Iowa WIC Approved Foods List Iowa WIC Program Approved Foods List as of January 1, 2024

Food Category	Approved Brai	nds or Varieties
	Ready to Eat Cereal: 12 oz. or lar	rger
CEREAL Cereal is brand and flavor specific Any combination of approved cereals up to the total ounces specified Minimum package size for national brands and store brands is 12 ounces. NO added fruit, yogurt or nuts + Gluten free * Whole grain cereals	General Mills: Cheerios – only Plain*+, Multi-Grain*+, Multi-Grain*+; Cheerios Oat Crunch Berry*; Chex – only Corn+, Rice+, Wheat*, Vanilla+, Blueberry*+, and Cinnamon+; Kix – only Plain*, Berry Berry* and Honey*; Sesame Street – only Berry* and Cinnamon*; Total*; Fiber One Honey Clusters*; Wheaties*	Hot Cereal: Plain and Whole Grain*; includes 1 minute, 2 ½ minutes and 10 minutes Cream of Rice+ Malt-O-Meal Chocolate Malt-O-Meal Original COCO Wheats
	Kelloggs: All Bran*; Complete Bran*; Corn Flakes - only Regular, Cinnamon and Honey; Crispix; Frosted or Unfrosted Mini Wheats – only Plain*, Mixed Berry*, Strawberry*, Blueberry*, Touch of Fruit*, Pumpkin Spice*, Golden Honey*, Cinnamon Roll*, Chocolate* and Bite Size*; Lil Bites Chocolate*, Special K – only Original and Banana*; Special K Protein - only Honey Almond, Ancient Grains* and Original Touch of Cinnamon*; Rice Krispies	Malt-O-Meal: Corn Flakes; Crispy Rice; Frosted Mini-Spooners – Plain* - Strawberry Cream Kashi: Honey Toasted Hearts & O's, Warm Cinnamon Hearts & O's
	Post: Grape-Nuts – only Original* and Flakes*; Great Grains - only Banana Nut Crunch* and Crunchy Pecan*; Honey Bunches of Oats - only Almonds, Cinnamon Bunches, Honey Roasted, Pecan & Maple Brown Sugar, Whole Grain Honey Crunch*, Whole Grain with Vanilla Bunches* • Only these store brands 12 oz. or	Quaker: Life – only Plain*, Strawberry* and Vanilla*; Oatmeal Squares* - only Brown Sugar, Cinnamon, Golden Maple, and Honey Nut

Bran Flakes*, Corn Flakes, Corn Biscuits/Corn Squares, Crisp(y) Rice, Crispy Hexagons/Twin Grain Crisp, Frosted Shredded Wheat*, Frosted Bite-Size Shredded Wheat*, Multigrain Toasted Oats*/ Multigrain Tasteeos*/Multigrain Medley*/Spins*, Nutty Nuggets*/Crunchy Nuggets*/ Nuggety Nuggets*/Wheat and Crunchy*, Oats and More/Oats and More with Almonds/Honey and Oats, Oat Wise*/Simply Living*/4 Corner Crunch*/Live it Up!/Live Life @ 100%/Crunchy Oat Squares*, Oatmeal Squares*/Oat Squares*, Rice Biscuits/Rice Squares, Toasted Oats*/ Tasteeos*/ Happy O's*/Rollin Oats*, Wheat Flakes*, Wheat Squares*/Wheat Biscuits*

Always Save **Best Choice** Best Yet Centrella Clear Value **Essential Everyday** Fareway/Fastco Food Club Great Value НуТор Hy-Vee IGA Kemach Kiggin's Market Pantry Our Family Save-A-Lot Schnucks Shurfine Signature Select That's Smart Valu Time

Food Category	Approved Brands or Varieties
100% Whole Wheat	 Must say "100% whole wheat" on the package and whole wheat must be the first ingredient on the label.
Wheat Bread/Buns NO added fruit, nuts and seeds	16 ounce loaf 100% whole wheat loaf approved brands include: Arnold Light 100% Whole Wheat Aunt Millie's 100% Whole Wheat Baker's Choice 100% Whole Wheat Best Choice 100% Whole Wheat Best Yet 100% Whole Wheat Bunny 100% Whole Wheat Family Choice 100% Whole Wheat Fareway 100% Whole Wheat Great Value Whole Wheat Healthy Life 100% Whole Wheat HyVee 100% Whole Wheat IGA 100% Whole Wheat
	Lewis Bake Shop 100% Whole Wheat Nature's Own 100% Whole Wheat Our Family 100% Whole Wheat Ozark Hearth 100% Whole Wheat

Pepperidge Farm Stone Ground 100% Whole Wheat

Pepperidge Farm Very Thin Sliced 100% Whole Wheat

Roman Meal Sungrain 100% Whole Wheat

Sara Lee Classic 100% Whole Wheat

Schnucks 100% Whole Wheat

Shurfine 100% Whole Wheat

Shurfresh 100% Whole Wheat

Signature Select 100% Whole Wheat

SunnyBrook 100% Whole Wheat

Village Hearth 100% Whole Wheat

18 ounce loaf 100% whole wheat approved brands include:

Baker's Choice 100% Whole Wheat

Brownberry 100% Whole Wheat Small Slice

20 ounce loaf 100% whole wheat approved brands include:

Best Choice 100% Whole Wheat Sandwich Bread

HyVee 100% Whole Wheat

Nature's Own 100% Whole Wheat

Nature's Harvest 100% Stone Ground Whole Wheat

Sara Lee Classic 100% Whole Wheat

Sara Lee Delightful 100% Whole Wheat

Signature Select 100% Whole Wheat

Village Hearth 100% Whole Wheat

24 ounce loaf 100% whole wheat (fully breastfeeding women only) brands include:

Arnold Dutch Country 100% Whole Wheat

Aunt Millie's Best Grains 100% Whole Wheat

Aunt Millie's Homestyle 100% Whole Wheat

Best Choice 100% Whole Wheat Sandwich Bread

Brownberry 100% Whole Wheat

Brownberry Natural 100% Whole Wheat

Country Hearth 100% Whole Wheat

Fiber One 100% Whole Wheat

Nature's Pride 100% Whole Wheat

New England 100% Whole Wheat

Oroweat Whole Grain 100% Whole Wheat

Our Family Country Style 100% Whole Wheat

Pepperidge Farm Farmhouse 100% Whole Wheat

Pepperidge Farm Whole Grain 100% Whole Wheat

Sara Lee Hearty & Delicious 100% Whole Wheat

Village Hearth NE 100% Whole Wheat

Wholesome Harvest Stone Ground 100% Whole Wheat

16 ounce buns 100% whole wheat packages approved brands include:

Arnold 100% Whole Wheat Sandwich Buns

Brownberry 100% Whole Wheat Sandwich Buns

Brownberry 100% Whole Wheat Hot Dog Buns
Healthy Life 100% Whole Wheat Sandwich Buns
Healthy Life 100% Whole Wheat Hot Dog Buns
Natures Harvest 100% Whole Wheat Hamburger Buns
Natures Harvest 100% Whole Wheat Hot Dog Buns
Oroweat 100% Whole Wheat Hot Dog Buns
Sara Lee 100% Whole Wheat Hamburger Buns
Sara Lee 100% Whole Wheat Hot Dog Buns
Wonder 100% Whole Wheat

Food Category	Approved Brai	nds or Varieties
Brown Rice NO added flavoring	 14-16 ounce package includes ins 16 ounce any brand of plain regul 	· ·
Oatmeal Oatmeal is brand specific	• Quick or Old Fashioned 16 oz. Container: Mom's Best Best Choice Our Family	
100% Whole Wheat Pasta NO added sugars, fats, oils or salt NO pasta made from rice, quinoa, flax, corn or vegetables	 Any Brand 16 oz. Any shape including spaghetti, sp shells 	pirals, penne, rotini, elbows, macaroni or
Soft Corn and Whole Wheat Tortillas No added flavoring	• 16 ounce package Corn Tortillas (Yellow or White): Azteca Best Choice Best Yet Calidad Carlita	Whole Wheat Tortillas: Azteca Best Choice Buenavita Celia's Chi-Chi's

Celia's Chi-Chi's Don Poncho Essential Everyday Food Club	Fareway Food Club Frescado Great Value Hormel
Frescado Guerrero Herdez HyVee IGA La Banderita La Burrita Mama Lupe's Mission Our Family Pepito Sara Lee Shurfresh Tia Rosa	HyVee IGA La Banderita Mama Laupe's Mission Ortega Our Family Schnucks Shurfine Signature Select

Food Category	Approved Brands or Varieties
CANNED	• Any Brand 15 -16 oz.
BEANS	• Regular, low-salt or no-salt
NO baked beans, refried bean or chili beans	 Includes: black, black-eyed peas, butter, cannellini, garbanzo (chickpeas), great northern, kidney, lima, navy, pinto, red, split peas
NO soup or soup mix	
NO added vegetables, fruits, meat, sugars, fats, or oils	
DRIED BEANS	Any brand in 16 ounce packages
AND PEAS NO mixed beans	• Includes: black, black-eyed peas (cow peas or cow beans), kidney, garbanzo (chickpeas), great northern, lentil, limas (butter beans), navy,

or soup mix	pinto, red, soybeans, split peas
NO added vegetables, fruits, meat, sugars, fats, or oils	
PEANUT BUTTER	Any brand in containers of 16-18 ounces
NO peanut butter spreads or reduced fat	• Includes: chunky, crunchy, creamy, smooth, low sodium and reduced sugar
NO added marshmallows, honey, almonds, jelly, chocolate or similar ingredients	 Must contain more than 90% peanuts and no more than 55% fat
NO bulk or freshly ground	
NO refrigerated	
CANNED TUNA	Any brand of chunk light tuna including water packed and oil packed
NO added ingredients	Minimum container size of 5 ounces; includes cans and foil pouches
NO white albacore, solid or Yellowfin tuna	Includes regular and low sodium
cans and foil pouches	
CANNED SALMON	Any brand of pink salmon with or without bones and skin
NO chum or red	

salmon NO added ingredients	• Minimum container size of 5 ounces; includes cans and foil pouches
nigredients	Includes regular and low sodium

Food Category	Approved Brands or Varieties	
	• 64 ounce Bottles - Shelf Stable	
Only these brands, flavors and container sizes Approved brands and flavors also include calciumfortified juices Only 100% unsweetened fruit juice Only 100% vegetable juice NO drinks, ades, nectars, juice beverages, infant juices, cocktails, twisters or coolers	Apple juice: Always Save, Apple & Eve, Baymist, Best Choice, Best Yet, Big Tex, Corner Store, Essential Everyday, Fareway, Food Club, Full Circle, Great Value, Harvest Classic, HyTop, HyVee, IGA, Juicy Juice, Langers, Market Pantry, Mott's Original, Mrs. Clark's, Musselmann's, Ocean Spray, Old Orchard, Our Family, Schnucks, Seneca, Shurfine, Signature Select, Texsun, Tipton Grove, Tree Top Grape juice: White, Purple or Red Always Save, Baymist, Best Choice, Best Yet, Big Tex, Essential Everyday, Fareway, Food Club, Great Value, HyTop, HyVee, IGA, Langers, Market Pantry, Midwest Country Fare, Mrs. Clark's, Ocean Spray, Old Orchard, Our Family, Schnucks, Shurfine, Signature Select, Texsun, Tipton Grove, Welch's	Blended fruit juice (all flavors of these brands): Apple & Eve Cranberry Blends, Best Choice, Best Yet, Big Tex, Great Value, Food Club, HyVee Cranberry and Pomegranate Blends, HyVee Just Juice, IGA, Juicy Juice, Langers, Libby's, Market Pantry, Mott's Apple blends Northland Cranberry Blends, Ocean Spray, Old Orchard, Our Family, Schnucks, Shurfine, Signature Select, Texsun, Tipton Grove, Welch's Grapefruit juice: White, Pink or Ruby Red All brands of 100% grapefruit juice
	Orange juice: All brands of 100% orange juice, with or without pulp	Pineapple or Pear juice: Best Choice, Big Tex, Everyday Essential, Fareway, Food Club, Great Value, HyTop, HyVee, IGA, Langers, Libby's, Old Orchard, Our Family, Schnucks, Signature Select, Texsun
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Tomato juice or Blended Vegetable juice:

Best Choice, Best Yet, Big Tex, Campbell's (Regular, Healthy Request and 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 only

Food Category	Approved Brands or Varieties	
	• 11.5 - 12 ounce - frozen (single flavors only)	
Juice Only these brands, flavors and container sizes	Apple juice: Best Choice, Food Club, Great Value, HyTop, HyVee, IGA, Market Pantry, Old Orchard, Our Family, Seneca, Shurfine, Signature Select, Tree Top	Pineapple juice: Dole, Langers, Market Pantry, Old Orchard
Approved brands and flavors also include calcium- fortified juices Only 100% unsweetened fruit	Grape juice: White or Purple Best Choice, Food Club, Great Value, Market Pantry, Old Orchard, Seneca, Welch's (with yellow end cap only	Grapefruit juice: White, Pink or Ruby Red All brands of 100% grapefruit juice
juice NO drinks, ades, nectars, juice beverages, infant juices, cocktails, twisters or coolers	Orange juice: All brands of 100% orange juice Includes added calcium, with pulp, and pulpfree	
	• 32 ounce Bottles - Shelf Stable	
	Tomato Juice or Blended Vegetable Juice: See 64 oz. for brands	
	64 ounce Container - Refrigerated	
	Orange Juice- All brands of 100% orange juice	

Food Category	Approved Brands or Varieties
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CASH VALUE VOUCHER FOR FRUITS AND VEGETABL ES

If purchase exceeds value specified, participant may pay the difference Dollar value is specified

Fruits:

Allowed: Fresh fruit, frozen in juice or water

Not allowed: Syrups or added sugars or sweeteners, added fats, oils, or salt.

No dried fruit, items from salad or fruit bars, party trays, fruit baskets, fruit and nut mixtures.

Vegetables:

Allowed: Fresh including any potatoes, bagged salads with no additional ingredients; frozen without added fat, oil, sauces, sugars, pasta or rice;

Not allowed: Dried vegetables, herbs and spices, items from salad bars, party trays, nuts including peanuts; Frozen french fries, tator tots, potato rounds, diced potatoes, shredded hash browns, or hash brown patties with fats/oils, seasonings or sugars.

Milk

Cow's milk Any brand
pasteurized with
vitamins added in
the container size
and fat content
specified

NO rice or nut milks or milk with special health claims

Cow's Milk:

1 % Lowfat or Fat Free Skim Milk

Evaporated Fat Free Milk Evaporated Whole Milk Nonfat Dry Milk (powdered)

Chocolate – Whole, 1% Lowfat or Fat Free Skim Milk

Milk Alternatives:

Lactose-Free Milk – Lowfat (1%) or Fat Free (e.g., Dairy Ease or Lactaid)

Lactose-Free Milk- Whole (e.g., Dairy Ease or Lactaid)

Sweet Acidophilus Milk-Fat free, 1% or 2%

Powdered Goat Milk – Nonfat or whole, Meyenberg Brand Only

Evaporated Goat Milk – Whole, Meyenberg Brand Only

Food Category	Approved Brands or Varieties
EGGS	Any brand in containers of one dozen
NO eggs that make special health claims	USDA Grade A, large, white or brown

CHEESE NO sliced, cubed or crumbles NO added ingredients or flavoring NO processed cheese, cheese spreads or American cheese	 Any brand in 8 ounce or 16 ounce packages Chunk, shredded or Mozzarella string cheese Natural and domestic cheeses including Cheddar, Colby, Colby-Jack, Monterey Jack, and Mozzarella Includes varieties such as medium, sharp, extra sharp 2% milk, low-fat, and fat free natural cheeses are also allowed
NO cheese purchased from a service counter	
TOFU No special health claims	• 16 ounce packages Approved brands: Azumaya – Silken, Firm, Extra Firm House Foods (Premium) – Medium Firm, Firm, Extra Firm
SOY BEVERAGE	• 64 ounce containers Approved brands: 8th Continent Original or Vanilla Soymilk Silk Original Soy Beverage Great Value Original

Food Category	Approved Brands or Varieties	
Yogurt		
Nonfat, lowfat Whole	32 oz. Whole: Brown Cow: Maple, Plain, Vanilla	32 oz. Whole Greek: Best Choice: Plain Chobani Greek: Plain
Plain or flavored Regular or Greek	Dannon: Plain, Strawberry, Vanilla	Cabot: Plain
No frozen yogurt, or drinkable yogurt	Food Club: Vanilla HyVee: Plain Lucerne: Plain, Vanilla, Strawberry	Fage: Plain Food Club Greek : Vanilla

No added
ingredients such
as granola, nuts,
honey, candy
pieces, etc.
F,
No "light"

No "light" yogurts with artificial sweeteners or stevia

Mountain High: Plain, Vanilla, Strawberry Oikos: Plain Old Home: Plain, Vanilla Our Family: Plain Stoneyfield: Organic: Banilla, Strawberry	Great Value: Plain Good & Gather: Plain, Honey Vanilla HyVee: Honey Salted Caramel, Plain, Honey Vanilla Greek Gods: Black Cherry Honey, Plain, Strawberry Honey, Vanilla Honey Old Home: Plain, Vanilla Our Family: Plain
24 oz. Whole: Country View Dairy: Plain Siggi's: Plain, Touch of Honey	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, Strawberry Honey, Vanilla Honey, Pumpkin Spice
24 oz. LowFat: Anderson Erikson: Plain, Vanilla, Strawberry, Cherry Vanilla Country View Dairy: Plain, Vanilla, Strawberry Land O Lakes: Peach, Raspberry, Strawberry, Strawberry, Strawberry, Strawberry-Banana, Vanilla Siggi's: Plain, Vanilla	24 oz. LowFat Greek: Greek Gods: Plain Country View Dairy: Plain
24 oz. NonFat: Land O Lakes: Light Plain Siggi's: Plain, Vanilla	24 oz. NonFat Greek: Greek Gods: Plain
32 oz. LowFat: Best Choice: Vanilla, Plain, Strawberry, Peach, Strawberry Banana Best Yet: Plain, Vanilla Coburn Farms: Plain, Vanilla Dannon: Plain, Strawberry,	32 oz. NonFat: Best Choice: Plain, Vanilla Best Yet: Plain, Vanilla Brown Cow: Plain, Vanilla, Cream Top Plain

Strawberry-Banana, Vanilla Dannon: Plain, Strawberry, Strawberry-Banana Everyday Essentials: Strawberry, Blueberry, Vanilla, Plain Everyday Essentials: Plain Food Club: Strawberry, Vanilla Food Club: Plain Great Value: Strawberry Banana, Great Value: Plain, Strawberry Peach, Strawberry, Vanilla HyVee: Plain HyVee: Blueberry, Peach, Vanilla, Strawberry, Strawberry-Banana, Plain Lucerne: Plain Lala: Plain, Strawberry, Vanilla, Market Pantry: Plain Mango Lucerne: Vanilla, Strawberry, Plain Mountain High: Plain, Vanilla Market Pantry: Vanilla Oikos: Plain w/ Maple, Plain w/Honey, Vanilla Bean, Anything but Plain Mountain High: Plain, Vanilla Old Home: Plain, Vanilla Oikos: Pro Plain Our Family: Vanilla, Plain, Our Family: Blueberry, Peach, Strawberry Strawberry, Vanilla Schnucks: Plain Prairie Farms: Blueberry, Peach, Strawberry, Vanilla Shurfine: Plain Schnucks: Vanilla, Strawberry, Plain Stoneyfield: Organic: Plain, Vanilla Two Good: Plain Yoplait: Blueberry, Strawberry, Vanilla, Peach, Strawberry-Banana Stoneyfield: Organic: Plain, Vanilla 32 oz. NonFat Greek: **Yogurt Tubes 8- 2oz. LowFat:** Best Choice: Plain, Vanilla Best Choice: Blueberry/Strawberry, Strawberry Banana/Melonberry Chobani: Blueberry, Plain, Vanilla, Chobani Greek: Strawberry Strawberry Chobani Kids: Strawberry Banana Chobani Simply: Vanilla Coburn's Yo Whoa: Strawberry & Blueberry, Cotton Candy & Melon Coburn Farms: Vanilla Berry Dannon Light &Fit: Plain Great Value: Strawberry/Blueberry, MelonBerry & Strawberry

Fareway: Plain, Vanilla	
Food Club: Plain, Vanilla	Go Gurt: Orange Cream, Strawberry, Cotton Candy/Melon Berry, Strawberry Riptide/SpongeBob
Good & Gather: Plain, Vanilla	Berry,Super Punch/Hero Berry, Berry/Strawberry, SpongeBob
Great Value: Plain, Vanilla	Berry/Strawberry Splash,Sour Patch Kids Red Berry/Blue Raspberry, Jolly
HyVee: Plain, Vanilla, Strawberry	Rancher Green Apple Watermelon Hershey's Cookies N Crème,
Nostimo: Plain, Vanilla, Strawberry	Strawberry & Mystery, Strawberry- Lemon-Mix Berry
Oikos: Anything but Plain, Vanilla Bean, Plain w Maple, Plain w Honey	Siggi's; Strawberry
Old Home: Plain, Vanilla	Stoneyfield: Organic Kids: Cherry/Berry Variety, Strawberry
Open Nature: Plain, Vanilla Our Family: Plain, Vanilla Stoneyfield: Organic Greek: Plain, Vanilla Bean	Yo Whoa: Cotton Candy/ Melon Berry
32 oz. LowFat Greek: Chobani: Plain, Mad. Vanilla & Cinnamon, Two Good: Plain	Yogurt Tubes 8- 2 oz. Whole: Brainiac: Strawberry, Strawberry Banana, Mixed Berry, Cherry Vanilla
	Yogurt Tubes 16- 2 oz. LowFat: Go Gurt: Orange Cream, SpongeBob Berry/Strawberry Splash, Berry/Cherry, Strawberry Ice Castle/Vanilla Flurries, Red Berry/Blue Raspberry, Strawberry & Mystery, Strawberry-Lemon-Mix Berry
	Simply Go Gurt: Strawberry/Mixed Berry Stoneyfield: Organic Kids: Strawberry & Mixed Berry

Food Category	Approved Brands or Varieties
INFANT	ONLY the brand of formula listed

FORMULA or WIC ELIGIBLE NUTRITION ALS NO substitutions	 ONLY the container size listed ONLY the type of formula (powder, liquid concentrate or ready to use) specified
INFANT CEREAL NO added fruit NO added formula NO added milk NO special claims such as added DHA/ARA	 8 ounce and 16 ounce packages Includes rice, oatmeal, multigrain and whole wheat Approved brands include: Beechnut Gerber Tippy Toes Gerber Organic Earth's Best
INFANT FRUITS AND VEGETABLES NO added sugars, starches or salt NO desserts NO dinners	 4 ounce containers, single or twin pack Includes fruits or vegetables, single flavor or blend May include white potatoes as an ingredient but not the primary ingredient Infants 9-11 months may receive a CVV for the purchase of fresh fruits and vegetables in lieu of a portion of the infant food fruits and vegetables. Approved brands include: Gerber 1st & 2nd (Organics Allowed) – Beechnut Stage 1 & Stage 2 (Organics Allowed) Tippy Toes Stage 1 & Stage 2 – Good & Gather - Happy Baby Organics – O Organics – Earth's Best Organic
NO dinners NO meat sticks NO added sugars NO added salts	 2.5 ounce containers Single flavor, beef, chicken, ham or turkey Includes pureed meat and gravy or broth Approved brands include: Beechnut Stage 1 Gerber 2nd Foods Tippy Toes Stage 2 Earth's Best Organic