

# Utah WIC Program Shopping Guide

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## What to Bring to Certification Appointments:

- **Proof of income** such as each applicant's Medicaid card or all household pay statements from the last 30 days. If paid weekly, bring four pay statements; bi-weekly or twice monthly bring two pay statements. All sources of income.
- **Proof of address** such as a current utility bill, or a current rent or mortgage bill/receipt. Must have your street address printed on it.
- **Proof of identity** for each person to be certified such as: driver license, birth certificate, Medicaid card or photo ID. Infants may use crib card or Newborn ID Form. Children age one and over require a birth certificate, Medicaid card or photo ID.
- **Proof of guardianship** if you are not the child's parent.
- **Infants and children** being certified.
- **Immunization records** for your children if available.
- A parent or guardian must be present at certification appointments.

## Rights and Responsibilities

### I have the right to:

- Receive benefits to buy healthy foods. I know WIC does not provide all the food I need.
- Get information about healthy eating and active living.
- Receive help and support with breastfeeding.
- Receive information about immunizations and other health services that may help me.
- Fair and respectful treatment from WIC staff and store employees. If I have not been treated fairly, I can talk to a WIC supervisor. I can ask the WIC director or the State WIC Office for a conference or a hearing if I disagree with decisions regarding my eligibility.
- Civil rights protection. WIC Program eligibility standards are the same for everyone regardless of race, color, national origin, sex, age or disability.
- Privacy. WIC's privacy policy is found on page 5.



## My responsibilities:

### I agree to give true and complete information about:

- My income. I will tell staff about all income sources in my household. I will report any changes.
- My participation in Medicaid, Supplemental Nutrition Assistance Program (SNAP), or the Family Employment Program (TANF). I will let WIC know if I stop participating in a program that made me eligible for WIC.
- My breastfeeding status. I will notify WIC if I reduce, stop or increase breastfeeding.
- My pregnancy status, such as giving birth or becoming pregnant.
- My address. I will report changes to my address or contact information. I can ask for a Verification of Certification (VOC) if I am moving out of state to make it easier to get on WIC in my new state.

### I agree to follow the rules. I will:

- Treat clinic staff and store employees with respect. I won't swear, yell, threaten or harm anyone.
- Use my WIC foods for the family members they were issued for.
- Return extra foods I can't use to the clinic. I understand I am not required to purchase all the foods on my card if I don't need them.

- Never offer to sell, give away, or trade my WIC foods, infant formula or eWIC card. This includes posting them online, or returning them to the store. Any food or formula I offer to sell or give away that is the same as the WIC food or formula I received will be assumed to be WIC food. I will be asked to pay the program back for the food or formula.
- Receive benefits from only one WIC clinic at a time. I understand that dual participation is illegal.
- Keep my appointments or contact the clinic to reschedule. I understand I can be taken off the program if I do not pick up benefits for two months in a row.
- Bring my eWIC card with me when I go to the clinic so that my benefits can be loaded onto the card.
- Protect my eWIC card like a debit card, keeping it from being lost, stolen, damaged or destroyed.
- Promptly tell WIC staff if my eWIC card is lost or stolen. I understand there will be a two-day waiting period to replace my card. I will not try to use a card I reported lost.
- Not share my card or PIN number with anyone except for those that I authorize while in the clinic.
- Follow the rules and instructions in the Utah WIC Program Shopping Guide or WICShopper App.

**Agreement:**

I have read or been advised of my rights and responsibilities. If I do not follow these rules, I understand I may be asked to repay WIC for any benefits my family received. I also understand I may lose future benefits and be taken off the WIC Program.

This certification is being completed with the receipt of federal assistance. I certify that the information I have given is correct to the best of my knowledge. Program staff may verify all of the information I have given to the clinic. I know that any untrue information I have given to receive WIC food benefits, including but not limited to making a false or misleading statement or misrepresenting, concealing, or withholding facts may result in me having to pay back the state agency for the value of food improperly given to me, and may subject me to civil or criminal prosecution under state and federal law.

**WIC Privacy Policy:**

WIC respects your right to privacy. As a WIC participant, you may receive reminder text messages, phone calls, letters, postcards, or emails. You may request not to receive these reminders. To opt out of texts, tell clinic staff or, reply STOP. To opt out of automated voice reminders, use option 9.

Information about your participation in the WIC Program may be shared for non-WIC purposes with other health and nutrition programs that serve persons eligible for the WIC Program. The executive director of the Utah Department of Health and Human Services has authorized the disclosure and use of confidential WIC information to certain programs to see if you qualify for their services; to conduct outreach; to share needed health information with programs you are already participating in; to streamline administrative procedures between programs; and to help assess the overall health of Utah families through reports and studies. You may ask WIC staff for more information about these programs.

**USDA Nondiscrimination Statement:**

In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation), disability, age, or reprisal or retaliation for prior civil rights activity.

Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print,

audiotape, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: [www.usda.gov/sites/default/files/documents/ad-3027.pdf](http://www.usda.gov/sites/default/files/documents/ad-3027.pdf), from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

(1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (833) 256-1665 or (202) 690-7442; or (3) email: [program.intake@usda.gov](mailto:program.intake@usda.gov).

**This institution is an equal opportunity provider.**

## Using Your eWIC Card

### Welcome to WIC!

- Your eWIC card works like a debit card.
- Bring your eWIC card to every WIC appointment.
- Usually 3 months of food benefits are loaded to the card at a time, but you can only use the current month's benefits at the store.
- All foods must be purchased before midnight on the last day of the month they are issued for. Foods not purchased during the month will not stay on your card for the next month.
- You will choose a PIN number at your WIC clinic. Remember your PIN number; if you forget or use the wrong PIN number at the store, you will need to go to your WIC clinic to reset it.
- Call your WIC clinic immediately if your eWIC card is lost, stolen or damaged. **You will need to wait 2 days after you tell your WIC clinic before you can get a new card.**
- Let the WIC clinic staff know if you would like another person as your proxy or alternate shopper.
- Remember, WIC foods are not meant to be shared. They should only be used by the WIC participant they were issued for.



### Before you shop:

- Download the WICShopper app and register your card to the app.
- Review your balance. You can request this from your WIC clinic, any WIC authorized store or find it on the WICShopper app (the app may take several days to update your benefit balance after shopping).
- Shop only at Utah WIC authorized stores. Use the WICShopper app to find WIC authorized stores near you.

### While you shop:

- Check your benefits carefully to know which foods you can buy. Use the Utah WIC Program Shopping Guide as guidance.
- Shop throughout the month. Do not wait until the end of the month to buy all your WIC foods as some foods may not be available.
- Use the WICShopper app to scan foods as you shop to know if the food is a WIC item. Allowed fresh fruits and vegetables do not scan as: "WIC Allowed" in the WICShopper app but should work at checkout.



### At checkout:

- Tell the cashier right away that you are using an eWIC card and follow the cashier's instructions.
- Always pay with your eWIC card first. Pay for non-WIC items with another method of payment.
- If you have problems at the store, speak with the store manager, call your WIC clinic, or call the State WIC Program at **1-877-WIC-KIDS**.

#### Beginning Balance Receipt

Cheese 1 lb  
Eggs 1 dozen

Ask the cashier for this receipt. This will tell you what food benefits are currently on your card.

#### Proposed Utilization Receipt

Eggs 1 dozen

After your foods have been scanned, a second receipt will print and tell you what is coming off your eWIC card. **You can remove items only at this time before you pay.**

#### Ending Balance Receipt

Cheese 1 lb  
Eggs 0 dozen

Keep the ending balance receipt from your most recent purchase. This receipt shows the remaining benefits for the rest of the month.

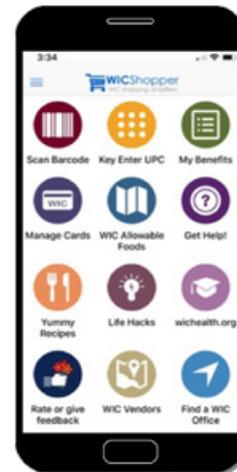


**The Utah WIC Program offers the WICShopper app. With it, participants can:**

- ▼ Display eWIC card benefits
- ▼ Scan foods to make sure they are WIC allowed
- ▼ View the Utah WIC Program Shopping Guide
- ▼ Find Utah WIC approved stores
- ▼ Find Utah WIC Clinics
- ▼ Report foods that you believe should be WIC allowed
- ▼ Much more!

**Get the WICShopper app to make the most of your grocery shopping:**

- 1 Install WICShopper from the Apple App Store or Google Play.
- 2 Select Utah as your WIC Agency and register your eWIC card to the app under the: "My Benefits" tab.
- 3 Scan product bar codes to verify WIC allowed foods.
- 4 If you find a non-approved food that you believe is an error, submit it for review.
- 5 Find easy access to the current Utah WIC Program Shopping Guide.



To download the WICShopper app open the camera on your phone and scan the QR code or visit [ebtshopper.com/download](http://ebtshopper.com/download)



**Never sell, trade, or give away WIC foods; this is considered fraud.**

It is not required to purchase all items on your eWIC card. Speak to the WIC staff if you do not use or need all the foods on your eWIC card. If you suspect any fraud, please report it to your local WIC clinic.

**\*Store Brands/Private Labels:**

A store brand must be purchased when indicated in the Utah WIC Program Shopping Guide. Examples of store brands/private labels:



Food Club



Freedom's Choice



Kroger



Harmons



Great Value



Essential Everyday



WinCo



Shoppers Value



Signature Select



Smart Way



Lucerne



Private Selection

You can purchase the following foods only if they are store brands/private labels:

- Milk
- Cheese
- Eggs
- Canned and dried beans
- Rice
- Canned tuna and canned mackerel

**Organic:**

Organic food is only allowed for the following:

- Tofu
- Fresh or frozen fruits and vegetables
- Jarred infant fruits and vegetables
- Jarred infant meats



# Cheese

✓ **Allowed:** \*Store brand/private label; 8 oz - 16 oz

- Regular, reduced fat, whole, or part skim
- Block cheese, shredded, sliced, cubed, and stick or string cheese
  - Cheddar (*mild, medium, sharp or extra sharp*)
  - Pasteurized Processed American
  - Colby/Colby Jack
  - Longhorn Colby
  - Monterey Jack
  - Swiss
  - Muenster
  - Provolone
  - Mozzarella



✗ **Not Allowed:** Deli, cheese food/spread/product, name brand string cheese, 1 oz individual string cheese, 2 lb blocks, any other variety of cheese not listed (*i.e., Pepper Jack*)



Cheese is issued in units of pounds (lb). 8 oz will take 0.5 (lb) off your card. 12 oz will take 0.75 (lb) off your card.



- TIP**
- Cheese provides similar nutrients to milk like protein, vitamin D, and calcium.
  - Some of your milk benefit can be replaced with cheese. Talk to your local WIC clinic if you would like cheese and less milk.

## Tofu

**✓ Allowed:** \*Store brand/private label or name brand listed below; 14 oz - 16 oz all authorized tofu must meet the federal WIC guidelines by being calcium set

- Block tofu
- Organic allowed
- Tofu only if assigned and printed on eWIC receipt/benefit list



### Woodstock

- Firm, Extra Firm



### O Organics

- Firm, Extra Firm



### Nasoya

- Super Firm, Extra Firm



### House Foods

- Medium Firm, Firm, Extra Firm



### Franklin Farms

- Soft, Silken, Medium Firm, Pressed Firm, Firm, Extra Firm



### Azumaya

- Silken, Firm, Extra Firm



### Simple Truth Organic

- Silken, Firm, Extra Firm



### Wildwood Organic

- Silken, Firm, Extra Firm

**✗ Not Allowed:** Any form other than block (*i.e.*, cubed), seasoned, added fat, sugars, oils or sodium

## Eggs

**✓ Allowed:** \*Store brand/private label; 1 dozen

- Medium, large, or extra large
- White or brown
- Regular or cage free



**✗ Not Allowed:** Omega-3, pasture raised



# Cereal

## Whole Grain

 **Allowed:** \*Store brand/private label or name brand listed below; 12 oz - 36 oz boxes and bags for cold cereal, 11.8 oz - 36 oz for hot cereal

 **Not Allowed:** Cold cereal box sizes smaller than 12 oz or cereal with artificial sweetener

All authorized cereals meet the Federal WIC guidelines for iron and sugar content.

## Cold Cereal



**Signature Select:** Bran Flakes  | Toasted Oats  | Corn Flakes  | Crispy Rice  | Rice Pockets  | Oats & More (Honey or Almonds) 



**WinCo:** Frosted Shredded Wheat  | Crispy Rice  | Bran Flakes  | Corn Flakes  | Toasted Oats  |

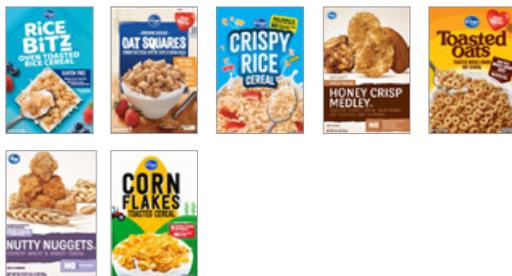


**Great Value:** Frosted Shredded Wheat  | Bran Flakes  | Corn Flakes  | Rice Crisps  | Corn Squares  | Rice Squares  | Toasted O's 

## Malt-O-Meal



**Malt-O-Meal:** (Bags)  
Frosted Mini Spooners (Original or Strawberry Cream)  | Crispy Rice 



**Kroger:** Rice Bitz | Oat Squares | Crispy Rice |  
Honey Crisp Medley (Multigrain) | Toasted Oats | Nutty  
Nuggets | Corn Flakes



**Food Club:** Corn Flakes | Frosted Shredded Wheat Bite Size  
(Original and Strawberry) | Crisp Rice | Honey and Oats  
(Original or Almonds) | Wheat Squares | Rice Squares |  
Corn Squares | Toasted Oats | Bran Flakes



**Kellogg's:** Rice Krispies | Frosted Mini Wheats (Original,  
Blueberry, Cinnamon Roll, Pumpkin Spice, Golden Honey or  
Strawberry) | Frosted Mini Wheats Little Bites (Chocolate  
or Original) | Special K (Original) | Special K Protein  
(Original Multi-Grain Touch of Cinnamon) |  
All-Bran Complete Wheat Bran Flakes | Corn Flakes  
(Original or Honey) | Crispix | Kashi Hearts & O's (Warm  
Cinnamon or Honey Toasted)



**Post:** Honey Bunches of Oats (Maple and Pecans, Honey Roasted, Almonds, Vanilla or Cinnamon Bunches) | Great Grains (Banana Nut Crunch or Crunchy Pecan) | Grape Nuts (Original or Flakes)



**Quaker:** Oatmeal Squares (Brown Sugar, Cinnamon or Honey Nut) | Life (Original or Vanilla)



**General Mills:** Cheerios (Original, Multigrain, Vanilla Spice or Oat Crunch Berry) | Fiber One Honey Clusters | Kix (Original, Berry Berry, Honey) | Whole Grain Total | Wheaties | Chex (Wheat, Corn, Rice, Blueberry or Cinnamon)



**Essential Everyday:** Crispy Rice | Toasted Rice | Crispy Hexagons | Toasted Oats | Crunchy Corn Squares | Crunchy Rice Squares | Crunchy Oat Cereal



**Broadus Foods:**  
Snoop Frosted Drizzlers

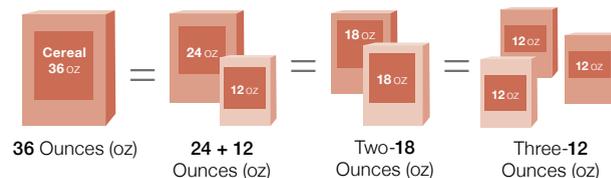


**Shoppers Value:**  
Corn Flakes Cereal



**Freedom's Choice:** Corn Flakes | Crisp Rice | Crispy Honey Oats and Flakes | Toasted Oats | Frosted Shredded Wheat | Bran Flakes

**Cereals are issued in units of ounces.** Buy any combination that does not go over 36 oz. Can be purchased in separate transactions.



## TIP

- WIC allowed cereals are low in sugar, high in iron, and some can be a good source of fiber.
- At least half of WIC allowed cereals are whole grain. Look for the wheat symbol!
- You can buy both cold cereal and hot cereal together up to the amount listed on your eWIC receipt/benefit list.

## Hot Cereal (Original flavor only unless specified)




**Kroger:**  
Instant Oatmeal  
(packets only) |




**WinCo:**  
Instant Oatmeal  
(packets only) |




**Great Value:**  
Instant Oatmeal  
(packets only) |




**Malt-O-Meal:**  
Original Hot Wheat | Chocolate Hot Wheat |  
Co Co Wheats |




**Signature Select:**  
Instant Oatmeal  
(packets only) |




**Food Club:** Creamy Wheat  
Farina | Instant Oatmeal  
(packets only) |




**Quaker** (9.8 oz allowed):  
Instant Oatmeal | Instant Grits (Original, Butter, Cheddar  
Cheese, Country Bacon, Red-eye Gravy & Country Ham,  
Variety) |




**Cream of Wheat:** Cream of Wheat Instant (Original or  
Whole Grain) | Cream of Wheat 2 1/2 Minutes (Original or  
Whole Grain) | Cream of Wheat 1 Minute | Cream of Rice  
(Regular or Instant) |

# Peanut Butter/Beans

## Peanut Butter

✓ **Allowed:** \*Store brand/private label or name brand listed below; 15 oz - 18 oz creamy, crunchy, extra crunchy or natural



✗ **Not Allowed:** Added honey/jelly, marshmallows, chocolate, or other similar ingredients, reduced fat, peanut butter spreads/reduced fat spreads



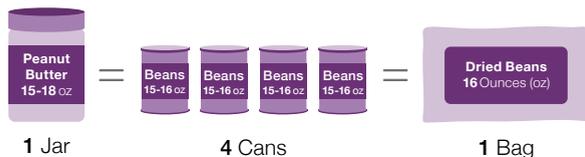
## Beans and Lentils



✓ **Allowed:** \*Store brand/private label;

- ▶ 1 lb (16 oz) dry package
  - ▶ 15 oz - 16 oz cans, regular or low sodium
- |                          |                  |              |
|--------------------------|------------------|--------------|
| • Black                  | • Great Northern | • Pinto      |
| • Black-eyed Peas        | • Kidney         | • Red        |
| • Butter Beans           | • Lentils        | • Split Peas |
| • Fat Free Refried Beans | • Lima           | • White      |
| • Garbanzo (Chickpeas)   | • Navy           |              |
| • Mayocoba               | • Pigeon Peas    |              |
- ✗ **Not Allowed:** Added vegetables or fruits, added sugar, fats or oils, flavored, bean soup mix, mixed beans, chili, baked beans, beans with meat, canned green peas, snap beans, green beans, wax beans, any other variety of refried beans

Peanut butter/beans are issued in units of jar/bag.



## TIP

You can choose 16 oz bag of dried beans, canned beans in 15-16 oz cans, or 15-18 oz jars of peanut butter. One jar/bag equals 1 package of dry beans OR 4 canned beans (1 can = 0.25 units) OR 1 jar of peanut butter.



## Canned Fish

Canned fish is an extra benefit for women who are fully breastfeeding.

### Chunk Light Tuna or Jack Mackerel

- ✔ **Allowed:** \*Store brand/private label; 5 oz - 30 oz cans
  - Water or oil packed
  - Regular or lower sodium
  - May include bones or skin
  - May include flavorings (lemon, herbs, broth)
- ✘ **Not Allowed:** Solid white or chunk white albacore tuna; gourmet; 2.5 oz pouches



## Pink Salmon

**✓ Allowed:** \*Store brand/private label or name brand listed below; 5 oz - 30 oz cans, 5 oz pouches

- Water or oil packed
- May include bones or skin
- Regular or lower sodium
- May include flavorings (lemon, herbs, broth)

**BUMBLE BEE** Bumble Bee

**Kroger** Kroger

**Chicken of the Sea** Chicken of the Sea

**Signature Select** Signature Select

**Food Club** Food Club

**StarKist** StarKist

**Great Value** Great Value

**Essential Everyday** Essential Everyday

**✗ Not Allowed:** Red, blueback, Atlantic, or sockeye salmon; gourmet; 2.5 oz pouches

**Fish is issued in units of ounces (oz).** Choose combinations that add up to 30 oz.



## Infant Cereal and Baby Food

### Infant Cereal

**✓ Allowed:** Name brand listed below; dry 8 oz container

**Gerber:** Oatmeal | rice | multigrain | whole wheat

**Beech-Nut:** Oatmeal | corn

**✗ Not Allowed:** With added formula, fruit, yogurt, probiotics or DHA/ARA; organic

- TIP**
- You can introduce solid food to your baby when they are around 6 months of age.
  - By 7 to 8 months of age, your baby should be consuming solid foods from all food groups including vegetables, fruits, grains, protein foods, and dairy.
  - You can mix cereals and mashed cooked grains with breast milk, formula, or water to make it smooth and easy for your baby to swallow.

## Infant Fruits and Vegetables

- ✔ **Allowed:** Name brand listed below; single vegetable, single fruit, mixed vegetables, mixed fruits, or vegetables mixed with fruits; 4 oz jar, 2 oz 2-pack, 4 oz 2-pack, multi-packs up to 128 oz



### Gerber

- Regular
- Organic



### Beech-Nut

- Naturals
- Nothing Artificial Added
- Organic



### Tippy Toes

- Regular
- Organic



### O Organics



### Earth's Best Organic



### Simple Truth Organic



### Happy Baby Organic

- ✘ **Not Allowed:** Medleys, dinners, delights, custards, cobblers, desserts or any added ingredients (i.e., spices, oats, etc.)



## Infant Meats

Baby food meats are an extra benefit for fully-breastfed infants.

- ✔ **Allowed:** Name brand listed below; "single meat" variety with added broth or gravy; 2.5 oz jar, multi-packs 10 oz - 77.5 oz



### Gerber



### Beech-Nut



### Earth's Best Organic

- ✘ **Not Allowed:** Meat sticks, dinners or any added ingredients except for added broth or gravy

## Infant Formula

- ✔ **Allowed:** Size and description as printed on eWIC receipt
- WIC is a supplemental nutrition program. WIC does not provide all the formula your baby will need each month.
  - To keep the formula feeding baby safe, prepare formula according to the formula manufacturer recommendations.
  - If formula feeding, see your: "Family Food Benefits" list to see allowed size, brand, type and physical state (powder, concentrated or Ready To Feed [RTF]) of formula allowed for the baby.

## Whole Grain Options

### Brown Rice

 **Allowed:** \*Store brand/private label;

- 14 oz (Instant only)
- 16 oz (Regular, quick-cooking)

 **Not Allowed:** ready-to-serve, added flavors/seasonings

### Whole Wheat Pasta



 **Allowed:** \*Store brand/private label or name brand listed below; 100% Whole Wheat Pasta, 16 oz

- Whole wheat flour and/or whole durum wheat flour must be the only flour ingredients listed
- Any shape



Barilla



WinCo



Ronzone



Food Club



Kroger



Signature Select



Great Value



Essential Everyday

 **Not Allowed:** Pasta made with white flour or a mix of different types of flour or with added sugars, fats, oils, or salt (sodium)

## Whole Grain Bread

 **Allowed:** \*Store brand/private label or name brand listed below; 100% Whole Wheat Bread and Whole Grain Bread, 16 oz or 24 oz



**TIP** You can buy 16 oz or 24 oz bread depending on the amount on your eWIC card. If your starting value is 32 oz and you buy a 24 oz loaf of bread, you will have 8 oz left on your eWIC card that you will not be able to use.



**Kroger:** 100% Whole Wheat,  
100% Whole Wheat Round Top



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



**Franz:** 100% Whole Wheat



**Aspen Mills:** Honey Whole Wheat



**Bimbo:** 100% Whole Wheat



**Great Grains:** 100% Whole Wheat



**Great Value:** 100% Whole Wheat



**WinCo:** 100% Whole Wheat



**Orowheat:** 100% Whole Wheat



**Breadlover's:** 100% Whole Wheat



**Grandma Sycamore:** 100% Whole Wheat  
with Honey



**Western Farms:** 100% Whole Wheat



**Private Selection:** 100% Whole Wheat, 100% Whole  
Wheat Sugar Free



**Signature Select:** 100% Whole Wheat



**Wonder:** 100% Whole Wheat

**X Not Allowed:** Buns, rolls, bagels, white bread

## Tortillas



**✓ Allowed:** \*Store brand/private label or name brand  
listed below; Whole Wheat or Corn Tortillas, 16 oz

### La Banderita:

Yellow Corn | White Corn |  
Whole Wheat |



### Rancho Market:

Whole Wheat | Corn |



### Guerrero:

Whole Wheat | White Corn |



### Mission:

Whole Wheat | Yellow Corn |



### Don Pancho:

Whole Wheat | White Corn |



**Kroger:**  
Whole Wheat |



**Great Value:**  
Whole Wheat |



**Ortega:**  
Whole Wheat |



**La Burrita:**  
Yellow Corn |



**De Harina:**  
Whole Wheat |



**Essential Everyday:**  
Whole Wheat |



**✗ Not Allowed:** White flour tortillas, hard shells, wraps, uncooked

**Whole grain bread, tortillas, brown rice and pasta are issued in units of ounces.**



## Fruits and Vegetables

**✓ Allowed:** Dollar amount as listed on eWIC receipt

- Whole, pre-cut or packaged fresh or frozen vegetables and fruits
- Fresh salsa without added sugar or oil is allowed
- Organic allowed
- Fresh ginger and garlic



**✗ Not Allowed:** Canned, dried, roasted, decorative, packages/party trays with dips, dressings, added nuts or noodles, salad bars, herbs and spices (see below), salsa with sugar or oil, pasteurized salsa

**✗ The following herbs and spices are not allowed:**  
Aloe vera, anise, basil, bay leaves, caraway, chervil, chives, cilantro, dill, fenugreek, horseradish, lemon grass, marjoram, mint, oregano, parsley, rosemary, sage, savory, tarragon, thyme, vanilla bean



## Fruits and vegetables are issued with Cash Value Benefit (CVB).



## TIP

- Fruits and vegetables are high in fiber, vitamins, and minerals and are low in calories and fat.
- If the total purchase price of vegetables and fruits is above the maximum amount on your eWIC card, you can pay the difference.
- The WICShopper App does not scan fresh fruits and vegetables. Refer to this Utah WIC Program Shopping Guide to know what is allowed.



## Yogurt

**✓ Allowed:** \*Store brand/private label or name brand listed below; 32 oz containers or smaller containers in combinations that equal 32 oz

- Any flavor
- Fat content as printed on eWIC receipt
- Added fruit is allowed

**✗ Not Allowed:** Yogurts sold with accompanying mix-in ingredients such as granola, candy pieces, honey, nuts and similar ingredients, drinkable yogurts, whips

## Whole Fat

	<b>Dannon</b> • Regular		<b>WinCo</b> • Regular • Greek
	<b>Mountain High</b> • Original Style		<b>Food Club</b> • Regular • Greek
	<b>Oikos</b> • Greek		<b>Lucerne</b> • Regular
	<b>Kroger</b> • Regular • Greek		<b>Yoplait</b> • Oui French Style
	<b>Open Nature</b> • Greek		<b>Chobani</b> • Greek
	<b>Essential Everyday</b> • Regular • Greek		<b>Great Value</b> • Greek
			<b>Brown Cow</b> • Regular

## Reduced Fat/Low-Fat/Non-Fat



- Lucerne**
- Regular
  - Greek



- Open Nature**
- Greek



- Great Value**
- Original
  - Regular
  - Greek
  - Light
  - Tubes



- Kroger**
- Regular
  - Fruit on the Bottom
  - Tubes
  - Carbmaster
  - Greek



- Dannon**
- Regular
  - Light + Fit
  - Light + Fit Greek



- Oikos**
- Oikos 0%
  - Oikos Triple Zero



- Mountain High**
- Regular



- Food Club**
- Regular
  - Light
  - Greek
  - Blended



- LaLa**
- Blended



- Activia**
- Activia Light
  - Activia Regular



- Tillamook**
- Regular
  - Greek



- WinCo**
- Greek
  - Regular



- Yoplait**
- Original
  - Light
  - Greek
  - 100 Protein
  - Kids Character
  - Lactose Free
  - Go-Gurt



- Chobani**
- Less Sugar
  - Zero Sugar
  - Greek

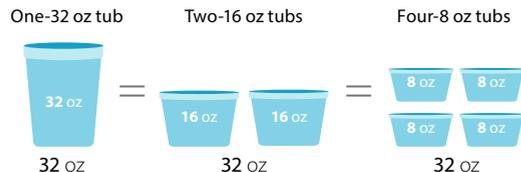


- Two Good**
- Greek



- Essential Everyday**
- Regular
  - Greek

**Yogurt is issued in units of ounces (oz).** To make sure you get your full benefit, consider buying a 32 oz container or packages that add up to 32 oz.



### TIP

- Yogurt provides calcium, protein, vitamins A and D, and is a good source of potassium.
- Women and children 2 years and older are issued reduced-fat, low-fat or fat-free yogurt.
- Children under the age of 2 are issued whole fat yogurt.
- Buy the yogurt listed on your eWIC receipt/benefit list.
- Some of your milk benefit can be substituted for yogurt. If you would like yogurt, talk to your local WIC clinic to get the benefit loaded on to your eWIC card.



## Milk

✔ **Allowed:** \*Store brand/private label;  
gallon, half gallon, or quart

- Size, description, and fat content as printed on eWIC receipt
- Pasteurized
- Canned evaporated milk (12 oz)
- Powdered dry milk (9.6 oz - 64 oz)
- Buttermilk (half gallon or quart)
- Shelf stable (UHT)
- Lactose-free only if assigned and printed on eWIC receipt/benefit list
- Quart milk is allowed in any brand

✘ **Not Allowed:** Flavored, Skim Royale/Delight, unpasteurized, raw



## Soy Milk

✔ **Allowed:** Name brand listed below; half gallon or quart

- Original flavor
- Refrigerated or shelf stable (UHT)
- Soy milk only if assigned and printed on eWIC receipt/benefit list

 Silk

 Pacific Foods

 8th Continent Soy Milk

✘ **Not Allowed:** Organic or any flavor other than original

**Milk is issued in units of gallons.** A half gallon will take 0.5 gallon off your card. A quart will take 0.25 gallon off your card.



## TIP

- Milk provides calcium, protein, vitamins A and D, and is a good source of riboflavin.
- Women and children 2 years and older are issued low-fat (1%) or fat-free (skim) milk.
- Children under the age of 2 are issued whole milk.
- Buy the milk listed on your eWIC receipt/benefit list.
- For more information and help with milk sizes, go to: WICShopper App > Get Help > eWIC Quick Pick Guide - Milk

## Juice

- ✓ **Allowed:** \*Store brand/private label or name brand listed below;
  - Unsweetened, 100% juice; single flavor or blends
  - Regular or low sodium for tomato/vegetable juice

- ✗ **Not Allowed:** Refrigerated juices (except orange juice), cocktails, nectars, ciders, 59 oz container

### Juice 12 oz Frozen Juice Concentrate (Women)



Apple | Orange |



Apple | Grape | Orange |



Apple | Grape | Grapefruit | Orange |  
Pineapple | Pineapple Orange |





Apple | Grape | Orange | White Grape |



Apple | Orange | Grape |



Apple | Orange |



Apple | Apple Cherry | Apple Cranberry | Apple Kiwi Strawberry | Apple Strawberry Banana | Apple Peach Mango | Apple Raspberry | Berry Blend | Blueberry Pomegranate | Cherry Pomegranate | Cranberry Blend | Cranberry Raspberry | Grape | Orange | Pineapple | Pineapple Orange | White Grape | Immune Health Citrus |



Apple |



Apple | Orange |



Apple | Orange |

## Juice 64 oz (Children)



Apple | Cranberry | Grape | Orange | Pineapple | Spicy Vegetable | Vegetable | Vegetable Low Sodium | White Grape | Ruby Red Grapefruit | Grapefruit |



Apple | Cranberry Apple | Cranberry Blend | Cranberry Grape | Cranberry Pomegranate | Cranberry Raspberry | Big Bird's Apple | Elmo &amp; Abby's Mango Strawberry | Elmo's Punch | Grover's White Grape | Natural Style Apple |



Blueberry Blackberry Acai | Cranberry | Cranberry Blackberry | Cranberry Grape | Cranberry Pomegranate | Cranberry Raspberry | Pomegranate Blueberry |



Apple | Orange | Purple Grape | White Grape |



Concord Grape | Red Grape Juice | White Peach |  
White Grape | Orange Pineapple Apple | White  
Grape Cherry | Concord Grape with Fiber |



Apple | Cranberry | Cranberry Blackberry |  
Cranberry Cherry | Cranberry Concord Grape |  
Cranberry Mango | Cranberry Pineapple |  
Cranberry Pomegranate | Cranberry Raspberry |  
Concord Grape | Cranberry Elderberry | Cranberry  
Watermelon |



Apple | Apple Raspberry | Berry | Cherry | Fruit  
Punch | Grape | Kiwi Strawberry | Mango | Orange  
Tangerine | Peach Apple | Strawberry Banana |  
Strawberry Watermelon | Tropical | White Grape |



Apple |



Apple | Apple Cranberry | Grape | Apple Orange  
Pineapple | Apple Peach Mango | Concord  
Grape | Cranberry | Cranberry Raspberry Plus |  
Orange | Pineapple | Orange Pineapple | Orange  
Juice Blend |



Spicy Hot Vegetable | Original |  
Original Low Sodium |



Apple | Cranberry Blend | Cranberry Grape |  
Cranberry Pomegranate | Grape | Low Sodium  
Vegetable | Orange | Pineapple | Tomato |  
Vegetable | White Grape Peach | White Grape |  
Pear | Mango | Peach Mango |



Apple | Apple Cranberry |  
Berry Blend | Black Cherry Cranberry |  
Blueberry Pomegranate | Cranberry Pomegranate  
| Grape | Immune Health Citrus | Immune Health  
Super Fruit | Immune Health Tropical Fruit | Kiwi  
Strawberry | Orange Tangerine | Orange | Peach  
Mango | Red Raspberry | Strawberry Watermelon |  
White Grape | Wild Cherry |



Apple | Cranberry | Cranberry Grape | Cranberry  
Raspberry | Grape | Grapefruit | Orange |  
Pineapple | Tomato | Vegetable | White Grape |  
Vegetable Low Sodium |



Apple | Grape | Orange | Vegetable | Vegetable  
Low Sodium | White Grape |



Apple | Grape | Orange | Pineapple | Spicy  
Vegetable | Tomato | Vegetable | White Grape |  
Cranberry |



Tomato | Low Sodium Tomato |



Apple | Grape |



Apple | Apple Mango | Apple Cherry |  
Apple White Grape |



Apple | Apple Berry | Apple Cranberry |  
Apple Grape | Pineapple Orange | Orange  
Passionfruit |



Apple | Grape | Orange | Pineapple | White  
Grape | Grapefruit | Tomato | Vegetable |



Apple |



# Breastfeed!

Mom and Baby Get More Food

## Fully Breastfeeding

Mom - Up to 1 Year



Baby - 6-12 Months



## Mostly Breastfeeding

Mom - Up to 1 Year



Baby - 6-12 Months



## Little/No Breastfeeding

Mom - 0-6 Months



Mom - 7-12 Months



Baby - 6-12 Months



## Breastfeeding | A Gift for Life:

- ✓ Doctor Recommended
- ✓ Perfect Nutrition
- ✓ Fewer Infections
- ✓ Reduces Childhood Obesity

Call your WIC clinic for help with breastfeeding.

## Helpful Phone Numbers:

**Helpline for Community Resources:** 2-1-1

**Immunization Hotline:** 1-800-275-0659

**Medicaid:** 1-866-435-7414

**MotherToBaby:** 1-866-626-6847

**Poison Control:** 1-800-222-1222

**SNAP:** 1-866-435-7414

**Tobacco Quit Line:** 1-888-567-8788



To visit Utah WIC's website open the camera on your phone and scan the QR code or visit [wic.utah.gov](http://wic.utah.gov)



Family ID: \_\_\_\_\_

Choose  [wichealth.org](http://wichealth.org)



### TO GET STARTED

1. Visit [www.wichealth.org](http://www.wichealth.org)
2. Is this your first time visiting [wichealth.org](http://wichealth.org)? Select "Sign Up"



3. Enter Your Information

Agency:

Clinic:

Family ID:

4. Complete Your Account

Username:

Password:

5. Select "Start Lesson"



Keep your username and password safe and private. You will need it each time you log into [wichealth.org](http://wichealth.org).

Clinic Information:



Utah WIC Program | 1-877-WIC-KIDS | [wic.utah.gov](http://wic.utah.gov)