

# MEMORANDUM

Memo #: FY2019-01

Date: September 12, 2018

Subject: **New Authorized WIC Food Booklet**

To: All Authorized WIC Vendors

From: Nicole Reames, Benefits Delivery and Integrity Coordinator

Approval: Chris Furner, Utah WIC Program Manager

Enclosed is the new Utah WIC Program Authorized Food Booklet that will become effective October 1, 2018 (the beginning of the new federal fiscal year). You may begin using this new food booklet at that time. WIC participants will be given this new food booklet over a three (3) month period beginning October 2018 through December 2018. Do not discard your previous food booklets until January 1, 2019. 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, 2018 and the food items that are no longer authorized are removed on January 1, 2019 (not earlier). Both the 2017-2018 and 2018-2019 authorized foods are approved for purchase between the dates of October 1, 2018 and December 31, 2018.

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

- Store Brand/Private Label change for stores supplied by Associated Food Distribution Centers: Western Family is phasing out and Food Club is phasing in. Both Western Family and Food Club are approved brands until the transition is complete.
- Page 5, Infant Cereal, Baby Foods:
  - Beechnut Sensitive infant cereal is no longer available.
  - Gerber baby food 2oz, 2-packs are now approved and count as 1 jar.
  - Tippy Toes and Pic Select Fresh 4oz, 2-packs are approved and count as 2 jars.
- Page 7, Yogurt:
  - Brown Cow is no longer an approved item.
  - Simply Balanced brand yogurt is now approved.
  - Activia Lactose Free and Activia Fusion yogurts are now approved.
  - Food Club brand yogurt has been approved.
  - Yoplait Fruitside is now approved as a whole fat yogurt.
  - WinCo and Nostimo brands have been approved as whole fat yogurt options.

- Page 8-9, Juice:
  - Food Club brand shelf-stable 64oz Apple, White Grapefruit, Pineapple, Grape or White Grape, and Tomato or Vegetable juices have been approved.
  - Food Club 64oz refrigerated Orange juice is approved.
  - Food Club 12oz frozen concentrate Apple, Orange and Grape juice have been approved.
  - WinCo frozen concentrate Grape and White Grape juice have been approved.
  - Signature Kitchens White Grapefruit juice is no longer approved.
- Page 12-14, Cold Cereal:
  - Signature Kitchen Live it Up!, Signature Select Nutty Nuggets and Signature Select Corn pockets have been approved. WinCo Corn Flakes and Toasted Oats have been approved.
  - Great Value Toasted Corn is now called Corn Squares, Toasted Rice is now called Rice Squares, and Toasted Wheat is now called Wheat Squares.
  - Great Value Crunchy Oat Squares and Crunchy Nuggets are no longer approved.
  - Kroger Multi-Grain Toasted Oats are now called Toasted Oats.
  - Food Club approved cereals: Corn Flakes, Frosted Shredded Wheat (Original or Strawberry), Crisp Rice, Honey and Oats (Original or Almonds), Wheat Squares, Multigrain Toasted Oats, Oatmeal Squares with Brown Sugar, Rice Squares, Corn Squares, Toasted Oats, Bran Flakes and Twin Grain Crisp.
  - Market Pantry Corn Flakes are approved.
  - Market Pantry Toasted Oats are no longer approved.
  - Western Family Nutty Nuggets are no longer approved.
- Page 15, Hot Cereals:
  - Food Club Creamy Wheat Farina and Instant Oatmeal are now approved.
- Page 17, Whole Wheat Pasta:
  - Food Club 16oz, 100% Whole Wheat Pasta is approved.
- Page 18, Tortillas:
  - Food Club 16oz Whole Wheat and White Corn Tortillas are approved.
  - Kroger 16oz Corn Tortillas is approved.
  - La Victoria 16oz Whole Wheat Tortillas are approved.

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

If you have any questions or need additional copies of the food booklet, English or Spanish, please feel free to contact the State WIC office at 1-877-WIC-KIDS (1-877-942-5437).

cc: Local WIC Clinic Vendor Coordinators