



Shopping Guide

EFFECTIVE
2023





USING YOUR WIC CARD

- ▢ **Set up your 4-DIGIT PIN** by calling 1-833-566-5248.
- ▢ **REGISTER your WIC Card** in the *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.

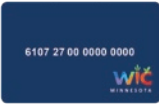
BEFORE YOU SHOP

- ▢ Plan to **SHOP EARLY** in the benefit period.
- ▢ Choose a **WIC authorized store**.
 - Ask your WIC Clinic for a store near you.
 - Use the *Minnesota WIC App* store locator.
- ▢ Check your **food Account Balance** and **EXPIRATION dates** using one of these ways:
 - *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 **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 **Minnesota WIC App** to check if a food is allowed and available in your food benefits.

MINNESOTA WIC App

The Minnesota WIC App is available for download from the *App Store* and *Google Play*.



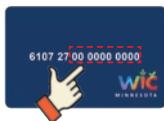
Available for **iOS 16.0 or higher**, and **Android 6.0 or higher**.

HOW TO REGISTER

Register to receive important notifications and messages. You can register multiple devices and/or households. If you get a new phone, you will need to re-register.

1 Select **'Register Account'** or click the hamburger menu

2 Tap on **Register**



3 Enter **last 10 Digits** of the card, **Date of Birth**, and **Zip Code** of the WIC card holder, 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**.



HOW TO USE THE APP

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

BENEFITS

Your benefit 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**

SCAN UPC

Scan UPC to check if a food is WIC-allowed and included in your benefits.

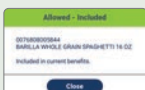
1 Select **Scan UPC OR Enter UPC**

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

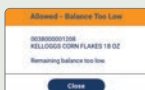
3 You will receive one of the following **Messages***:



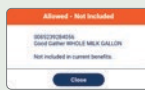
* If there are more than one registered households, the Food Finder Messages will be based on the account selected.



Allowed – Included
WIC Allowed and you have enough left in your current food benefits



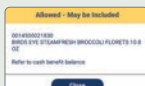
Allowed – Balance Too Low
WIC Allowed BUT you don't have enough left in your current food benefits



Allowed – Not Included
WIC Allowed BUT not in your current food benefits



Not Allowed
Not WIC Allowed



Allowed – May be Included
WIC Allowed BUT check the amount left in your fruit and vegetable balance



MESSAGES/NOTIFICATIONS

Messages/Notifications will give you important information.

You will receive **Notifications** regarding your **Benefits Balance** and **Upcoming Appointments**.

You will receive **Messages** from local and state agency staff informing you about **Important WIC Information**. A number indicator in the messages section of the App lets you know that you have unread messages.

Fruits • Vegetables

FRESH

- Any variety
- Fresh herbs allowed
- 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
- Pastes, tubes, and jars
- Dried fruits, vegetables, or herbs
- Spices
- Decorative or potted fruits, vegetables, and herbs



DO NOT USE Scan UPC for **fresh** fruits, vegetables, and herbs.

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 ITEMS

You can buy any of these:

- Bread
- Pasta

- Brown Rice
- Tortillas

- Oats
- Wild Rice

100% Whole Wheat Bread

Any size

You can buy any combination:

- Bread
- Buns
- Bagels
- Dinner rolls
- English muffins
- Sandwich thins



DO NOT BUY

- Organic
- Pita

WIC-allowed brands include:



Best Choice



Bimbo



Brownberry



Canyon Bakehouse
Gluten Free



Country
Hearth



Cub Foods



Fareway



Food Club



Great
Harvest



Hy-Vee



Midwest
Bakery



Our Family



Pepperidge
Farm



Sara Lee
Classic



Sunny Brook



Thomas'



Village
Hearth

Brown Rice and Wild Rice



Any size

Any brand

- Blends of brown and wild rice
- Instant rice boxes
- Pouches with added water



DO NOT BUY

- Organic
- Flavors
- Added ingredients (salt, oil, etc.)

Oats



Any size

Any brand

- Quick Oats or Old Fashioned Oats



DO NOT BUY

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



Whole grains are allowed in **any size**. Look for **1 lb (pound)** or **16 oz sizes** to get the most from your benefits.

WHOLE GRAIN ITEMS

Tortillas

Any size

WIC-allowed brands include:

DO NOT BUY

- Organic
- Wraps, flat bread, pita bread
- Low Carb and Carb Balance types
- Hard shell tortillas or taco shells

100% Whole Wheat



Best Choice



Chi-Chi's
Fajita Style



Don Pancho



Essential
Everyday



Fareway



Food Club



Frescados



Great Value



Hy-Vee



La Banderita



Market Pantry



Mission



Our Family

Yellow or White Corn



Best Choice



Chi-Chi's



Don Pancho



Essential
Everyday



Fareway



Food Club



Great Value



Frescados



Hy-Vee



La Banderita



La Burrita



La Perla



Los Maizales



Mission
Extra Thin



Our Family

100% Whole Wheat Pasta



Any size

Any brand

- Any shape OK

DO NOT BUY

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

MILK OPTIONS – You can buy any combination

- Milk
- Soy Beverage
- Powdered
- Lactose-free Milk
- Evaporated
- Goat Milk

Milk

Any brand

- Pasteurized

Buy the exact milk listed on your WIC benefits.



Gallons or half gallons



Lactose Free
Half gallons (64 oz) or 96 oz



TWO (2) half gallons



EQUAL



(1) gallon

DO NOT BUY

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

Soy Beverage

Refrigerated. Original – Plain only.

Half gallons. Twin Packs okay.

Allowed brands include:



8th
Continent



Great
Value



Silk



Better
Goods

Shelf stable soy beverage:

- Silk Original, Plain, quarts
- Pacific Foods Ultra Soy, quarts

DO NOT BUY

- Organic
- Light or fat free soy beverage

Evaporated and Powdered Milk



12 oz can



9.6 oz (3 quarts)
25.6 oz (8 quarts)
64 oz (20 quarts)

Evaporated Milk Tip: For each can of evaporated milk you buy, .18 gallon will be deducted from your benefit.

If your benefit shows this amount:	You can buy this:
1 gallon	5 cans
2 gallons	11 cans
3 gallons	16 cans
4 gallons	22 cans

DO NOT BUY

- Organic
- Peak powdered or evaporated milk

Goat Milk

Allowed brands include:

- Poplar Hill, quarts
- Meyenberg refrigerated, quarts or half gallons
- Meyenberg evaporated, 12 oz cans

Tofu*



12 to 16 oz package

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

WIC-allowed brands include:

■ Azumaya

■ House

■ Nasoya

■ Franklin Farms

■ MinnTofu

■ Wildwood

DO NOT BUY

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

WIC Tip:

- * Tell WIC staff if you want this option.
- * Tofu must be listed on your benefit.

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
- White or brown eggs
- Cage free eggs OK

DO NOT BUY

- Organic, pasteurized, or fertile eggs
- Free range
- Pasture raised

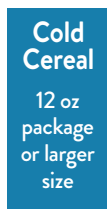
Cereals

Scan UPC in the MN WIC App to see if the cereal is WIC allowed.

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

75% of WIC cereals are whole grain.

WIC-allowed brands include:



Cheerios

GF



Multi Grain Cheerios

FA GF



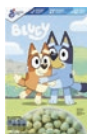
Cheerios Veggie Blends
Apple Strawberry

FA GF



Cheerios Veggie Blends
Blueberry Banana

FA GF



Bluey



Kix



Total
Whole Grain

FA



Wheaties



Wheat Chex

5+



Corn Chex

GF



Rice Chex

GF



Life

FA



Oatmeal Squares
Brown Sugar

5+



Corn Flakes



Crispix



Rice Krispies



Special K

FA



Complete Bran

5+



Grape-Nuts
Grape-Nuts Flakes

FA 5+



Post Bran Flakes

FA 5+



Mini Spooners
Plain Frosted

FA 5+



Mini Spooners
Strawberry Cream

FA 5+



Crispy Rice
Malt-O-Meal
Only

FA GF



Frosted
Mini Wheats

Original
Little Bites
Cocoa
Strawberry
Blueberry Muffin

FA 5+



Great Grains

Banana Nut Crunch
Cranberry Almond
Crunch
Crunchy Pecan
Raisin Date Pecan
Red Berry Almond
Crunch

FA



Honey Bunches
of Oats

Cinnamon Bunches
Honey Roasted
Maple & Pecans
Vanilla
With Almonds

FA

Hot Cereal

9.8 oz
or larger



**COCO
Wheats**



**Quaker
Oatmeal**
Individual Packets
Original Flavor



**Quaker
Instant Grits**
Individual Packets
Original Flavor



Malt-O-Meal
Original



Malt-O-Meal
Chocolate



**Cream of
Wheat**
Original



**Cream of
Wheat**
Whole Grain



**Cream of
Rice**



Store Brand Cereal

WIC-allowed varieties include:

Bran Flakes
Corn Flakes
Corn Squares
Rice Squares
Instant Oatmeal Packets

Bite Size Frosted
Shredded Wheat
Bite Size Frosted Shredded
Wheat – Strawberry
Crispy Rice / Rice Crisps
Toasted Oats / Tasteos



Use this guide to get the most cereal.

**36.0
OUNCES**



+



**34.5
OUNCES**



+



**35.8
OUNCES**



+



+



HOT CEREAL

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 ($\frac{1}{2}$) 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



Any size can or pouch

Any brand

- Light tuna in water
- Pink salmon in water
- Regular or low sodium

Allowed for Tuna:

- Flavors
- Vegetable broth

DO NOT BUY

- Canned tuna or salmon in oil
- Albacore/white tuna or red salmon
- Flavored salmon
- Lunch packs
- **Wild Planet, Safe Catch** or other specialty brands

Peanut Butter • Peas • Beans

Peanut Butter or SunButter



16 to 18 oz jar
Any brand
SunButter allowed

- 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

WIC-allowed brand includes:



Gerber
Plain Rice
Oatmeal
Whole Wheat
Multigrain
Gluten Free Oatmeal

DO NOT BUY

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

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
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www.health.state.mn.us/wic

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