountain Creamery:** Nonfat Plain Greek Yogurt, Nonfat Plain Yogurt, Plain Greek Yogurt, Whole Plain Yogurt
 - **Greenway:** Whole Fat Plain Yogurt
 - **Guru:** Whole Milk Plain Yogurt
 - **Hammond Dairy:** Whole Fat Plain Yogurt
 - **Hannaford:** Lowfat Plain Yogurt, Nonfat Plain Greek Yogurt, Nonfat Plain Yogurt, Nonfat Strawberry Greek Yogurt, Nonfat Vanilla Greek Yogurt, Whole Plain Greek Yogurt, Whole Vanilla Greek Yogurt
 - **Hawthorne Valley:** Whole Fat Plain Yogurt
 - **Horizon:** Nonfat Plain Yogurt, Organic Nonfat Plain Yogurt, Organic Whole Fat Plain Yogurt
 - **Ithaca:** Whole Fat Plain Yogurt
 - **Key Foods:** Lowfat Plain Yogurt, Nonfat Plain Yogurt
 - **Kingdom Creamery:** Whole Fat Plain Yogurt
 - **Kirkland:** Nonfat Plain Greek Yogurt
 - **La Yogurt:** Lowfat Plain Yogurt, Nonfat Plain Yogurt, Whole Fat Plain Yogurt
 - **Lacto:** Plain Yogurt
 - **Lala:** Lowfat Plain Yogurt
 - **Lucerne Dairy:** Lowfat Plain Yogurt, Lowfat Strawberry Yogurt, Nonfat Plain Greek Yogurt, Nonfat Plain Yogurt, Whole Milk Yogurt
 - **Maple Hill:** Organic Whole Plain Yogurt
 - **Market Pantry:** Nonfat Plain Yogurt
 - **Merve:** Plain Yogurt
 - **Mountain High:** Lowfat Plain Yogurt, Nonfat Plain Yogurt, Original Whole Fat Plain Yogurt
 - **My Essentials:** Lowfat Plain Yogurt, Nonfat Plain Yogurt
 - **Nancy's:** Nonfat Plain Yogurt, Organic Lowfat Plain Yogurt, Organic Nonfat Plain Yogurt, Whole Plain Yogurt
 - **Nature's Place:** Organic Nonfat Vanilla Greek Yogurt, Organic Whole Plain Greek Yogurt, Organic Whole Plain Yogurt
 - **Nature's Promise:** Organic Nonfat Plain Greek Yogurt, Organic Nonfat Vanilla Greek Yogurt, Organic Lowfat Plain Yogurt, Organic Plain Greek Yogurt, Organic Whole Plain Greek Yogurt, Organic Whole Plain Yogurt
 - **North Country Creamery:** Whole Plain Yogurt, Whole Vanilla Yogurt
 - **Nostimo:** Nonfat Plain Greek Yogurt
 - **O Organics:** Nonfat Plain Greek Yogurt, Nonfat Vanilla Greek Yogurt, Whole Milk Plain Yogurt
 - **Oikos:** Nonfat Plain Greek Yogurt, Nonfat Plain Yogurt, Nonfat Vanilla Greek Yogurt, Whole Fat Plain Greek Yogurt
 - **Open Nature:** 2% Plain Greek Yogurt, Nonfat Plain Greek Yogurt, Whole Fat Plain Greek Yogurt
 - **Our Family:** Nonfat Plain Greek Yogurt, Nonfat Plain Yogurt
 - **Penn Maid:** Nonfat Plain Yogurt
 - **PICs:** Lowfat Plain Yogurt, Nonfat Plain Greek Yogurt, Nonfat Plain Yogurt, Nonfat Vanilla Greek Yogurt, Plain Greek Yogurt, Whole Fat Plain Yogurt, Whole Vanilla Greek Yogurt
 - **Powerful:** Nonfat Plain Greek Yogurt, Whole Fat Plain Greek Yogurt
 - **Price Rite:** Lowfat Plain Yogurt
 - **Redwood Hill:** Plain Yogurt
 - **Romis:** Lowfat Plain Yogurt, Whole Fat Plain Yogurt
 - **Ronnybrook Farm Dairy:** Whole Fat Plain Yogurt
 - **Seven Stars:** Organic Lowfat Plain Yogurt, Organic Whole Fat Plain Yogurt
 - **ShopRite:** Lowfat Plain Yogurt, Nonfat Plain Greek Yogurt, Nonfat Plain Yogurt, Whole Plain Yogurt, Whole Plain Greek Yogurt
 - **Shurfine:** Lowfat Plain Yogurt, Nonfat Plain Yogurt
 - **Simply Balanced:** Nonfat Plain Greek Yogurt
 - **Stonyfield Organic:** Creamy Lowfat Plain Yogurt, Nonfat Plain Greek Yogurt, Nonfat Plain Yogurt, Whole Milk French Vanilla Yogurt, Whole Milk Plain Yogurt



For the most up to date list of WIC approved foods, please visit <https://nyswicvendors.com/upc-resources/>

3

Yogurt, continued

Can buy:

- The fat content listed on your shopping list
- 32 oz containers
- The following brands and types:
 - **Stop and Shop:** Nonfat Plain Greek Yogurt, Whole Fat Plain Greek Yogurt, Lowfat Plain Yogurt, Nonfat Plain Yogurt, Nonfat Vanilla Greek Yogurt, Whole Vanilla Greek Yogurt
 - **Super Associated:** Lowfat Plain Yogurt, Nonfat Plain Yogurt
 - **Taste of Inspirations:** Nonfat Plain Yogurt, Plain Greek Yogurt, Whole Milk Plain Yogurt
 - **Tillamook:** Lowfat Plain Yogurt
 - **Tops:** Lowfat Plain Yogurt, Nonfat Plain Greek Yogurt, Nonfat Plain Yogurt, Nonfat Vanilla Greek Yogurt, Whole Milk Plain Yogurt
 - **Traditional:** All Natural Dahi Yogurt
 - **Trimona:** Bulgarian Whole Fat Plain Yogurt
 - **Two Good:** Lowfat Plain Greek Yogurt, Lowfat Vanilla Greek Yogurt
 - **Upstate Farms:** Nonfat Plain Greek Yogurt
 - **Urban Meadow:** Nonfat Plain Yogurt, Lowfat Plain Yogurt
 - **Voskos:** Nonfat Plain Greek Yogurt
 - **Wallahy:** Organic Whole Milk Plain Greek Yogurt, Organic Lowfat Plain Greek Yogurt, Organic Nonfat Plain Greek Yogurt, Organic Whole Milk Plain Yogurt
 - **Wegmans:** Lowfat Plain Yogurt, Nonfat Plain Greek Yogurt, Nonfat Plain Yogurt, Organic Lowfat Blended Plain Super Yogurt, Organic Whole Plain Greek Yogurt, Probiotic Lowfat Plain Yogurt, Whole Fat Plain Greek Yogurt
 - **Weis:** Nonfat Plain Greek Yogurt, Nonfat Vanilla Greek Yogurt, Probiotic Lowfat Plain Yogurt, Probiotic Nonfat Plain Yogurt, Whole Fat Plain Greek Yogurt, Whole Plain Probiotic Yogurt
 - **White Mountain:** Bulgarian Nonfat Plain Yogurt
 - **Wholesome Pantry:** Organic Whole Fat Plain Yogurt, Organic Lowfat Plain Yogurt
 - **Yoplait:** Less Sugar Strawberry and Strawberry Banana Yogurt 4 oz 8 pack (32 oz total), Nonfat Plain Yogurt

KOSHER (Cholov Yisroel) YOGURT if printed on your shopping list.

Can buy:

- 32 oz containers
- The following brands and types:
 - **Gevina Farms:** Nonfat Plain Greek Yogurt
 - **J and J:** Nonfat Plain Yogurt
 - **Mehadrin:** Lowfat Plain Yogurt, Nonfat Plain Greek Yogurt
 - **Normans:** Lowfat Plain Greek Yogurt, Lowfat Vanilla Greek Yogurt, Nonfat Plain Greek

CANNOT BUY:

- Mix-in ingredients (granola/candy, etc.)
- Drinkable/squeezable
- Frozen yogurt
- Artificial sweeteners

Mature Beans, Peas, and Lentils

Can buy dry:

- Any brand
- 1 lb. bag of mature beans, peas, and lentils

Can buy canned:

- Any brand
- 15-16 oz can of mature beans, peas, lentils, plain refried beans, pigeon peas, and lima beans

CANNOT BUY:

- Baked beans
- Pork and beans
- Added sugars, fats, lard, meat, or oils
- Green beans, green peas, snap beans, yellow beans, and wax beans may not be purchased with your "beans, peas, lentils, peanut butter benefit"; you may use your WIC Fruits and Vegetables Cash Value Benefit to purchase these types of foods

Tofu

Can buy:

- 8, 10, 14, 16 oz packages
- The following brands and types:
 - **Azumaya:** Silken, Firm, Extra Firm
 - **Franklin Farms:** Soft, Medium Firm, Firm, Extra Firm
 - **Heiwa**
 - **House Foods:** Organic Firm, Organic Medium Firm, Organic Soft, Premium Extra Firm, Premium Firm, Premium Medium Firm, Premium Soft
 - **Nasoya:** Organic Cubed Super Firm, Organic Extra Firm, Organic Firm, Organic Lite Firm, Organic Silken, Organic Super Firm, Soft
 - **Natures Promise:** Organic Firm
 - **O Organics:** Extra Firm, Firm, Silken, Super Firm Sprouted
 - **San Su:** Extra Firm, Firm, Soft
 - **Wegmans:** Organic Firm
 - **Woodstock:** Organic Extra Firm, Organic Firm

For the most up to date list of WIC approved foods, please visit <https://nyswicvendors.com/upc-resources/> 4

Baby Food – Vegetables and Fruits

Can buy:

- **4 oz containers:**
 - 2 oz 2 packs (total 4 oz) of baby food counts as 1 container
 - 4 oz 2 packs (total 8 oz) of baby food counts as 2 containers
- **Organic**
- **Any single fruit or vegetable**
- **Any combination of different vegetables and fruits**
- **The following brands:**
 - Beech Nut, Gerber, Earth's Best, Happy Baby, Nature's Promise, Once Upon A Farm, Tippy Toes, Wild Harvest
- **Kosher (Cholov Yisroel):** First Choice

CANNOT BUY:

- Pouches
- Mixtures including non-fruit or non-vegetable ingredients such as meat, yogurt, rice, noodles

Baby Food – Meats

Can buy:

- **2.5 oz containers**
- **Organic**
- **Any meat with broth or gravy**
- **The following brands:** Beech Nut, Earth's Best, Gerber

Infant Cereal

Can buy:

- **Gerber:** Cereal for Baby
- **8 or 16 oz containers**
- **Plain varieties only:** oatmeal, rice, whole grain, or multigrain

CANNOT BUY:

- Organic
- Extra ingredients such as DHA, fruit, formula, or added protein

Breakfast Cereals

Can buy:

- 12 oz boxes or larger

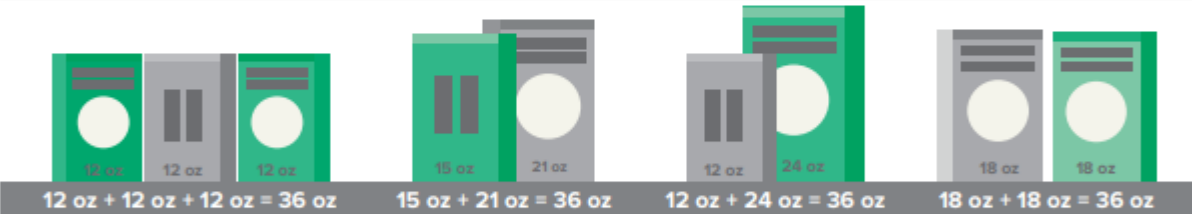
Whole grain cereal is indicated by a *

CANNOT BUY:

- Organic
- Single serve packets

Helpful Shopping Hints!

How to get your full 36 oz of cereal:



National/Specialty Brands

Can buy:

• **The following national brands and types:**

- **General Mills:** *Berry Berry Kix, Blueberry Chex, *Cheerios, Cinnamon Chex, Corn Chex, Fiber One Honey Clusters, *Honey Kix, *Kix, Multi Grain Cheerios, Rice Chex, *Total Whole Grain, Vanilla Chex, *Wheat Chex, *Wheaties
- **Kellogg's:** *All Bran Complete Wheat Bran Flakes, Corn Flakes, Crispix, *Frosted Mini Wheats, *Frosted Mini Wheats Filled, *Frosted Mini Wheats Little Bites, *Honey Almond Ancient Grains, *Original Frosted Mini Wheats, Rice Krispies, *Special K Banana, *Special K Multi Grain, *Special K Original
- **Kemach:** *Bran Flakes, Corn Flakes, Crisp Rice, *Multi Grain Toasted Oats, *Toasted Oats, *Wheat Flakes
- **Malt O Meal:** *Frosted Blueberry Mini Spooners, *Frosted Mini Spooners, *Frosted Strawberry Mini Spooners
- **Post:** *Grape Nuts, *Grape Nuts Flakes, *Great Grains Banana Nut Crunch, *Great Grains Crunchy Pecan, *Bunches of Oats Honey Roasted, *Honey Bunches of Oats Vanilla Bunches, *Honey Bunches of Oats with Almonds
- **Quaker:** *Life Original Multigrain Cereal, *Life Strawberry Multigrain Cereal, *Life Vanilla Multigrain Cereal, *Oatmeal Squares Brown Sugar, *Oatmeal Squares Cinnamon, *Oatmeal Squares Honey Nut
- **Ralston:** Corn Biscuits, Corn Flakes, *Frosted Shredded Wheat, Toasted Whole Grain Oats, *Wheat Bran Flakes
- **Sunbelt:** *Simple Granola
- **Taanug:** Crisp Rice



For the most up to date list of WIC approved foods, please visit <https://nyswicvendors.com/upc-resources/> 5

Store Brands

Can buy:

The following store brands and types:

- **Avenue A:** Corn Flakes, *Toasted Oats
- **Best Yet:** *Bite Size Shredded Wheat, *Bran Flakes, Corn Flakes, Crispy Rice, *Frosted Shredded Wheat, *Honey Oats and Flakes, *Honey Oats and Flakes with Almonds, *Strawberry Frosted Shredded Wheat, *Toasted Oats
- **Clear Value:** Corn Flakes, *Toasted Oats
- **Essential Everyday:** Corn Flakes, Crispy Hexagons, Crispy Rice, Crunchy Corn Squares, *Crunchy Oat, *Crunchy Oat Squares, Crunchy Rice Squares, *Crunchy Wheat Squares, *Frosted Shredded Wheat, *Honey Oats and Flakes, *Honey Oats Flakes Almond, Nutty Nuggets, *Strawberry Frosted Shredded Wheat, *Toasted Oats, *Wheat and Bran Flakes
- **Food Club:** *Bite Size Frosted Shredded Wheat, *Bran Flakes, Corn Flakes, Corn Squares, Crisp Rice, *Frosted Shredded Wheat, *Honey and Oats, *Honey and Oats With Almonds, Oatmeal Squares, Rice Squares, *Strawberry Frosted Shredded Wheat, Toasted Oats, Twin Grain Crisp, *Wheat Squares
- **Food Lion:** *Bite Size Frosted Shredded Wheat, *Bran Flakes, Corn Flakes, *Oats and More With Almonds, *Oats and More With Honey, *Strawberry Frosted Shredded Wheat, *Tosteeos, *Toasted Oats, Toasted Rice
- **Foodtown:** Corn Flakes, *Crunchy Oat Squares, *Frosted Shredded Wheat, Oats and More with Almonds, *Tosteeos, *Toasted Oats
- **Great Value:** *Almond Crunchy Honey Oats, *Bite Size Shredded Wheat, *Bran Flakes, Corn Flakes, Corn Squares, *Crunchy Honey Oats, *Crunchy Oat Squares, *Frosted Shredded Wheat, *Os Oats, Rice Squares, *Toasted Oats, *Toasted Whole Grain Oat Spins
- **Hannaford:** *Bite Size Frosted Shredded Wheat, Corn Flakes, Crispy Hexagons, Crispy Rice, Easy Living Oat Squares, *Frosted Shredded Wheat, *Nutty Nuggets, Oats and More With Almonds, Oats and More With Honey, *Strawberry Frosted Shredded Wheat, *Tosteeos, Toasted Corn, Toasted Rice, *Toasted Wheat Squares, *Wheat Bran Flakes, Wheat Flakes
- **Hy Top:** *Bite Size Frosted Shredded Wheat, *Bran Flakes, Corn Flakes, *Frosted Shredded Wheat, *Honey Oats and Flakes with Almonds, *Toasted Oats
- **IGA:** *Bite Size Frosted Shredded Wheat, *Bite Size Shredded Wheat, *Bran Flakes, Corn Flakes, Corn Squares, Crispy Corn and Rice, Crispy Rice, Honey Oats and Flakes, Honey Oats and Flakes With Almonds, *Original Toasted Oats, Rice Squares, *Toasted Oats
- **Key Foods:** *Bite Size Frosted Shredded Wheat, Corn Flakes, *Toasted Oats
- **Kiggins:** *Bite Size Frosted Shredded Wheat, *Bite Size Shredded Wheat, Corn Flakes, Crispy Rice, *Frosted Shredded Wheat, Honey Oat Crunch, *Toasted Rolling Oats
- **Krasdale:** Corn Flakes, Honey Oats and Flakes, *Toasted Oats
- **Market Pantry:** Corn Flakes, *Frosted Shredded Wheat, *Toasted Oats
- **My Essentials:** *Frosted Shredded Wheat
- **Parade:** *Bite Size Shredded Wheat, Corn Flakes, *Toasted Oats
- **PICS:** Crispy Honey Oats and Flakes, Crispy Rice, *Frosted Shredded Wheat, Toasted Corn Crisps, Toasted Rice Crisps, *Wheat Bran Flakes
- **Price Chopper:** Corn Flakes, *Good Choice Oat Squares, *Strawberry Frosted Shredded Wheat, *Whole Grain Toasted Oats
- **Price Rite:** *Bran Flakes, Corn Flakes, *Frosted Shredded Wheat, Honey Oat Clusters With Almonds, *Shredded Wheat, *Toasted Oats
- **Red and White:** Corn Flakes, *Toasted Oats
- **Safeway:** *Wheat Pockets
- **Shop Rite:** *Bran Flakes, Crispy Corn Squares, Crispy Rice Squares, *Bite Size Frosted Shredded Wheat, Corn Flakes, Honey Oat Clusters, Honey Oat Clusters With Almonds, *Toasted Oats
- **Shurfine:** *Bite Size Frosted Shredded Wheat, *Bite Size Shredded Wheat, Corn Flakes, Corn Squares, Crispy Rice, Honey Oats and Flakes, Oats and More With Almonds, Oats and More With Honey, Rice Squares, *Toasted Oats, *Wheat Bran Flakes, *Wheat Squares
- **Signature Kitchens:** Corn Flakes, Oats And Almonds, Oats And More With Honey, Shredded Wheat Bites, *Toasted Oats
- **Signature Select:** *Bran Flakes, Corn Pockets, Crispy Rice, *Frosted Shredded Wheat Bite Size, *Nutty Nuggets, Rice Pockets, Toasted Oats
- **Stop and Shop:** *Bran Flakes, Corn Flakes, Corn Squares, Crispers, Crispy Rice, *Frosted Shredded Wheat, Honey Crunchin Oats, Honey Crunchin Oats Almond, Instant Oatmeal Packs, *Multigrain Oats and Os, *Nutty Nuggets, *Oat Squares, *Oats and Os, Rice Squares, *Whole Grain Shredded Wheat
- **That's Smart:** Corn Flakes, Crisp Rice, *Toasted Oats
- **Tops:** *Bite Size Frosted Shredded Wheat, *Bite Size Strawberry Frosted Shredded Wheat, *Bite Size Shredded Wheat, Corn Flakes, Corn Squares, Crisp Rice, *Friendly Harvest Bran Flakes, *Oat Squares, Oats and More Honey Roasted, Oats and More With Almonds, Rice Squares, *Strawberry Frosted Shredded Wheat, *Toasted Oats, *Twin Grain Crisp
- **Urban Meadow:** Corn Flakes, *Toasted Oats
- **Valu Time:** *Bran Flakes, Corn Flakes, Crisp Rice, *Frosted Shredded Wheat, *Toasted Oats
- **Wegmans:** *Bite Size Frosted Shredded Wheat, *Bite Size Shredded Wheat, Corn Flakes, *FYFGA Oat Crisps, *FYFGA Strawberry Shredded Wheat, *Oat Crisps, *Oats and Honey, *Oats and Honey with Almonds, *Toasted Oats
- **Wells:** *Bite Size Frosted Shredded Wheat, Corn Flakes, Honey Oats and Flakes, Honey Oats and Flakes with Almonds,
- **Wells Quality:** *Bite Size Frosted Shredded Wheat, Bite Size Toasted Corn, Bite Size Toasted Rice, Crispy Corn and Rice, Crispy Rice, *Multigrain Toasted Oats, *Strawberry Frosted Shredded Wheat, *Toasted Oats, *Wheat Bran Flakes, *Wheat Flakes
- **Western Beef:** Corn Flakes, *Toasted Oats
- **White Rose:** Corn Flakes, *Frosted Shredded Wheat, *Toasted Oats



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7

Whole Grain Bread Products

Can buy:

- 16 oz (1 lb.) packages
- The following brands and types:
 - **America's Choice:** 100% Whole Wheat Bread
 - **Arnold:** Stoneground 100% Whole Wheat Bread
 - **Best Yet:** 100% Whole Wheat Bread
 - **Bimbo:** 100% Whole Wheat Bread
 - **Bogopa:** 100% Whole Wheat Bread
 - **Bowl and Basket:** 100% Whole Wheat Bread
 - **Cherry Valley:** 100% Whole Wheat Bread
 - **Food Lion:** 100% Whole Wheat Bread
 - **Foodtown:** 100% Whole Wheat Bread
 - **Jerusalem Franczoz Health Bread:** 100% Whole Wheat, Germinated Whole Wheat
 - **Full Circle:** Flax and Grain Bread
 - **Gold Medal:** 100% Wheat Bread with Flax, 100% Whole Wheat Bread
 - **Gourmet:** 100% Whole Wheat Bread
 - **HannaFord:** 100% Whole Wheat Bread
 - **Hauswald's:** 100% Whole Wheat Bread
 - **Holsum:** 100% Whole Wheat Bread
 - **Ideal:** 100% Whole Wheat Bread
 - **IGA:** 100% Whole Wheat Bread
 - **King Kullen:** 100% Whole Wheat Bread
 - **Krasdale:** 100% Whole Wheat Bread
 - **Monks:** Multigrain Bread, Wheat Wholegrain Bread
 - **Pas Yisroel:** Gold Label 100% Whole Wheat Bread, Green Label Whole Wheat Bread, Multigrain Bread
 - **Penn Street:** 100% Whole Wheat Bread
 - **Pepperidge Farm:** Jewish Rye Whole Grain Bread, Light Style Soft Wheat Bread, Stone Ground Whole Wheat Bread, Very Thin Whole Wheat Bread
 - **PICS:** 100% Whole Wheat Bread
 - **Roman Meal:** Sungrain 100% Whole Wheat Bread
 - **Rubschlager:** 100% Rye Rye Ola Black Rye Bread, 100% Rye Rye Ola Flax Bread, 100% Rye Rye Ola Sunflower Bread, 100% Whole Wheat Bread, Cocktail Pumpernickel Bread, Cocktail Rye Bread, Cocktail Whole Grain Bread, Danish Style Pumpernickel Bread, European Style Whole Grain Bread, Rye Rye Ola Pumpernickel Bread, Westphalian Pumpernickel Bread
 - **Sara Lee:** 100% Whole Wheat Bread
 - **Schmidt Old Tyme:** 100% Whole Wheat Bread
 - **Schwebels:** 100% Whole Wheat Bread
 - **ShopRite:** 100% Whole Wheat Bread
 - **Signature Select:** 100% Whole Wheat Bread
 - **Stern's:** 100% Whole Wheat Bread, Whole Wheat Rolls
 - **Stop and Shop:** 100% Whole Wheat Bread, No Salt Added Whole Wheat Bread
 - **Super Bread V:** 100% Whole Wheat Bread
 - **Tops:** 100% Whole Wheat Bread
 - **Urban Meadow:** 100% Whole Wheat Bread
 - **Weis:** Quality 100% Whole Wheat Bread
 - **Windmill Farms:** Whole Wheat Hamotzie Bread, Whole Wheat Mezonos Bread, Whole Wheat Rolls
 - **Wonder:** 100% Whole Wheat Bread
 - **Yossi's:** Pita Multigrain Bread
 - **Zomick's:** 100% Whole Wheat Hamotzie Bread, 100% Whole Wheat Mezonos Bread, 100% Whole Wheat Rolls

Whole Wheat Pasta

Can buy:

- 16 oz (1 lb.) packages
- The following brands:

<ul style="list-style-type: none"> • Allegra • America's Choice • Anna • Barilla • Bella Terra • Bionaturae • Bowl and Basket • Brad's • Cadia • Campagna 	<ul style="list-style-type: none"> • Colavita • DeLallo • Delverde • Essential Everyday • Fit And Active • Food Club • Fratelli Mantova • Full Circle • Garofalo • Gia Russa 	<ul style="list-style-type: none"> • Great Value • Heartland • Hodgson Mill • La Molisana • Landau • Luigi Vitelli • Mishpacha • Natures Promise • O Organics • Pasta Isabella 	<ul style="list-style-type: none"> • Pastaio • Racconto • Ronzoni • ShopRite • Shurfine • Signature Select • Simply Balanced • Wegmans • Weis
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CANNOT BUY:

- Added sugars, fats, oils, or salt



For the most up to date list of WIC approved foods, please visit <https://nyswicvendors.com/upc-resources/> 8

Fruits and Vegetables (Cash Value Benefit)

Can buy:

- Your WIC shopping list will specify 'Fresh only' or "Fresh/frozen/canned"
- Organic

Fresh Vegetables and Fruits

Can buy:

- Any variety of fresh vegetables and fruits
- Whole or cut up
- Bagged salad mixtures, bagged vegetables

CANNOT BUY:

- Party trays
- Items from the salad bar
- Fruit baskets
- Decorative vegetables or fruits
- Dried produce
- Nuts (including peanuts, fruit/nut mixtures)
- Herbs, spices, or salad dressings

Canned Fruits

Can buy:

- Any brand packed in water or juice
- Any variety of fruit, fruit mixtures
- Products with artificial sweeteners
- Any size/container/package type (except single-serve pouches). The container can be metal, glass, or plastic.
- Fruit must be the first ingredient
- Applesauce: 'No sugar added' or 'Unsweetened' varieties only

CANNOT BUY:

- Cranberry sauce
- Pie filling
- Fruit packed in syrup
- Added sugars or salt
- Added oils/fats
- Single serve pouches

Canned Vegetables

Can buy:

- May be regular or low sodium/salt
- Any brand
- Any variety of vegetable, vegetable mixtures
- Any size
- Any size/container/package type (except single-serve pouches). The container can be metal, glass, or plastic.
- Vegetable must be the first ingredient
- Canned tomatoes (paste, puree, whole, crushed, stewed, diced, sauce, salsa)

CANNOT BUY:

- Pickled or creamed vegetables
- Baked beans/pork and beans
- Soups
- Ketchup, relishes, olives
- Added fats, oils, sugars
- Mature beans/peas/lentils (for example: black beans, garbanzo beans, kidney beans)

Frozen Fruits

Can buy:

- Any container/package type
- Any size
- Any brand
- Fruit must be the first ingredient
- Any variety of fruit, fruit mixtures

CANNOT BUY:

- Ingredients other than fruit
- Added sugar, honey, or syrup

Frozen Vegetables

Can buy:

- Any brand
- Any container/package type
- With or without salt
- Frozen beans, peas and lentils are allowed
- Any size
- Any variety of vegetable, vegetable mixtures
- Vegetable must be the first ingredient

CANNOT BUY:

- Added sugars, fats, or oils
- Added sauces or breading



For the most up to date list of WIC approved foods, please visit <https://nyswicvendors.com/upc-resources/>

9

Juice

Can buy:

- The size and type listed on your WIC shopping list
- 100% juice
- Juice with 80% or more vitamin C

CANNOT BUY:

- Organic

Any store brand, includes store names and these brands:

- | | | | |
|----------------------|--------------------|-------------------|--------------------|
| • 7 Select | • Food Lion | • Member's Mark | • Shurfine |
| • Best Choice | • Freedom's Choice | • Nature's Own | • Signature Select |
| • Best Yet | • Good and Gather | • Parade | • Super A |
| • Bogopa | • Great Value | • PICs | • Tipton Grove |
| • Cherry Valley | • Hytop | • Red & White | • Urban Meadow |
| • Essential Everyday | • Krasdale | • Sam's Choice | • White Rose |
| • Food Club | • Market Pantry | • Shopper's Value | |

Juice for Women

Shelf Stable Concentrates 11.5 oz containers

- **Welch's:** any flavor

Frozen Concentrates 11.5-12 oz containers

- | | |
|--|---|
| • Any Brand: Grapefruit, Orange, Pineapple | • Any Store Brand: Apple, Grape, Juice Blends |
| • Dole: Any Flavor Juice Blends | • Old Orchard: Apple, Grape, Juice Blends with Green Lid |
| • Langers: Apple, Autumn Blend, Grape, Spring Blend, Summer Blend, Winter Blend | • Seneca: Apple |

Juice for Children

Frozen Concentrates 16 oz containers

- **Any brand:** Apple, Grape, Grapefruit, Juice Blends, Orange, Pineapple

Fluid 64 oz Containers

- | | |
|--|--|
| • Any Brand: Grapefruit, Orange, Pineapple | • Musselman's: Apple |
| • Any Store Brand: Apple, Grape, Juice Blends, Vegetable | • Northland: Blueberry Blackberry Acai, Cranberry, Cranberry Blackberry, Cranberry Grape, Cranberry Pomegranate, Cranberry Raspberry, Cranberry Mango, Pomegranate Blueberry, Raspberry Blueberry |
| • Apple and Eve: Apple, Big Bird Apple, Cookie Monster Berry, Cranberry and More, Cranberry Apple, Cranberry Blend, Cranberry Grape, Cranberry Pomegranate, Cranberry Raspberry, Elmo's Fruit Punch, Grover's White Grape | • Ocean Spray: Apple, Concord Grape, Cranberry, Cranberry Blackberry, Cranberry Cherry, Cranberry Concord Grape, Cranberry Mango, Cranberry Pineapple, Cranberry Pomegranate, Cranberry Raspberry |
| • Campbell's: Low Sodium Tomato, Tomato | • Old Orchard: Acai Pomegranate, Apple, Apple Cranberry, Berry Blend, Black Cherry Cranberry, Blueberry Pomegranate, Cherry Pomegranate, Cranberry Pomegranate, Grape, Kiwi Strawberry, Orange Tangerine, Peach Mango, Red Raspberry, Strawberry Watermelon, White Grape, Wild Cherry |
| • Harvest Classic: Apple, Apple Orange Pineapple, Cranberry Apple, Cranberry Blend, Cranberry Grape, Cranberry Raspberry | • Ruby Kist: Apple, Grape, White Grape |
| • Juicy Juice: Apple, Apple Raspberry, Berry, Cherry, Fruit Punch, Grape, Kiwi Strawberry, Mango, Orange Tangerine, Passion Dragonfruit, Peach Apple, Strawberry Banana, Strawberry Watermelon, Tropical Fruit Punch, White Grape | • Seneca: Apple |
| • Langers: Apple, Apple Berry Cherry, Apple Cranberry, Apple Cranberry Grape, Apple Grape, Apple Kiwi Strawberry, Apple Orange Pineapple, Berry, Fruit Punch, Low Sodium Vegetable, Spicy Vegetable, Vegetable | • V8: Low Sodium Vegetable, Spicy Hot Vegetable, Vegetable |
| • Lucky Leaf: Apple | • Welch's: Concord Grape, Red Grape, Super Berry, White Grape, White Grape Peach |
| • Mott's: Apple | |

For more information on the NYS WIC Program, please visit: health.ny.gov/WIC. This institution is an equal opportunity provider and employer.

Appendix B

Regional Map – New York State

