



# APPROVED FOODS BOOKLET 2023





Approved products in this booklet are subject to change. For up-to-date information:

- ▶ Download the WIC Shopper App
- Visit Iowa WIC online at https://hhs.iowa.gov/wic





FOR ASSISTANCE CALL 515-281-6650 or

In-state 1-800-532-1579

TDD Deaf Services 1-800-735-2942

IOWA HHS WIC Iowa Lucas State Office Building 321 East 12th Street, Des Moines, IA 50319-0075

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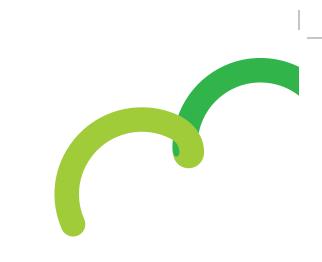
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- 3. Email: Program.intake@usda.gov

This institution is an equal opportunity provider.

Updated 5/2023





# **Infant Foods**

(Available for breastfed infants not receiving formula from WIC)



# Buy









- ▶ 2.5 oz containers
- ▶ Beef, Chicken, Ham or Turkey

### **Approved Brands**

- ★ Beechnut Stage 1
- ★ Earth's Best Organic
- ★ Gerber 2nd Foods
- ★ Tippy Toes Stage 2



## Do Not Buy

- ▶ Dinners
- ▶ Added ingredients such as pasta, oatmeal, vegetables, etc.
- ▶ Meat sticks





#### Buv

Specified brand and size. No substitutions in brands or size of container.

# **Infant Foods**

## INFANT FRUITS AND VEGETABLES



- ▶ 4 oz containers (jars or twin packs)
- ▶ Stage 1, 2 or 2+
- ▶ Single or mixed flavors









**Approved Brands** 

Organics

- ★ Beechnut Stage 2 ★ Beechnut Stage 2
- ★ Gerber 2nd Foods
- ★ Gerber Organic 2nd Foods
- ★ Happy Baby
- ★ Tippy Toes Stage 2
- ★ Tippy Toes Organic Stage 2

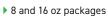
# Do Not Buy

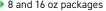
- Dinners or desserts
- Added ingredients such as meats, pasta, oatmeal, etc.
- Pouches

#### INFANT CEREAL



## Buy







#### **Approved Brands**

- ★ Beechnut
- ★ Earth's Best
- ★ Gerber
- ★ Gerber Organic
- ★ Tippy Toes



#### Do Not Buy

- Added fruit, formula or yogurt
- ▶ Special claims such as added DHA/ARA
- ▶ Single serving packages

# **Fruits and Vegetables**



#### FRESH FRUITS AND VEGETABLES



- Any variety of fresh, whole or cut fruits or vegetables
- ▶ Bagged salad mixes
- ▶ Bagged fruits or vegetables





#### Do Not Buy

- ▶ Fruits or vegetables with added ingredients
- ▶ Dressings or dips
- ▶ Herbs or spices
- Dried, canned or jarred fruits or vegetables
- ▶ Salad bar items

# FROZEN FRUITS AND VEGETABLES



- Any variety of whole, cut or mixed
- Frozen beans such as lima beans, edamame or black-eyed peas
- Fruit packaged in juice or water
- ▶ Vegetables with or without salt











- Vegetables with added rice, pasta or meat
- Vegetables with added sauce, fats or oils
- Fruit with added sugar or sweeteners
- ▶ Breaded or battered vegetables

# Milk



## Buy

- ▶ Type and quantity as listed
- Any brand, pasteurized
- Fat free (skim)
- ▶ Lowfat (1%)
- Whole
- ▶ Chocolate (fat free, 1% or whole)
- Lactose-free (fat free, lowfat or whole)
- ▶ Evaporated (nonfat or whole)
- Dry, powdered (nonfat)
- Acidophilus (fat free, 1% or 2%)



- ▶ Powdered Goat's Milk, Meyenberg brand only (nonfat or whole)
- ▶ Evaporated Goat's Milk, Meyenberg brand only (whole)

#### Do Not Buy

- ▶ Rice or nut milks
- ▶ Raw
- ▶ Buttermilk
- ▶ Sweetened condensed
- Milk with special claims

# **Soy Beverage**



### Buy

▶ Half gallons

#### **Approved Brands**

- ★ Silk: Original
- ★ 8th Continent: Original or Vanilla
- ★ Great Value: Original







# Cereal

#### Kashi





Honey Toasted Hearts & O's

Warm Cinnamon Hearts & O's

#### Malt-O-Meal





Crispy Rice



Corn Flakes

Frosted Mini Spooners

#### Post







Great Grains Banana Nut Crunch



Great Grains Crunchy Pecan



Honey Bunches of Oats with Almonds



Honey Bunches of Oats with Cinnamon Bunches



Honey Bunches of Oats Honey Roasted



Honey Bunches of Oats Whole Grain Honey Crunch



Honey Bunches of Oats Whole Grain Vanilla Bunches



Honey Bunches of Oats Pecan & Maple Brown Sugar

### Quaker







Life Vanilla



Oatmeal Squares Brown Sugar



Oatmeal Squares



Oatmeal Squares Golden Maple



# Cereal



#### Buy

▶ 12 oz. packages or larger

#### **Approved National Brands**

#### **General Mills**















Wheat Chex

MultiGrain Cheerios

Vanilla Spice Oat Crunch Berry Cheerios

Corn Chex







Blueberry

Fiber One Honey Clusters Cinnamon

Kix

Berry Berry Kix

Honey Kix

Total

Wheaties

## Kellogg's

















All-Bran

Corn Flakes

Corn Flakes

Corn Flakes

Rice Krispies











Special K Touch of

Special K Protein Honey Almond Ancient Grains





Frosted

Mini Wheats Strawberry





Frosted

Mini Wheats Blueberry









Mini Wheats





Mini Wheats

Touch of Fruit

(original or Bite size)

Mini Wheats









Frosted

Mini Wheats Cinnamon Roll





Mini Wheats

Pumpkin Spice



Frosted Mini Wheats Little Bites Chocolate

# Cheese



- ▶ 8 and 16 oz packages
- Any brand
- ▶ Shredded, block or mozzarella string cheese
- ▶ Cheddar, Colby, Colby Jack, Monterey Jack or Mozzarella
- Pasteurized
- ▶ 2%, lowfat or fat free









## Do Not Buy

- ▶ Processed cheese, cheese spreads or American cheese
- ▶ Imported cheese
- ▶ Sliced, cubed or crumbles
- ▶ Cheese from a service counter
- ▶ Added ingredients, seasonings or flavors
- ▶ Combination flavor string cheese

# Tofu



# Buy

▶ 16 oz packages

## **Approved Brands**

- \* Azumaya: Silken, Firm, Extra Firm
- ★ House Foods: Medium Firm, Firm or Extra Firm
- ★ Franklin Farms: Soft, Medium, Firm, Extra Firm
- \* Nature's Soy: Soft, Firm
- \* Nasoya: Silken, Super Firm











### Do Not Buy

▶ Tofu with special health claims

# **Yogurt**



- > 24 or 32 oz containers
- Pasteurized
- ▶ Nonfat/fat free
- ▶ I owfat

#### **Approved Brands**

#### 24 oz. Nonfat

- ★ Land O Lakes: Light Plain
- ★ Siggi's Plain, Vanilla

#### 24 oz. Lowfat

- \* Anderson Erikson: Plain, Vanilla, Strawberry, Cherry Vanilla
- ★ Country View Dairy: Plain, Strawberry, Vanilla
- ★ Land O Lakes: Peach, Raspberry, Strawberry, Strawberry-Banana, Vanilla
- ★ Siggi's: Plain, Vanilla

#### 24 oz. Whole

- ★ Country View Dairy: Plain
- ★ Siggi's: Plain, Touch of Honey

#### 32 oz. Nonfat

- ★ Best Choice: Plain, Vanilla
- \* Best Yet: Plain, Vanilla
- ★ Brown Cow: Plain, Vanilla, Cream Top Plain
- ★ Dannon: Plain, Strawberry, Strawberry-Banana
- ★ Everyday Essentials: Plain
- ★ Great Value: Plain, Strawberry
- ★ Hy-Vee: Plain
- ★ Lucerne: Plain
- ★ Market Pantry: Plain
- ★ Mountain High: Plain, Vanilla
- ★ Oikos: Plain with Maple, Plain with ★ Hy-Vee: Plain Honey, Vanilla Bean, Anything but Plain
- ★ Old Home: Plain, Vanilla
- ★ Our Family: Vanilla, Plain, Strawberry
- \* Schnucks: Plain
- ★ Shurfine: Plain
- \* Stoneyfield Organic: Plain, Vanilla

#### 32 oz. Lowfat

- ★ Best Choice: Plain, Strawberry, Vanilla
- ★ Best Yet: Plain, Vanilla
- ★ Coburn Farms: Plain, Vanilla



- Whole
- ▶ Plain or flavored
- ▶ Regular or Greek
- ★ Dannon: Plain, Strawberry, Strawberry-Banana, Vanilla
- ★ Everyday Essentials: Strawberry. Blueberry, Vanilla, Plain
- ★ Food Club: Strawberry, Vanilla
- ★ Great Value: Strawberry-Banana, Peach, Strawberry, Vanilla
- ★ HyVee: Peach, Vanilla, Blueberry, Strawberry, Strawberry-Banana
- ★ Lala: Plain, Strawberry, Vanilla, Mango
- ★ Lucerne: Plain, Vanilla, Strawberry
- ★ Market Pantry: Vanilla
- ★ Mountain High: Plain, Vanilla
- \* Oikos: Pro Plain
- ★ Our Family: Blueberry, Peach, Strawberry, Vanilla
- ★ Prairie Farms: Blueberry, Peach, Strawberry, Vanilla
- ★ Schnucks: Vanilla, Strawberry,
- \* Stoneyfield Organic: Plain, Vanilla
- ★ Two Good: Plain
- Yoplait: Blueberry, Strawberry, Vanilla, Peach, Strawberry-

#### 32 oz. Whole

- \* Brown Cow: Plain, Vanilla, Maple
- ★ Dannon: Plain, Strawberry, Vanilla
- ★ Food Club: Vanilla
- ★ Lucerne: Plain, Vanilla, Strawberry
- ★ Mountain High: Plain, Vanilla, Strawberry
- ★ Oikos: Plain
- ★ Old Home: Plain, Vanilla

#### 24 oz. Nonfat Greek

\* Greek Gods: Plain

#### 32 oz. Nonfat Greek

- ★ Best Choice: Plain, Vanilla
- ★ Chobani: Blueberry, Plain, Vanilla, Strawberry
- ★ Chobani Simply: Vanilla

## Cereal

# **CEREAL**



#### Buy

▶ 12 oz. packages or larger

#### **Approved Brands**



































#### **Types**

- \* Best Choice
- ★ Bran Flakes
- ★ Corn Flakes
- ★ Corn Squares/Biscuits
- ★ Crisp(y) Rice
- ★ Crispy Hexagons
- ★ Frosted Shredded Wheat
- Multigrain Toasted Oats/ Tasteeos/Medley/Spins
- ★ Nutty Nuggets/ Crunchy Nuggets/ Nuggety Nuggets/Wheat and Crunchy/ Nutty Crunchers

- ★ Oats and More/Honey and 0ats
- ★ Oat Squares/Oatmeal Squares
- ★ Oat Wise/Simple Living/ 4 Corner Crunch/Live Life @ 100%/Crunchy Oat Squares
- ★ Rice Squares/Biscuits
- ★ Toasted Oats/Tasteeos/ Happy O's/Rollin' Oats
- ★ Wheat Flakes
- ★ Wheat Squares/Biscuits

#### HOT CEREAL













## **Approved Brands**

- ★ Cream of Wheat (1, 2 ½ or 10 min.)
- ★ Cream of Wheat Whole Grain (1, 2 ½ or 10 min.)
- ★ Cream of Rice
- ★ Malt-O-Meal Original ★ Malt-O-Meal Chocolate

- Added fruit
- Individual servings
- Yogurt or nuts

## **Juice**

#### FROZEN 100% JUICE



- ▶ 11.5-12 oz containers
- Added calcium or vitamin D is allowed

#### **APPLE JUICE Approved Brands**



- ★ Best Choice
- ★ Food Club
- ★ Full Circle
- ★ Great Value
- ★ HyTop
- ★ HyVee
- ★ IGA

- ★ Market Pantry
- ★ Musselmann's
- ★ Old Orchard
- ★ Seneca
- ★ Shurfine
- ★ Signature Select
- ★ Tree Top

#### **GRAPE JUICE Approved Brands**



- ★ Best Choice
- ★ Food Club
- ★ Great Value
- ★ Market Pantry
- - ★ Old Orchard
  - ★ Seneca
  - ★ Welch's (yellow top only)

#### **ORANGE JUICE Approved Brands**



- \* Any brand
- ★ Added Pulp or pulp-free is allowed

#### **GRAPEFRUIT JUICE Approved Brands**



Any brand

#### PINEAPPLE JUICE **Approved Brands**



- ★ Dole
- ★ Langers
- ★ Market Pantry
- Old Orchard

# **Yogurt**



#### Approved Brands (continued)

- ★ Coburn Farms: Vanilla
- ★ Dannon Light & Fit: Plain
- ★ Fareway: Plain, Vanilla
- ★ Food Club: Plain, Vanilla
- ★ Good & Gather: Plain, Vanilla
- ★ Great Value: Plain, Vanilla
- ★ Hy-Vee: Plain, Vanilla, Strawberry
- ★ Nostimo: Plain, Vanilla, Strawberry
- ★ Oikos: Plain with Maple, Plain with Honey, Anything but Plain, Vanilla Bean
- ★ Old Home: Plain, Vanilla
- ★ Open Nature: Plain, Vanilla
- ★ Our Family: Plain, Vanilla
- ★ Stoneyfield Organic: Plain, Vanilla Bean

#### 24 oz. Lowfat Greek

- ★ Country View Dairy: Plain
- ★ Greek Gods: Plain

#### 32 oz. Lowfat Greek

- ★ Chobani: Plain, Madagascar Vanilla & Cinnamon
- ★ Two Good: Plain

#### 24 oz. Whole Greek

★ Greek Gods: Black Cherry, Chocolate Cherry, Chocolate Mocha, Chocolate Strawberry, Honey, Honey Blueberry, Honey Lemon, Honey Orange, Honey Peach, Honey Salted Caramel, Maple, Pumpkin Spice, Strawberry Honey, Vanilla Honey

#### 32 oz. Whole Greek

- \* Chobani Greek: Plain
- ★ Fage: Plain
- ★ Good & Gather: Plain, Honey Vanilla
- \* Great Value: Plain
- ★ Greek Gods: Honey, Black Cherry w/Honey, Plain, Strawberry with honey, Vanilla Honey

- ★ HyVee: Plain, Honey Salted Caramel, Honey Vanilla
- ★ Old Home: Plain, Vanilla
- ★ Our Family: Plain

#### Yogurt Tubes 8-2 oz. Lowfat

- ★ Chobani Greek: Strawberry
- ★ Chobani Kids: Strawberry
- ★ Coburn's Yo Whoa: Strawberry & Blueberry, Cotton Candy, Melon
- ★ Great Value: Strawberry/ Blueberry, MelonBerry & Strawberry
- ★ Go Gurt: Strawberry, Cotton Candy/Melon Berry, Strawberry Riptide/SpongeBob Berry, Super Punch/Hero Berry, Berry/ Strawberry, SpongeBob Berry/Strawberry Splash, Sour Patch Kids Red Berry/Blue Raspberry, Jolly Rancher Green Apple Watermelon, Hershey's Cookies N Crème, Orange Cream, Strawberry/ Mystery, Strawberry/Lemon/Mixed Berry
- ★ Stoneyfield Organic: Cherry/ Berry Variety, Strawberry
- \* Siggi's: Strawberry

#### Yogurt Tubes 16-2 oz. Lowfat

- ★ Go Gurt: SpongeBob Berry/ Strawberry Splash, Berry/ Cherry, Strawberry Ice Castle/ Vanilla Flurries, Red Berry/ Blue Raspberry
- Simply Go Gurt: Strawberry/ Mixed Berry
- ★ Go Gurt: Orange Cream, Strawberry and Mystery, Strawberry and Lemon, Mixed
- ★ Stoneyfield Organic Kids: Strawberry and Mixed Berry



- Frozen yogurt or drinkable yogurt, single servings or multi-packs
- Yogurt with added ingredients: granola, nuts, honey, candy
- Yogurt with artificial sweeteners or more than 40g sugar per

# Beans, Peas, Lentils and Peanut Butter

## BEANS, PEAS AND LENTILS



- ▶ 16 oz bags, dried
- ▶ 15 or 16 oz cans
- ▶ Any brand







#### **Examples**

★ Black

★ Garbanzo/

- ★ Great Northern
- \* Black-eyed ★ Butter
- ★ Kidney
- ★ Lentils
- Chickpea
  - ★ Navy
- ★ Lima
- ★ Split Pea

\* Pinto

★ Red

**★** Soy

#### Do Not Buy

- ▶ Added ingredients or seasonings
- ▶ Baked beans, refried beans, chili beans
- ▶ Soup or soup mix beans





#### Buy

- Any brand 16-18 oz jars
- Crunchy or chunky
- Creamy or smooth
- Lower sodium
- ▶ Reduced sugar



#### Do Not Buy

- Added ingredients such as honey, jelly, chocolate, marshmallows, etc.
- ▶ Peanut butter spreads
- ▶ Reduced fat
- ▶ Honey roasted
- ▶ Bulk organic or freshly ground
- ▶ Special claims

## **Juice**



#### GRAPE JUICE (white, purple or red) **Approved Brands**

- ★ Always Save
  - ★ Baymist
  - \* Best Choice
  - ★ Best Yet
  - ★ Big Tex ★ Essential Everyday
  - ★ Fareway

- ★ HyVee
- ★ IGA ★ Langers
- \* Market Pantry
- ★ Midwest Country Fare
- ★ Mrs. Clark's
- ★ Ocean Spray ★ Food Club ★ Old Orchard
- ★ Great Value ★ Our Family
- ★ HyTop ★ Schnucks

- ★ Shurfine
- ★ Signature
- Select **★** Texsun
- ★ Tipton Grove
- ★ Welch's

#### Do Not Buy

▶ Refrigerated grape juices



#### **ORANGE OR GRAPEFRUIT JUICE Approved Brands**

- ★ Any brand refrigerated or non-refrigerated
- ★ With or without pulp



#### PINEAPPLE OR PEAR JUICE (32 or 64 oz containers) **Approved Brands**

- \* Best Choice
- ★ Big Tex
- ★ Everyday Essential
- ★ Fareway
- ★ Food Club
- ★ HyTop
- ★ Great Value
- ★ HyVee

- **★** IGA
- ★ Langers ★ Libby's
- ★ Old Orchard
- ★ Our Family
- ★ Schnucks
- ★ Signature Select
- ★ Texsun



#### **TOMATO OR VEGETABLE JUICE Approved Brands**

- ★ Best Choice
- ★ Best Yet
- ★ Big Tex
- ★ Campbell's
- (Regular, Healthy Request or Low Sodium)
- ★ Diane's Garden
- ★ Essential Everyday
- ★ Fareway

- ★ Food Club ★ Garden Fest
- ★ Great Value
- ★ HyTop ★ HyVee ★ IGA
- ★ Langers
- ★ Market Pantry ★ Mrs. Clark's
- ★ Our Family
  - ★ Schnucks

- ★ Signature Select
- **★** Texsun ★ V-8 Plain
- Do Not Buy ▶ V8 Fusion or V8
  - Splash
- ▶ Flavors like spicy hot or picante

## Juice



#### **BOTTLED 100% JUICE**



- ▶ 64 oz bottles
- Added calcium or vitamin D is allowed



#### Do not buy

- Products that are not 100% juice
  - **▶** Twisters
- Ades
- ▶ Coolers

▶ Cocktails

- ▶ Nectars
- Infant juices
- Juice beverages
- ▶ Organic



#### **BLENDED FRUIT JUICE Approved Brands**

- \* Apple & Eve Cranberry
- Blends ★ Best Choice
- ★ Best Yet
- ★ Bia Tex
- ★ Food Club
- ★ Great Value
- ★ HyVee
- Cranberry blends
- ★ HyVee Cranberry and Pomegranate Blends
- ★ IGA
- ★ Juicy Juice
- ★ Just Juice
- ★ Langers
- ★ Libby's
- ★ Market Pantry
- ★ Mott's Apple Blends

- ★ Northland Cranberry blends
- ★ Ocean Spray
- ★ Old Orchard
- ★ Our Family
- ★ Schnuck's
- ★ Shurfine ★ Signature
- Select
- ★ Texsun Welch's
- ★ Tipton Grove



#### **APPLE JUICE Approved Brands**



- ★ Apple & Eve
- ★ HyTop ★ HyVee
- **★** Schnucks ★ Seneca

- ★ Baymist ★ Best Choice
- ★ IGA
- ★ Shurfine

- ★ Best Yet
- ★ Juicy Juice ★ Langers•
- ★ Signature Select
- ★ Big Tex ★ Corner Store
- \* Market Pantry
- ★ Texsun

- **★** Essential Everyday
- \* Mott's Original

★ Harvest Classic

★ Tipton Grove

- ★ Fareway
- ★ Musselmann's
- ★ Tree Top
- ★ Food Club
- ★ Ocean Spray ★ Old Orchard ★ Our Family
- Do Not Buy ▶ Refrigerated apple juices

★ Full Circle ★ Great Value

# CHUNK LIGHT TUNA OR PINK SALMON

**Chunk Light Tuna, Pink Salmon, Eggs** 

(Available only for breastfeeding moms not receiving formula from WIC)



▶ 5 oz or larger cans or pouches



- ▶ Water or oil packed
- ▶ Regular or low sodium







## Do Not Buy

- White albacore, solid or Yellowfin tuna
- ▶ Chum or Red salmon
- ▶ Added flavors or other ingredients
- Lunch packs





## Buy

- Done dozen, Grade A, Large
- ▶ White or brown
- Any brand





- ▶ Organic, vegetarian, from cage free or free-range chickens
- ▶ Reduced cholesterol
- Added Vitamin E
- > Special claims such as added Omega-3

# **Whole Grains**

## WHOLE WHEAT BREAD OR BUNS



- ▶ 16, 20 or 24 oz package
- Packages must say "100% whole wheat"
- ▶ Whole wheat listed as first ingredient on the label
- Loaves of bread or sandwich, hamburger or hot dog buns







## Do Not Buy

In-store bakery













#### Buy

▶ 16 oz packages, soft shell only

#### Approved Brands (Corn - Yellow or white)

- \* Azteca
- \* Best Choice
- ★ Best Yet
- ★ Calidad
- ★ Carlita
- ★ Celia's
- ★ Chi-Chi's
- ★ Don Poncho
- Everyday
- ★ Food Club
- ★ Frescado
- ★ Guerrero
- ★ Herdez
- ★ HyVee
- ★ IGA
  - ★ La Banderita

#### Approved Brands (Whole Wheat)

- ★ Azteca \* Best Choice
- ★ Hormel
- ★ HyVee ★ IGA
- ★ Celia's ★ Chi-Chi's
- ★ Food Club

★ Buenavita

- \* La Banderita
- ★ Mama Lupe's
- ★ Frescado ★ Mission

- ★ Essential ★ La Burrita ★ Mama Lupe's

  - ★ Mission
  - ★ Our Family

  - ★ Pepito
  - ★ Sara Lee
  - ★ Shurfresh
  - ★ Tia Rosa

- ★ Great Value ★ Ortega
- ★ Our Family
- ★ Schnucks
- ★ Shurfine
- ★ Signature
- Kitchen



- ▶ Flour tortillas
- ▶ Hard taco shells
- Fried or baked tortilla chips

# **Whole Grains**



#### **BROWN RICE**



#### Buy

- Any brand, plain
- ▶ Regular: 16 oz package or box
- Instant or Boil in Bag: 14-16 oz package or box









#### Do Not Buy

- ▶ Added ingredients or flavorings
- ▶ Cans or pouches
- ▶ Pre-cooked
- ▶ Wild rice





▶ 16 oz containers, Quick or Old Fashioned

#### **Approved Brands**

- ★ Best Choice
- ★ Mom's Best
- ★ Our Family





#### Do Not Buy

▶ Added ingredients or flavorings

#### WHOLE WHEAT PASTA



- Any brand, any shape
- ▶ 16 oz package









Pasta made from rice, quinoa, flax, corn or vegetables