



Shopping EFFECTIVE 2023 Guide





USING YOUR WIC CARD

- **Set up your 4-DIGIT PIN** by calling 1-833-566-5248.
- **REGISTER your WIC Card** in the *My Minnesota WIC App*. (See page 3.)
- Benefits **last for 30 DAYS** then expire; unused items do not carry over to the next benefit period.
- The first few times, **keep it SIMPLE** and do WIC-only transactions.
- **Keep your WIC Card SAFE**. Future benefits are added to the same card.
- **If your card is LOST, STOLEN, OR DAMAGED**, call your WIC Clinic as soon as possible.

BEFORE YOU SHOP

- Plan to **SHOP EARLY** in the benefit period.
- Choose a **WIC authorized store**.
 - Ask your WIC Clinic for a store near you.
 - Use the *My Minnesota WIC App* store locator.
- Check your **food Account Balance** and **EXPIRATION dates** using one of these ways:
 - *My Minnesota WIC App*.
 - Receipt from your last WIC purchase.
 - A balance inquiry printed at the store's Customer Service Desk.
 - Call 1-833-566-5248 for your account balance.
 - The Account Balance from the WIC Clinic.

WHILE YOU SHOP

- Check for **WIC-allowed brands** by using this **SHOPPING GUIDE** or the *Food Finder* in your **MY MINNESOTA WIC APP**.
- **Scan foods** with the **FOOD FINDER** to make sure they are in your food benefits (**except** fresh fruits and vegetables).
- The simplest way to use your **fruit and vegetable benefits** is to **choose UNPACKAGED PRODUCE** that you bag yourself.
- **Buy what you NEED**. You don't have to buy all your WIC foods at one time.
- Your account balance might show these common **PACKAGE SIZES**:

PACKAGE SIZES

oz = ounce	lb = pound = 16 oz
doz = dozen	qt = quart = 32 oz
con = container	1/2 gal = half gallon = 64 oz
pkg = package	gal = gallon = 128 oz
	1 gal = 2 half gallons

CHECKING OUT AT THE REGISTER

- Let the cashier know if this is the **FIRST TIME** you're using your WIC card in that store.
- Use your **WIC Card FIRST**, before other forms of payment.
- Coupons, store loyalty cards, and other **special offers are ALLOWED**.
- Rain checks and **substitutions are NOT ALLOWED**.
- If you enter your PIN incorrectly 4 times, **your card will be LOCKED**. Call 1-833-566-5248 to reset your PIN.
- If the cashier gives you a **MIDPOINT RECEIPT** showing what the WIC card will pay for, review it carefully **BEFORE approving your WIC purchase**.

RICK'S GROCERY STORE		

eWIC Beginning Balance		
PAN:*****5133	STATE: MN	

QTY	UOM	DESCRIPTION

1.00	LB	Cheese
36.00	OZ	Breakfast Cereal
1.00	CON	Peanut Butter/Peas/Beans
1.00		Whole Grain Item (pkg)
\$9.00	\$\$\$	Fresh or Froz Frt/Veg
2.00	GAL	Skim or 1% Milk

These benefits expire at MIDNIGHT on		
01/21/2022		

eWIC Benefits Redemption		
0.25	CON	Peanut Butter/Peas/Beans
	EE DK RD	KIDNEY BNS
4.99	\$\$\$	Fresh Frt/Veg (\$)
		CLEMENTINE 3 BAG
1.50	\$\$\$	Fresh Frt/Veg (\$)
	ORG	RAINBW BBY CARRT

CASHIER SMITH, JOHN A		
STORE: 00000	REGISTER: 000	CASHIER: 1234
TICKET #: 1234	09JAN2022	15:10:39

Thanks for Shopping at		
RICK'S GROCERY STORE		
123 West Main St		
Anytown, MN 40453		

- If a food item is missing, **press "NO"** and check to see if that item is WIC-allowed and included in your current benefits.
- Ask the cashier to **REMOVE any non-WIC items** that you don't want to pay for.
- If a food item **DOESN'T SCAN as WIC-allowed**, there is nothing the cashier can do to allow it. **YOU should** share with WIC staff:
 - **PICTURES of the items** you're trying to buy that were not deducted from your card.
 - **ALL receipts** from the transaction. (Some stores have 5 receipts!)

Receipts differ between stores.

MINNESOTA WIC-ALLOWED FOOD BRANDS



Not all WIC-allowed food brands are listed in this Shopping Guide. Use your **My Minnesota WIC App** to check if a food is allowed and available in your food benefits.

MINNESOTA My WIC App

Available for download from the *App Store* and *Google Play*.

HOW TO REGISTER

You can register multiple devices. If you get a new phone, you will need to re-register.

1 Select **Register**

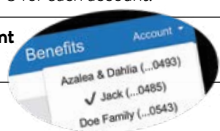
2 Tap on **Register**



3 Enter the WIC **Household ID** (written on the back of the card), **Last 10 Digits** of the card, and an **Account Name**

■ To register **More than One Household**, follow Steps 1-3 for each account.

■ Select the account arrow to **Switch to Another Account** in both the **Benefits** and **Food Finder** screens.



HOW TO USE THE APP

This App may not work if WiFi or cell service is limited.

BENEFITS

Your Account Balance updates each time foods are purchased with your WIC Card.

1 Select **Benefits**

2 Select **Current**

3 Remaining food benefits are listed by **Start** and **End Dates**

FOOD FINDER

Use the Food Finder to check if the food is WIC-allowed and included in your benefits.

1 Select **Food Finder**

2 Select **Scan UPC OR Enter UPC**

3 **Scan UPC** barcode on package **OR Enter** entire **UPC**

4 You will receive one of the following **Messages**:



Allowed - Included
075925301075
Extra Sharp Cheddar Cheese
Included in current benefits.
OK

GREEN
WIC-allowed and you have enough in your food benefits

Allowed - Balance Too Low
075925301075
Extra Sharp Cheddar Cheese
Remaining balance too low.
OK

ORANGE
WIC-allowed BUT not enough left in your food benefits

Not Allowed
075925301075
Not WIC Allowed.
OK

RED
NOT WIC-allowed

Allowed - May be Included
021908503356
Frozen Broccoli
Refer to cash Account Balance.
OK

YELLOW
WIC-allowed BUT check your fruit and vegetable balance

Allowed - Not Included
075925301075
Extra Sharp Cheddar Cheese
Not included in current benefits.
OK

RED-ORANGE
WIC-allowed BUT item is not in your food benefits

MESSAGES

1 Select **Messages**

2 Be notified about expiring **Food Benefits**

3 Be notified about upcoming and missed WIC **Appointments**

Fruits • Vegetables

FRESH

- Any variety
- Whole, cut, bagged, or packaged
- Organic is allowed



⊗ DO NOT BUY

- Salad mixtures with dressing, nuts, cheese, etc.
- Party trays, fruit baskets, or salad bar items
- Spices or herbs like parsley, cilantro, and basil
- Dried fruit and vegetables
- Decorative fruit and vegetables



DO NOT USE the **FOOD FINDER** for **fresh** fruits and vegetables.

FROZEN

- Any variety
- Single or mixed plain fruits and vegetables
- Organic is allowed



⊗ DO NOT BUY

- Items with added sugar, butter, fat, oil
- Items with added pasta, rice, sauce, or cheese

CANNED

FRUITS

- Any fruit or fruit mixtures packed in water or juice (no added sugar or artificial sweeteners)
- Any container type or size (except pouches)
- Unsweetened applesauce (with cinnamon allowed)
- Organic is allowed
- Stevia is allowed (natural sweetener)



VEGETABLES

- Any plain variety or vegetable mixture
- Any container type or size
- Tomatoes (with herbs or seasoning are allowed)
- Organic is allowed

⊗ DO NOT BUY

FRUITS

- Added sugar
- Syrup (heavy, light)
- Artificial sweeteners like Sucralose (Splenda)
- Pie filling
- Cranberry sauce
- Pouches

VEGETABLES

- Pasta sauce, spaghetti sauce, pizza sauce, or salsa/picante sauce
- Creamed corn
- Mixtures with legumes (like lima, black, kidney beans)
- Fermented foods (like Sauerkraut)
- With butter, fats, or oils
- Artificial sweeteners and heavy syrup
- Items with vinegar
- Pouches



IF THE COST of your fruits and vegetables **IS MORE** than your Account Balance, you can **PAY THE DIFFERENCE** with cash, SNAP, or a credit/debit card.

WHOLE GRAIN ITEM

If your benefit balance shows **(16 oz) WIC-allowed Whole Grain Item** you can buy
Bread **OR** Brown Rice **OR** Oats **OR** Tortillas **OR** Pasta

Bread WHOLE GRAIN ITEM

16 oz package (1 lb)
100% whole wheat

WIC-allowed brands include:



Best Choice
Whole Wheat



Bimbo
Whole Wheat



Cub Foods
Whole Wheat



Fareway
Whole Wheat



Food Club
Whole Wheat



Great Harvest
Whole Wheat



Hy-Vee
Whole Wheat



Midwest Bakery
Whole Wheat



Our Family
Whole Wheat



Pepperidge Farm
Very Thin Sliced Soft
Whole Wheat



Sara Lee Classic
Whole Wheat



Sunny Brook
Whole Wheat



Village Hearth
Whole Wheat

DO NOT BUY

- Organic
- Rolls, buns, pita bread

Brown Rice WHOLE GRAIN ITEM



16 oz package (1 lb)

Any brand

- Plain

DO NOT BUY

- Organic
- Wild rice
- Specialty rice like basmati

Oats WHOLE GRAIN ITEM

16 oz package (1 lb)

- Plain rolled oats only

WIC-allowed brand includes:



Mom's Best
Quick
Old Fashioned Oats

DO NOT BUY

- Organic
- Steel cut
- Instant oatmeal packets
(Can be purchased as cereal)



Whole grains are only allowed in **16 oz packages**.
Look for **1 lb (pound)** or **16 oz sizes**.


Tortillas WHOLE GRAIN ITEM

16 oz package (1 lb)

DO NOT BUY

- Organic
- Wraps, flat bread, pita bread
- Hard shell tortillas or taco shells

WIC-allowed brands include:

Whole Wheat						
	Best Choice Whole Wheat	Chi-Chi's Whole Wheat Fajita Style	Don Pancho Whole Wheat	Essential Everyday Whole Wheat	Fareway Whole Wheat	
						
	Food Club Whole Wheat	Frescados Whole Wheat	Great Value Whole Wheat	Hy-Vee Whole Wheat	La Banderita Whole Wheat	Market Pantry Whole Wheat
						
	Mission Whole Wheat	Our Family Whole Wheat				
Corn						
	Best Choice Corn	Chi-Chi's White Corn	Don Pancho White Corn	Essential Everyday Corn	Fareway White Corn	
						
	Food Club White Corn	Frescados Corn	Hy-Vee White Corn	La Banderita Corn	La Burrita Corn	La Perla Corn
						
	Los Maizales Corn	Mission Extra Thin Yellow Corn	Our Family Yellow Corn White Corn			

Pasta WHOLE GRAIN ITEM



16 oz package (1 lb)
100% whole wheat

Any brand

- Any shape OK

DO NOT BUY

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

Milk



gallons or half gallons

Any brand

- Pasteurized

You can only buy the exact type of milk listed on your WIC Account Balance.

Milk options include:

- **Cow's milk**
- **Lactose-free milk**
- **Powdered milk**
- **Evaporated milk**
- **Goat milk** - *Never use goat milk for infants under 1 year*

Allowed goat milk brands:

- Poplar Hill quarts
- Meyenberg quarts or half gallons
- Meyenberg evaporated in cans

DO NOT BUY

- Organic
- **Peak** powdered milk
- Chocolate or flavored milk
- Specialty milk or milk with added nutrients (*other than Vitamin A or D*)
- Milk in glass bottles



TWO (2) half gallons



EQUAL

=



(1) gallon

Soy Beverages

WIC-allowed brands include:



8th Continent
Original Plain
Refrigerated
Half Gallons



Great Value
Original Plain
Refrigerated
Half Gallons



Pacific Foods
Ultra Soy Plain
Shelf-stable
Half Quarts



Silk
Original Plain
Refrigerated
Half Gallons
Twin Packs
OK



Silk
Original Plain
Shelf-stable
Quarts

DO NOT BUY

- Organic
- Flavored soy beverages
- Light or fat-free

Tofu



12 to 16 oz package

- Organic OK
- Unflavored plain, any texture
- Refrigerated or shelf-stable

WIC-allowed brands include:

- Azumaya
- Franklin Farms
- House
- MinnTofu
- Mori-nu
- Nasoya
- Wildwood

DO NOT BUY

- Added fats, sugars, oils, sodium, or seasonings

Cheese



8 or 16 oz package only

Any brand

- Pasteurized
- Shredded, block, string, sticks, or twists
- Low-fat, reduced fat, fat-free, or low sodium OK

WIC-allowed cheese includes: (mixtures of these OK)

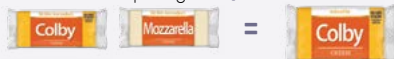
- Cheddar
- Colby
- Farmer
- Monterey Jack
- Mozzarella
- Muenster
- Provolone
- Swiss

DO NOT BUY

- Organic
- American, processed cheese foods, cheese spreads, or **Velveeta**
- Sliced, diced, cubes, curds, or grated cheese
- Added seasonings, peppers, or other foods
- Deli or imported cheese
- Parmesan, Romano, or goat cheese



TWO 8 oz (0.5 lb) packages EQUAL ONE 16 oz (1 lb) package



Yogurt



32 oz containers only

Any brand

- Pasteurized
- Any flavor
- Greek OK

DO NOT BUY

- Organic
- Artificial sweeteners such as sucralose (**Splenda**) or aspartame
- Yogurt with more than 40g sugar per cup



If your WIC Account Balance lists **Low-fat / Nonfat Yogurt**, make sure you see these words on the front of your yogurt container.



Eggs



medium, large, extra large or jumbo

Any brand

- Packages of 1 (one) dozen only
- Plain, white chicken eggs

DO NOT BUY





























- Organic, pasteurized, or fertile eggs
- Brown eggs
- **Eggland's Best** or other specialty eggs

Cereals

12 oz package or larger size

FA High in folic acid **W** Whole grain **5+** Whole grain with 5+ grams of fiber **GF** Gluten free

WIC-allowed brands include:

Cold Cereal					
	Cheerios	Multi Grain Cheerios	Kix Honey	Kix	Kix Berry Berry
	W GF	FA W GF	W	W	W
					
Total Whole Grain	Wheaties	Wheat Chex	Corn Chex	Rice Chex	Grape-Nuts
FA W	W	5+	GF	GF	FA 5+
					
Honey Bunches of Oats Vanilla	Honey Bunches of Oats With Almonds	Honey Bunches of Oats Cinnamon Bunches	Honey Bunches of Oats Honey Roasted	Great Grains Banana Nut Crunch	Frosted Mini Wheats Original
FA	FA	FA	FA	5+	FA 5+
					
Frosted Mini Wheats Little Bites	Corn Flakes	Crispix	Rice Krispies	Special K	Oatmeal Squares Brown Sugar
FA 5+				FA	5+
					
Oatmeal Squares Cinnamon	Life	Mini Spooners Plain Frosted	Mini Spooners Strawberry Cream	Crispy Rice Malt-O-Meal Only	
5+	W	FA 5+	FA 5+	FA GF	

Hot Cereal



COCO Wheats
28 oz



Quaker Oatmeal
9.8 oz
Individual Packets
Original Flavor



Quaker Instant Grits
9.8 oz
Individual Packets
Original Flavor



Malt-O-Meal
28 or 36 oz
Original



Malt-O-Meal
28 or 36 oz
Chocolate



Cream of Wheat
28 oz
Original



Cream of Wheat
18 oz
Whole Grain



Cream of Rice
14 oz



Store Brand Cereal

WIC-allowed varieties include:

Bran Flakes, Toasted Oats/Tasteos,
and Instant Oatmeal Packets



Cereals in packages **smaller than 12 oz are not allowed.**
If you have **fewer than 12 oz of cereal left** in your benefits,
you will **not be able to use** them.

Use this guide to get the most cereal.

36.0 OUNCES



34.5 OUNCES



36.0 OUNCES



EXCEPTION

9.8 oz instant oatmeal is the only cereal
allowed **below 12 oz.**

Juice

- 100% juice
- Single flavor
- Added calcium and vitamins OK

You can only buy the exact type and size of juice listed on your WIC Account Balance.

Juice options include:

- **64 oz fluid** refrigerated or non-refrigerated
- **12 oz frozen**
- **6 packs of 5.5 to 6.0 ounce cans** (only in limited food packages)

DO NOT BUY

- Organic
- Fruit juice blends
- Juice cocktails, drinks, or juices with added sugar
- Added artificial sweeteners like sucralose
- Fresh squeezed juices

Refrigerated Juice



64 oz only size WIC-allowed Any brand

- Half (½) gallons only
- Orange juice

Frozen Concentrate Juice



11.5 to 12 oz only

Any brand

WIC-allowed flavors include:

Apple, Grape, Grapefruit, Orange, and Pineapple



If a juice **does not scan as WIC-allowed** it might be:

In the **wrong size** container

Not high enough in Vitamin C

A blend of juices

Non-Refrigerated Juice

64 oz only

WIC-allowed brands include:



Campbell's
100% Tomato
100% Tomato
Low Sodium



Indian Summer
Premium
Apple



Juicy Juice
100% Apple
No other
flavor



Langers
Orange, Apple,
Grape, Red Grape,
White Grape,
Grapefruit, Pineapple,
Tomato, Vegetable,
Vegetable Low Sodium



Libby's
Pineapple



Mott's
100% Apple
No Mott's for
Tots, Light, or
Medleys



Musselman's
100% Apple



Old Orchard
100% Apple
100% Grape
100% White Grape
100% Orange



V8
100%
Vegetable
Original
Low Sodium
Spicy Hot



Welch's
100% Grape
100% Red Grape
100% White
Grape

Store Brand Juice

WIC-allowed flavors include:

Orange, Grapefruit, Pineapple,
Grape, Apple, Tomato, and Vegetable

Canned Tuna · Salmon

For Fully Breastfeeding Women



5 oz or larger

Any brand

- Light tuna in water
- Pink salmon in water
- Regular or low sodium
- Added vegetable broth OK

DO NOT BUY

- Tuna or salmon in oil
- Albacore/white tuna or red salmon
- Foil or lunch packs
- **Wild Planet** or other specialty brands

Peanut Butter • Peas • Beans

Peanut Butter



16 to 18 oz jar

Any brand

- Creamy, crunchy, chunky
- Natural or reduced sugar

DO NOT BUY

- Organic
- Spreads (like *Jif Natural* and *Skippy Natural*) or reduced fat
- Added jellies, chocolate, or honey
- Other nut butters
- Refrigerated

Dry Peas & Beans



16 oz package

Any brand

- Any variety
- Plain prepackaged

DO NOT BUY

- Organic or bulk
- Soup mixes, seasonings, or other added ingredients

Canned Beans



15 to 16 oz cans

Any brand

- Regular or low sodium
- Any variety including kidney, pinto, black, navy, red, garbanzo, lima, Great Northern, and black-eyed peas

DO NOT BUY

- Organic
- Beans with added fats, oils, or meats
- Baked beans, pork & beans, chili beans, refried beans
- Green, yellow, or wax beans



For **each can** of canned beans you buy, **.25 containers** will be removed from your balance:

1 CAN	2 CANS	3 CANS	4 CANS
=	=	=	=
.25	.50	.75	1
CONTAINERS	CONTAINERS	CONTAINERS	CONTAINER

Infant Foods

Fruits Vegetables

4 oz tubs or jars

- Any variety plain fruit and vegetable
- Mixtures of vegetables/ fruits OK

DO NOT BUY

- Dinners
- Added sugar, salt, or DHA
- Squeeze pouches
- Yogurt blends
- 2-packs of 2 oz tubs

WIC-allowed brands include:



Beech-Nut



Beech-Nut
Naturals



Beech-Nut
Organic



Earth's Best
Organic



Gerber
2-Packs of 4 oz



Gerber
Natural



Gerber
Organic



Happy Baby
Organic



Parent's Choice



Parent's Choice
2-Packs of 4 oz



Tippy Toes
2-Packs of 4 oz



Tippy Toes
Organic



Wild Harvest
Organic



1
2-PACK 4 oz TUBS



=



2
4 oz JARS

Cereal

8 or 16 oz package

DO NOT BUY

- Organic
- Cereal with added fruit, yogurt, formula, DHA, or other additives

WIC-allowed brands include:



Beech-Nut
Corn
Oatmeal



Gerber
Plain Rice
Oatmeal
Whole Wheat
Multigrain

Meat

For Fully Breastfed Infants

2.5 oz only

- Any variety meat or poultry as a single ingredient
- Added broth or gravy OK

DO NOT BUY

- Dinners
- Added sugar, salt, or DHA

WIC-allowed brands include:



Beech-Nut



Earth's Best
Organic



Gerber



For any questions, ask the staff at your local WIC clinic, or call the state WIC office at **1-800-657-3942**

To request this material in another format contact:



Minnesota WIC Program

P.O. Box 64975
St. Paul, MN 55164-0975
www.health.state.mn.us/wic

This institution is an equal opportunity provider.

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