

MEMORANDUM

MEMO TO: All Authorized Utah WIC Vendors

FROM: Nicole Reames, Benefits Delivery and Integrity Coordinator

DATE: September 8, 2016

MEMO #: FY 2017-1

SUBJECT: **New Authorized WIC Foods Booklet**

Enclosed is the new Utah WIC Program Authorized Food Booklet that will become effective October 1, 2016. You may begin using this new food booklet at that time. Since the WIC participants will be given this new booklet over a three (3) month period beginning October 2016 through December 2016, do not discard your previous food booklet until January 1, 2017. For vendors who maintain a UPC database for Utah WIC authorized food items, please ensure that the new food items are added on October 1, 2016 and the deleted food items are removed on January 1, 2016 (not earlier) as both the new food items and old food items will be allowed to be purchased between October 1, 2016 and December 31, 2016.

The following is a summary of the changes to the new food booklet:

- Page 2-3, new instructions are given on how to use the WIC checks at the grocery stores.
- Page 4, we added Signature Kitchens, Signature Farms, Lucerne and Harmon's to the store brands/private label definition.
- Page 5, we removed the Gerber 4 oz. containers because they are no longer available. We also added Beechnut Naturals as an approved product.
- Page 6, String Cheese is now an authorized form of cheese. String cheese may only be sold as a store brand/private label. If it is not available in your grocery store, the participant can purchase block cheese. The participant may also purchase in individual increments if they choose. We also added Swiss cheese to the approved block cheese list.
- Page 7, we added more detail to the yogurt category to show all of the approved brands. This should help clarify the brands and varieties that are approved. This should help alleviate any questions that occur at the check stand.
- Page 8-9, the Market Pantry brand of Orange Juice is now approved. On Page 9, the Great Value brand of Prune Juice is not approved along with the new Signature Kitchens/Signature Farms Juices brands.

- Page 12, the following Signature Kitchens cereals were added: Bran Flakes, Toasted Oats, Frosted Shredded Wheat (bite-size), Corn Flakes, Crispy Rice, Rice Pockets, and Honey Oats & Flakes (Original or Almond). We also added the Winco Brand of Bran Flakes.
- Page 14, Kroger brand Toasted Oats has been removed due to being discontinued. We added, Market Pantry Toasted Rice as an approved cereal.
- Page 15, Signature Kitchens Instant Oatmeal is an approved product and Instant Cream of Rice is an approved product, as well.
- Page 16, the Great Grains 16 oz. bread has been added as an approved option for bread.
- Page 17, Hodgson Mills, Racconto, Kroger, Western Family, and Great Value are all brands that have been approved as options for the 100% whole wheat pastas.
- Page 18, the following tortilla brands have been removed from the food card: Guerrero, La Burreta, Mission, and Essential Everyday.

We have also added a PowerPoint presentation of all the changes to our website for training purposes. The website is: www.wic.utah.gov/vendors/memos.

Please make sure that your cashiers are aware of these changes and that the food booklets are available at the point of purchase.

If you have any questions or concerns please feel free to contact the State WIC office at 1-877-WIC-KIDS.

cc: Local WIC Clinic Vendor Coordinators