



New Items for DC WIC's Approved Foods List

Sept 2021

This institution is an equal opportunity provider.

General Housekeeping



Sign-In: Let us know who is on the call. Please write your name and position in the chat box.

Ask Questions: Questions will be answered throughout the presentation. Please “raise your hand” or type questions in the chat box.

Reduce Interference: Mute yourself during the presentation.



Agenda

The WIC Difference

Why Expand?

What's New?

Timeline

Food Categories

Vendor Materials

Next Steps



The WIC Difference



6.87 million women, infants, children reached monthly



279,000 people lifted above the poverty line in 2017



72% more likely for recipients to be housing-secure vs families receiving housing subsidies without WIC



20% reduction in prevalence of food insecurity for households with children age of under 5 years



Why Expand?

Better meet the **nutritional needs** of caregivers and their children; improve **choices**; increase **program satisfaction**

Offer a WIC food package that is **inclusive** and provides **equity** to diverse communities



What's New?

- ❑ Organic!
- ❑ Size changes
- ❑ Flavors
- ❑ Packaging changes
(e.g., pouches)
- ❑ Additional grain, cereal,
juice choices
- ❑ Goat's milk and kefir



A Word on Organics

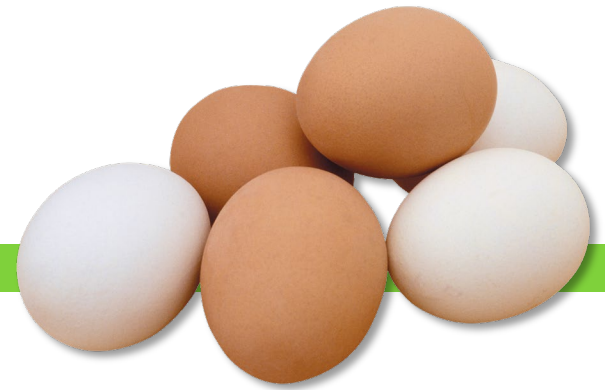
- **Organic store brands** = Brands shown to the right
- **Approved organic brands** = Select brands accepted which may or may not be organic store brands
- **Organics allowed** = Any type of organic accepted





Food Categories

Eggs



□ Packages of 1-dozen (12 count)

✓ Included

- Any brand
- **Brown** or white
- Any size chicken eggs
(M, L, **XL, Jumbo**)
- **Cage-free, Free-range**
- **Organic store brands**

✗ Not Included

- Powdered or liquid eggs
- Pasture-raised
- Specialty eggs such as Eggland's Best, reduced cholesterol, or omega 3
- National brand organics

Cheese



□ 8-oz, 16-oz, **24-oz, 32-oz** packages

✓ **Included**

- Any brand of approved cheese, or cheese blends
- Blocks, cubes, shredded, sliced, **individually wrapped slices, string cheese**
- **Organic store brands**

✗ **Not Included**

- Cheese with flavors, nuts, or peppers
- Cheese from the deli
- Cream cheese, cheese spreads, or processed cheese products
- Imported (cheese made outside the U.S.)

Yogurt



□ **2-oz, 4-oz, 16-oz, 32-oz** containers

✓ **Included**

- Any brand of plain yogurt
- **Whole milk, low-fat, or fat free (nonfat)**
- **Organic store brands**
- **Greek, flavored, multipacks approved brands (see below)**

✗ **Not Included**

- 2%, custard style or drinkable yogurts
- Accompanying mix-ins (granola, honey, sprinkles, candy, nuts)

Greek: Dannon, Harris Teeter, Giant, Oikos, Wallaby, Two Good, Yoplait

Flavored: Dannon, Giant, Great Value, Harris Teeter, Mountain High, Wallaby

Multipacks: Activia, Dannon, Yoplait, Go-Gurt

Milk



□ Quarts, half gallons, gallons
as listed on benefits

✓ Included

- Any brand
- Pasteurized fluid cow's milk, lactose-free milk, or buttermilk
- **Kefir (plain, quarts only)**
- **Organic store brands**

✗ Not Included

- Flavored milk, milk with added calcium or protein (Ultraskim), rice milk, almond milk, coconut milk
- Sweetened condensed milk

WIC Customers must only be allowed to purchase the % fat milk listed on their check(s).

Soy Milk



☐ Quarts, half gallons *as listed on benefits*

✓ **Included**

- Approved brands and **flavors**

✗ **Not Included**

- Light or fat-free soy milk

Goat's Milk



☐ Quarts, half gallons *as listed on benefits*

✓ **Included**

- Approved brand(s) (**Meyenberg**)
- Any percent fat

Dry and Canned Beans, Peas, Lentils



□ 16-oz dry packages or 15 to 16-oz cans

✓ Included

- Any brand, any type of dry beans, peas, or lentils
- **Refried beans with no added sugars or fats**
- **Full sodium allowed**
- **Organics allowed**

✗ Not Included

- Soups, soup mixes or with flavor packets with added sauce, meat, fat or oil
- Baked beans

Customers may buy green beans & sweet peas with their vegetable and fruit check

Peanut Butter



□ 16-oz, 18-oz jars

✓ Included

- Any brand
- Creamy or chunky, regular or reduced fat, salted or unsalted
- Can be natural
- **Organic store brands**

✗ Not Included

- Mixed with jams, jelly, honey, marshmallows, chocolate or omega-3
- Peanut spreads

Brown Rice & Barley



□ 16-oz, **32-oz** bag or box

✓ **Included**

- Any brand
- Dry, plain brown rice or barley
- Instant-, quick-, or regular-cooking
- **Organics allowed**

✗ **Not Included**

- Boil-in-bag or precooked in pouch
- Wild rice
- Added seasonings, flavor, sauce, sugar, vegetables, fat, oil, or salt
- Brown rice mixed with white, wild, or any other type of rice

100% Whole Wheat Pasta



□ 16-oz package

✓ Included

- Approved brands
- Dry, plain pasta of any shape
- **Organic store brands**

✗ Not Included

- Macaroni or pasta with added sugars, fats, oils, or salt

Canned Fish



- Mackerel: 15-oz
- **Tuna: 2.5, 3, 5, 6, & 12-oz**

- **Salmon: 3, 6, 7.5, & 14.75-oz**
- Sardines: 3.75-oz

✓ Included

- Chunk light tuna, pink salmon, sardines, mackerel
- Packed in water or oil, may include bones or skin
- **Spices, flavorings allowed**
- Cans, **pouches**

Combine fish up to 30-oz

✗ Not Included

- Chunk white/solid white (albacore), yellowfin/tongol tuna
- Lunch to-go, containers with crackers, bowls or kits
- Fillets, kippered snacks or fish steaks

Infant Cereal



□ 8-oz package

✓ Included

- Any brand
- Plain, dry infant cereal (rice, oatmeal, mixed grain)
- **Organic infant cereal**

✗ Not Included

- No cereal with DHA, fruit or formula
- No jars or cans

Infant Fruit/Vegetable



- **2-oz, 4-oz package; multipacks up to 128-oz total**

✓ **Included**

- Any brand, any texture, package (jars, containers, **pouches, multipacks**)
- Fruit combos, veggie combos
- **Fruit and veggie combos**
- **Organics allowed**

✗ **Not Included**

- Added sugars, starches, salt
- Added meat, rice, yogurt, pasta, cereal
- Dinners, desserts, soup, stew, mixtures
- DHA, naturals, toddler food

Infant Meat



□ 2.5-oz jars

✓ Included

- Any brand single meat variety with broth or gravy
- Texture may range from pureed through diced
- **Organic infant meat**

✗ Not Included

- Added vegetables, fruit, rice, cereal or pasta
- Dinners, meat sticks, stew or soup
- DHA

Canned Vegetables



✓ Included

- Plain immature beans such as green beans, green peas, snap beans, orange beans, wax beans, succotash
- Any brand or size
- Organic
- **Full-sodium allowed**

✗ Not Included

- Yams or sweet potatoes
- Spaghetti or pizza sauces
- Vegetables with meat, nuts, potatoes, rice or pasta
- Soup, catsup, relishes, olives or other condiments
- Pickled (sauerkraut, 3 bean salad, sweet & sour cabbage), creamed vegetables (corn), marinated vegetables or vegetables in brine
- Mature beans

More Options within Categories



Breakfast Cereals



Whole Wheat
Bread, Buns, Rolls



Tortillas



100% Juice

Questions?



Same DC WIC Benefits, More Food Options

We've expanded our food list. This is your cheat sheet for new items that can count in your cart.

- **Good News:** Everything in your WIC ID folder and food list still counts. We've just added the new food items in this brochure.
- **We Listened:** The biggest changes are allowing organic food options and more sizes and types of packages - like pouches!
- **For the Little Ones:** Children 1-2 years old now have whole milk yogurt and peanut butter options.



Whole Grains

Brown Rice & Barley:

32-oz bag or box | All organics allowed

Whole Wheat, Bread, Buns, Rolls:

Additional approved brands

100% Whole Wheat Pasta:

Additional approved brands

Breakfast Cereals:

Additional approved brands

Tortillas:

Additional approved brands

For more information on the new approved brands of cereal, bread, tortilla, soymilk, juice and yogurt items, visit www.dcwic.org or the [WIC Shopper App](#).

This institution is an equal opportunity provider



DC | HEALTH

Starting October 2021

NEW APPROVED FOODS
LOOK INSIDE

WELCOME, ORGANICS!

LOOK FOR THESE
'ORGANIC STORE
BRANDS'

Walmart



Giant



Safeway



Signature
brands

Harris Teeter



These food items are in addition to currently approved food items

Yogurt



2, 4, 16-oz container | Organic store brands and additional approved brands | Multipacks | Flavored and Greek yogurt

Fish



2.5, 3, 12-oz Tuna | 3, 6, 7.5-oz Salmon
All fish may have added spices and flavorings | Pouches allowed

Eggs



XL, jumbo egg size | Brown eggs | Organic store brands | Cage free and free range

Beans



Dry & Canned Beans, Peas, Lentils:
Refried beans, no added sugar or fat | Full sodium allowed | Organics allowed
Peanut Butter:
Organic store brands

Dairy and Milk Alternatives



Milk:

Organic store brands

Soy Milk:

Approved brand of vanilla

Cheese:

24, 32-oz | Individually wrapped slices | String cheese | Organic store brands

Infant Foods



Infant Cereal:

Any brand | Organics allowed

Infant Fruit/Vegetable:

Pouches allowed | Fruit & vegetable flavor combinations | Any brand | multipacks up to 128-oz total | Organics allowed

Infant Meat:

Any brand | Organics allowed

Vegetables



Canned:

Full Sodium



Note: this document lists approved brands and package sizes for the DC WIC Approved Foods List. Details on other food categories, such as eggs and peanut butter, are found on the "New Approved Foods" brochure. Those foods are available in any brand, whereas the items listed on this document are only allowed in the brands and sizes approved by DC WIC seen here and in the WIC ID Folder.

New Cereal Options!

CEREAL – 12 to 36-oz package sizes		
General Mills	Sesame Street – Cinnamon Letters	Vanilla Chex Blueberry Chex Cinnamon Chex
	Sesame Street-Berry Numbers	
Post	Honey Bunches of Oats: Pecan & Maple Brown Sugar Great Grains Crunchy Pecan	
Kellogg's	<ul style="list-style-type: none"> All-Bran Complete Wheat Bran Flakes Corn Flakes Cinnamon Frosted Mini-Wheats Little Bites Chocolate Frosted Mini Wheats Bite Size: <ul style="list-style-type: none"> Blueberry Strawberry Cinnamon Roll Pumpkin Spice Filled Mixed Berry Kashi Hearts & O's: <ul style="list-style-type: none"> Honey Toasted Warm Cinnamon Special K: <ul style="list-style-type: none"> Banana Protein Honey Almond Ancient Grains Protein Original Multi-Grain Cinnamon 	
	Essential Everyday - Honey Oats & Flakes	
Harris Teeter - Honey Oat Crunch Clusters / Oatmeal Squares		
Signature Select - Oats & More with Almonds		
Essential Everyday - Toasted Oats		
Walmart - Instant Oatmeal (warm cereal, 11.85-oz)		

New Whole Grain Options!

BREAD – 16-oz packages only	
Arnold	100% Whole Wheat Sandwich Buns 100% Whole Wheat Hotdog Buns
Bunny	100% Whole Wheat
Nature's Own	100% Whole Grain 100% Whole Wheat
Pepperidge Farm®	Stone Ground 100% Whole Wheat
	Very Thin 100% Whole Wheat
	Light Style 100% Whole Wheat
	Light Style Soft Wheat
	Whole Grain Jewish Seeded Rye

TORTILLAS - 16-oz packages only	
Great Value	Whole Wheat Soft Tacos
Signature Select	Whole Wheat Soft Taco Style Tortillas
Mission	Whole Wheat Fajita Whole Wheat Restaurant Style

PASTA – 100% Whole Wheat, 16-oz packages only	
Barilla Whole Grain	Harris Teeter Organics
Bowl & Basket	Nature's Promise
Great Value	Shop Rite
Great Value Organic	Signature Select
Simple Truth Organic	

New Juice Options!

100% JUICE – 64-oz packages only	
Everfresh	Apple Juice
Welch's	Grape w/ Added Calcium
	Black Cherry Concord Grape Super Berry
	White Grape Cherry White Grape Peach Orange, Pineapple, Apple
Ocean Spray	Apple Juice
	Concord Grape Juice
	Cranberry Juice
	Cranberry Blackberry
	Cranberry Cherry
	Cranberry Concord Grape
	Cranberry Mango
	Cranberry Pineapple
	Cranberry Pomegranate
Cranberry Raspberry Cranberry Watermelon	

New Soymilk Options!

Brand	Item
Silk Original	32-oz shelf stable
8 th Continent Vanilla	64-oz refrigerated

New Food Price List

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	Cow's Milk; allowed: any brand; store brand organics; fresh milk, buttermilk; any % fat; quarts / half-gallons / gallons; plain kefir in quarts											Lactose-Free Milk allowed: any brand, store brand organics, any % fat,							
2	Brand (Any)		Organic (Y/N)	Whole Milk			1-quart	1/2 gallon	1-gallon				Brand (Any)		Organic (Y/N)	Whole Milk			
3							\$	\$	\$										
4							\$	\$	\$										
5							\$	\$	\$										
6	Brand (Any)		Organic (Y/N)	2% reduced fat			1-quart	1/2 gallon	1-gallon				Brand (Any)		Organic (Y/N)	2% reduced fat			
7							\$	\$	\$										
8							\$	\$	\$										
9							\$	\$	\$										
10	Brand (Any)		Organic (Y/N)	1% fat / Skim			1-quart	1/2 gallon	1-gallon				Brand (Any)		Organic (Y/N)	1% fat / Skim			
11							\$	\$	\$										
12							\$	\$	\$										
13							\$	\$	\$										
14	Brand (Any)		Organic (Y/N)	0% Fat / Fat-Free			1-quart	1/2 gallon	1-gallon				Brand (Any)		Organic (Y/N)	0% Fat / Fat-Free			
15							\$	\$	\$										
16							\$	\$	\$										
17							\$	\$	\$										
18	Brand (Any)		Organic (Y/N)	Buttermilk			1-quart	1/2 gallon											
19							\$	\$											
20							\$	\$											
21							\$	\$											
22	Brand (Any)		Organic (Y/N)	Kefir (plain, unflavored)			1-quart												
23							\$												
24							\$												
25							\$												
26																			
27																			

Minimum Stocking Requirements – Small vendors

Item	Old MSR	New MSR
Tofu	2 packages	Not required, but encouraged
Powdered / UHT Milk	4 containers	
Evaporated Milk	4 containers	
Whole Oats	3 containers	
1 6-oz Frozen Juice	2 containers	
Soy Milk	4 quarts & 4 ½ gallons	4 ½ Gallons
Reduced-Fat / Low-fat Yogurt	1 variety, 4 packages	2 varieties, 128-oz total - 1 must be a multipack
Whole Milk Yogurt	n/a	1 variety, 64-oz total

Minimum Stocking Requirements – Medium & Large Vendors

Item	Old MSR	New MSR
Eggs	1 variety, 12 packages	2 varieties, 12 packages
Whole Oats	5 containers	4 containers
16-oz Frozen Juice	2 varieties, 10 containers	1 variety, 5 containers
Reduced-Fat / Low-fat Yogurt	2 varieties, 5 packages	3 varieties, 192-oz total - 1 must be a multipack
Whole Milk Yogurt	n/a	1 variety, 96-oz total

Vendor Staff Training



1. Manager Training

- Today

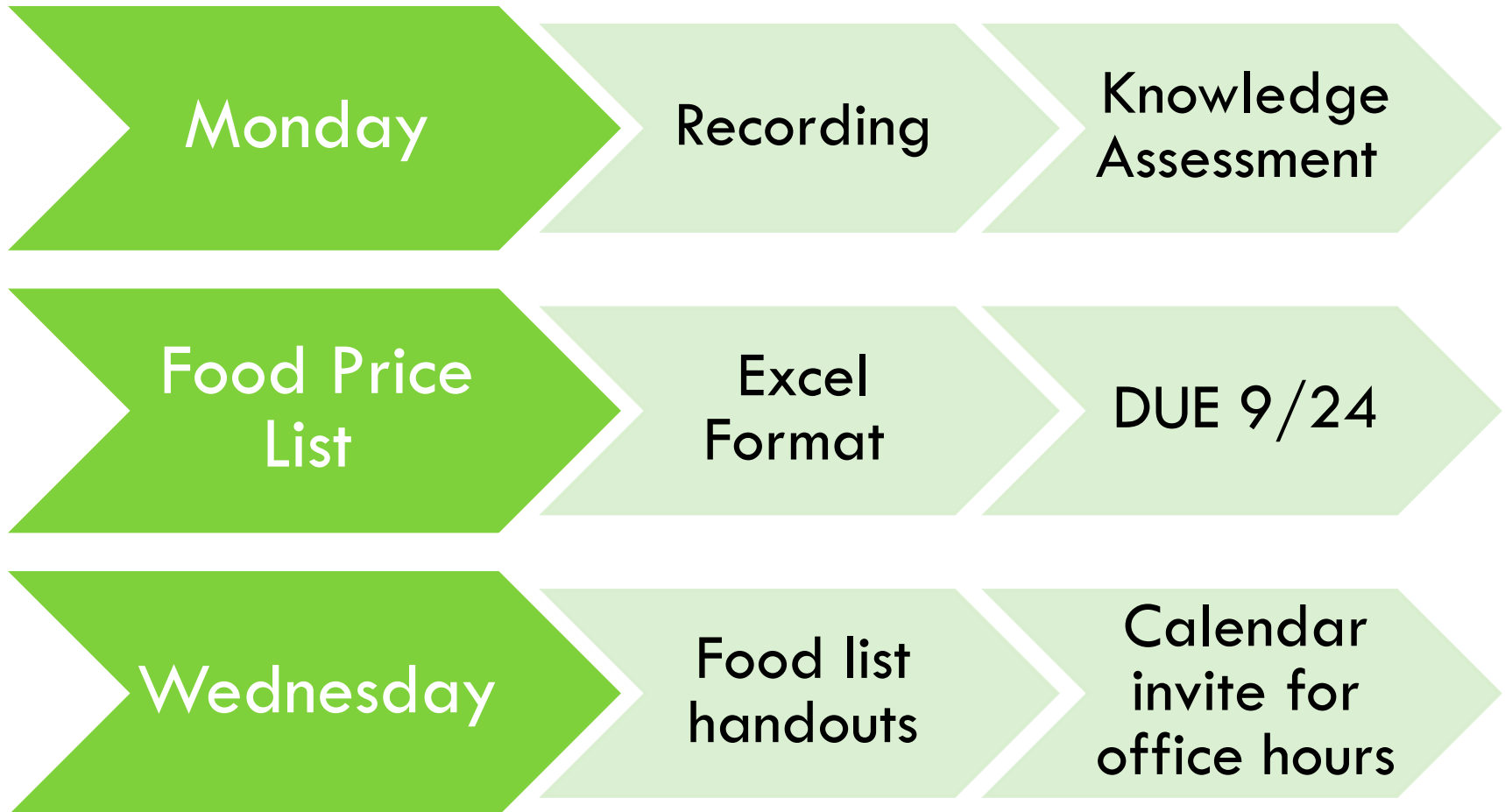
2. Cashier / Staff Training

- Watch recording

3. Knowledge Assessment

- Link to be sent via email
- Due 10/8

Next Steps



Vendor Office Hours & TA

Before Launch of Food List

- Monday
- September 27th, 2021
- 9:30 AM-10:15 AM

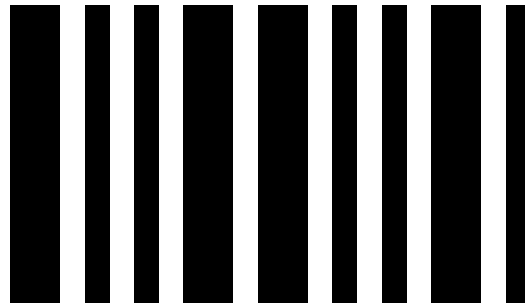
After Launch of Food List

- Friday
- October 15th, 2021
- 2:30 PM-3:15 PM

Note: Next Vendor Advisory Group meeting will be scheduled in November

UPC Scanning (!)

- Will begin the last week of September through mid-October
- Teams of two will scan product information for WIC eligible items
- Stores will be notified prior to store visit



Reminders

Make sure to:

- Label DC WIC approved foods in the store
- Order enough to meet the minimum stocking requirements daily
- Flag the new WIC foods in your POS system prior to Oct. 1



SMALL



Minimum Stocking Requirements Checklist
Small Vendor Peer Group

Vendor Manual Form 4b

This list provides minimum stocking levels for WIC approved foods that DC WIC small vendors must have on the shelf at all times. Vendors are encouraged to stock more than what is detailed here, if possible, to provide WIC customers with additional options. See section 600 of the Vendor Manual for more details, including important information on product specifications and approved brands.

Food Item	Brand / Type	Sizes	Minimum Stock	Check
Cow's Milk	Any brand – whole milk	Gallons, ½ gallons, quarts	1 variety, 2 gallons total	
	Any brand - 1% / skim		1 variety, 4 gallons total	
Lactose/Lactaid Free Milk	Any brand – whole milk	Gallons, ½ gallons, quarts	1 variety, 2 gallons total	
	Any brand – 1% / skim		1 variety, 4 gallons total	
Soy Milk	Approved brands	½ gallons, quarts	4- quarts AND 4 – ½ gallons At least 2 varieties	
Evaporated Milk	Any brand, any fat %	12-oz	1 variety, 4 cans	
Powdered OR UHT Milk	Any brand	3-qt or 5-qt; &/or 8.45-oz cartons	1 variety, 4 containers	
Cheese <small>*not individually wrapped ></small>	Any brand – blocks, cubes, shredded or sliced*	8-oz or 16-oz	2 varieties, 4lb total	
Tofu	Approved brands	8-oz to 16-oz	1 variety, 2 packages	
Plain Yogurt	Any brand; low-fat or non-fat	32-oz	1 variety, 4 containers	
Juice – Shelf Stable	Approved brands	48-oz	2 varieties, 3 containers	
		64-oz	2 varieties, 2 containers	
Juice – Frozen	Approved brands	12-oz	2 varieties, 3 containers	
		16-oz	2 varieties, 2 containers	
Cereal	Approved brands	8-oz to 36-oz	3 varieties cold; 1 variety hot At least 72-oz total	
Brown Rice / Barley	Any brand	16-oz	1 variety, 4 packages	
Whole Oats	Approved brands	16-oz	1 variety, 3 packages	

MEDIUM/LARGE



Minimum Stocking Requirements
Medium and Large Peer Groups

Vendor Manual Form 4a

This list provides minimum stocking levels for WIC-approved foods that DC WIC medium and large vendors must have on the shelf. Vendors are encouraged to stock more than what is detailed here, if possible, to provide WIC customers with additional options. See section 600 of the Vendor Manual for more details, including important information on product specifications and approved brands.

Food Item	Brand / Type	Size	Minimum Stock	Check
Cow's Milk	Any brand; whole milk	Gallons, ½ gallons, Quarts	4 gallons total, at least 1 quart	
	Any brand; reduced-fat (1%) or non-fat (skim)		8 gallons total; at least 1 quart	
Lactose/Lactaid-Free Milk	Any brand; whole milk	Gallons, ½ Gallons	2 gallons total	
	Any brand; reduced-fat (1%) or non-fat (skim)		4 gallons total	
Soy Milk	Approved brands	½ gallons Quarts	7 ½ gallons and 7 Quarts 2 varieties	
Evaporated Milk	Any brand	12-oz	1 variety; 8 cans	
Powdered or UHT Milk	Any brand	3-qt or 5-qt; &/or 8.45-oz cartons	1 variety; 4 containers	
Cheese <small>*not individually wrapped ></small>	Any brand – blocks, cubes, shredded, or sliced*	8-oz or 16-oz	2 varieties; 8-lb total	
Tofu	Approved brands	8-oz to 16-oz	1 variety; 5 packages	
Plain Yogurt	Any brand; low-fat or non-fat	32-oz	2 varieties; 5 packages	
Juice – Shelf Stable	Approved brands	48-oz	2 varieties; 10 containers	
		64-oz	2 varieties; 10 containers	
Juice – Frozen	Approved brands	11.5-oz or 12-oz	2 varieties; 10 containers	
		16-oz	2 varieties; 10 containers	



Questions?

Thank you!

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