



Nevada WIC Shopping Guide

Effective
October 1, 2015



Before You Shop

Shop for WIC foods at authorized Nevada WIC Vendors that display the "WIC Accepted Here" door decal. Authorized vendors can be found at: nevadawic.org/for-families/nearest-grocer

Know your WIC food item balance. Use your shopping list, your last receipt, or call the EBT card helpline at 1-866-281-2443.

Choose only WIC-approved items from this brochure and make sure you have the correct quantities. Vendors may not carry all items listed and/or pictured.

All WIC purchases are final, unless the item(s) purchased were expired or damaged.

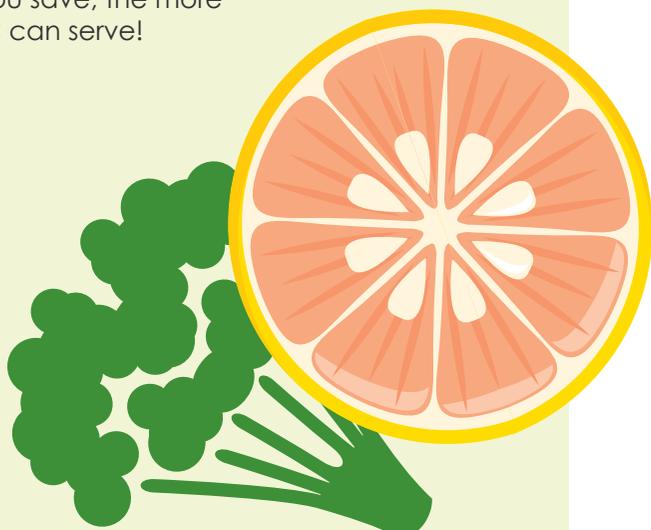
For additional assistance locating specific WIC-approved item UPC codes, visit our webpage: nevadawic.org/for-families/approved-foods

Save Money

Use coupons, store promotions, savings cards and any other type of discounts.

You can use "Buy One, Get One Free" promotions or "Buy One, Get One Half Off," etc. for your WIC items.

The more you save, the more people WIC can serve!



Your EBT Card

Handle your WIC EBT card carefully - treat it like it is a debit card.

Lost or stolen WIC benefits cannot be replaced. Report lost cards to the EBT card helpline for replacement; call 1-866-281-2443.

Please call your local WIC clinic to make any changes to your WIC benefits – food substitutions may not be made at the store.

WIC foods cannot be returned to the store for cash, credit or exchanged for other items.



Dairy

Milk

All milks are required to be the Least Expensive Brand available

- Pasteurized fluid cow's milk
- Nonfat (fat-free)
- 1% (low fat)
- Whole



Quart = 32 oz., Half-gallon = 64 oz., Gallon = 128 oz.

Only if Specified on Shopping List:

- Fresh or evaporated goat's milk
- Fluid lactose-free
- Dry (Vitamins A&D fortified)
- Ultra-High Temperature Processed (UHT)
- Evaporated (Vitamin D fortified)

NO: flavored or organic

Tips:

Whole milk is issued only for children under the age of 2 years.

Women and children over the age of 2 are issued low-fat (1%) or fat-free milk only. This also applies to Lactose Reduced or Lactose-free milk.

Make sure you know the container size which has been issued to you – quart, half gallon or gallon. If you have been issued two half gallons, you may not combine them to purchase a one gallon container, etc.

Cheese

16 oz. ONLY

- Any brand
- Sliced or block
- Regular, reduced fat, or fat free
- Jack
- Longhorn
- Mozzarella (regular or string)
- Any combination of the above
- Cheddar
- Colby
- Processed American

NO: organic, individually wrapped slices, import, deli cut-to-order, shredded, cheese food product, spread or flavored cheese



Eggs

All eggs are required to be Least Expensive Brand available



- Grade AA
- White
- Large only (substitution of medium allowed if large is unavailable)
- Dozens ONLY
- Chicken eggs ONLY

Soy Beverages

Pacific Ultra Soy

- Shelf stable
- Plain or Vanilla
- Quart size (32 oz. container)

8th Continent Soymilk

- Half Gallon (64 oz. container)
- Original or Vanilla

Silk

- Half gallon (64 oz. container)
- Original only

Tips:

Pacific Ultra soymilk brand is non-refrigerated and is usually found in the natural foods section of the store.

8th Continent Soymilk and Silk brands are usually found in the refrigerated section near the milk.



Tofu

16 oz. ONLY

Firm or Medium

NO: organic

ONLY:

- Plain
- Calcium-set
- Refrigerated
- Water-packed

Brands

- Azumaya
- House Premium

Tips:

Tofu can most often be found in a refrigerated case in the produce section or in the natural foods section.



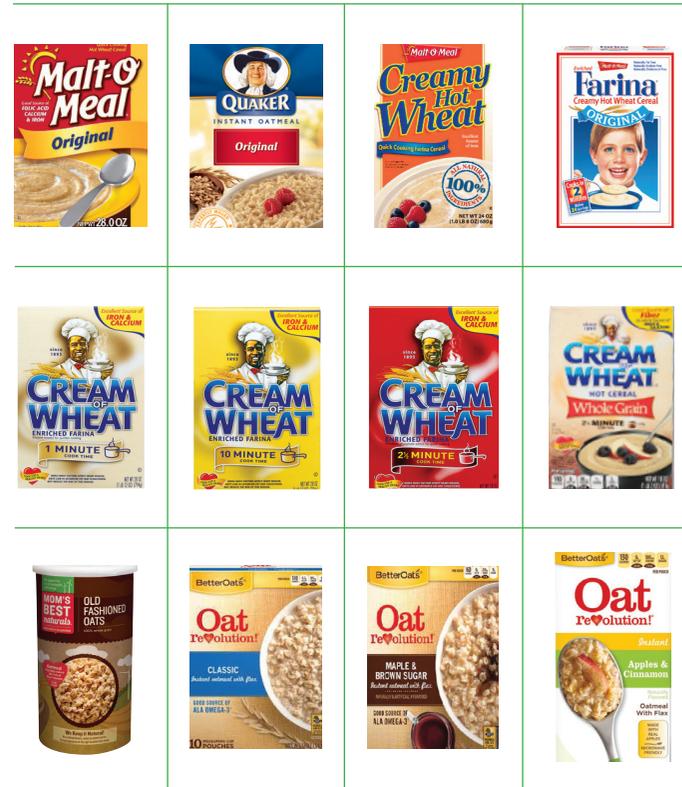
Cold Cereals

Box/Bag Size: 12 oz. or larger, 36 oz. maximum



Hot Cereals

Box Size of 11.8 oz. or larger



WIC-approved cereals are low in sugar and have essential nutrients, vitamins and minerals.

WIC cereals are a good source of Iron and B vitamins.

Tips:

Ways to get your 36 oz. of cereal

$$24 \text{ oz} + 12 \text{ oz} = 36 \text{ oz.}$$

$$18 \text{ oz} + 18 \text{ oz}$$

= 36 oz.

$$20.4 \text{ oz} + 15.5 \text{ oz}$$

= 36 oz.

$$20 \text{ oz} + 16 \text{ oz}$$

= 36 oz.

$$12 \text{ oz} + 12 \text{ oz} + 12 \text{ oz}$$

= 36 oz.

Fruits & Vegetables

Fresh, frozen, or canned fruits and vegetables

Any brand of canned, frozen or fresh fruits and vegetables

Whole, cut or mixed fruits and vegetables

Organic fresh fruits and vegetables are allowed

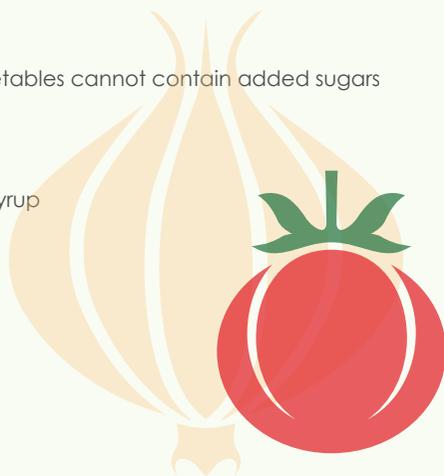
NO:

- Herbs
- Dried fruits or vegetables
- Added sugar, fats or oils
- Added sauce, dressings
- Nuts or croutons
- Creamed or pickled vegetables
- Added rice, meat, pasta or noodles
- French fries, tater tots
- Breaded vegetables
- Fruits or vegetables from the salad bar
- Fruit baskets
- Party vegetable trays
- Ornamental/decorative fruits or vegetables (such as chili peppers on a string, garlic on a string, gourds or painted pumpkins)

Tips:

Canned fruits and vegetables cannot contain added sugars including:

- Corn syrup
- High fructose corn syrup
- Maltose
- Dextrose
- Sucrose
- Honey
- Maple syrup



Look for items which say:

“In its own juice”

“Naturally sweet”

“Unsweetened”

“100% pure fruit and juice”

These items are allowed!

If you would like to find approved UPCs for canned and frozen fruits and vegetables, go to:

nevadawic.org/for-families/approved-foods

Check store sale ads

Buy fruits and vegetables that are in season

Do not buy produce that is bruised or damaged

Store brands of canned and frozen fruits and vegetables are often less expensive

Use the chart below to help you estimate the cost of your fresh fruits and vegetables.

1. Place the item on the grocery scale.
2. Round the weight up to the nearest pound or half pound.
3. Estimate the cost of the item based on the chart.

Price per lb.	1 lb.	1.5 lbs.	2 lbs.	2.5 lbs.	3 lbs.	3.5 lbs.	4 lbs.
0.49	0.49	0.74	0.98	1.23	1.47	1.72	1.96
0.59	0.59	0.89	1.18	1.48	1.77	2.07	2.36
0.69	0.69	1.04	1.38	1.73	2.07	2.42	2.76
0.79	0.79	1.19	1.58	1.98	2.37	2.77	3.16
0.89	0.89	1.34	1.78	2.23	2.67	3.12	3.56
1.59	1.59	2.39	3.18	3.98	4.77	5.57	6.36
1.69	1.69	2.54	3.38	4.23	5.07	5.92	6.76
1.99	1.99	2.99	3.98	4.98	5.97	6.97	7.96
2.29	2.29	3.44	4.58	5.73	6.87	8.02	9.16
2.49	2.49	3.74	4.98	6.23	7.47	8.72	9.96

Juices

Fresh and Bottled Juices

64 oz. ONLY, Unsweetened 100% juice ONLY

Juicy Juice

- Apple
- Grape
- Cherry
- Berry
- Punch
- White Grape
- Kiwi Strawberry
- Apple Raspberry
- Orange Tangerine
- Strawberry Banana



Welch's

- White Grape
- Purple Grape
- Red Grape



V8

- Original



Tree Top

- Apple Juice
(Green Label ONLY)



Seneca

- Apple Juice
(Red Label ONLY)



Langers

- Red Grape
- White Grape
- Purple Grape
- Cranberry Fuji
- Apple Juice
- Ruby Red Grapefruit



Pineapple or Orange Juice:

Least Expensive Brand available.

Must contain at least 120% of Daily Value (DV) for Vitamin C per 8 oz. serving.



Concentrate Juices

Unsweetened 100% Juice ONLY

11.5 or 12 oz. cans, frozen or pourable

Welch's

- White Grape
- Purple Grape
- White Grape Pear
- White Grape Cranberry
- White Grape Raspberry
- White Grape Peach



Seneca

- Red Label ONLY



Tree Top

- Green Label ONLY



Langer's

- Apple Juice



Pineapple or Orange Juice:

Least Expensive Brand, must contain 120% of Daily Value (DV) for Vitamin C per 8 oz. serving.



Legumes

Peanut Butter

Any brand, 16-18 oz.

- Creamy
- Chunky
- Salted or Unsalted



NO: tubes, organic, spreads, added jelly, chocolate, marshmallows, honey, or reduced fat

Dry or Canned Peas, Beans or Lentils

Dry beans:

Any brand 16 oz. bag

NO: bulk, import, seasoned mixes, soup mixes or organic

Canned Beans:

Any brand, 14-16 oz. cans

Examples include:

- Black
- Black-eyed Peas
- Navy
- Regular or Low Sodium
- Red
- Kidney
- Pinto
- Fava and Mung
- Fat-free refried
- Split



NO: added fats, oils, meats, baked or pork and beans, no soup mix, no organic, no green or wax beans, frozen green peas, Cajun style, BBQ, ranch-style, chili beans, snap beans, orange beans, flavored beans, added sugars

Canned Fish

For Fully Breastfeeding Moms ONLY!

Tuna

Any brand, 5 oz. cans or larger

Chunk Light, Water-packed

NO: albacore, solid, low sodium or diet, pouches or organic



Canned Sardines

Any brand, 3.75 oz. cans or larger

Packed in water, oil, mustard or ketchup

NO: added seasonings



Whole Grains

100% Whole Wheat Bread

16 oz. package ONLY

Whole wheat must be the first ingredient listed

- Loaf of bread

NO: light bread, buns, rolls, organic



Brown Rice

16 oz. package ONLY, (bags or boxes)

- Instant, quick or regular cook time
- Short or long grain



NO: bulk, organic, boil-in-bag or ready-to-serve

Tortillas

16 oz. package, Whole Wheat or Corn ONLY.

Whole grain must be the first ingredient listed

Approved brands:

- Kroger Whole Wheat
- Romero Corn
- Romero Whole Wheat
- La Banderita Whole Wheat
- La Banderita Corn
- La Burrita Corn
- Chichi's White Corn
- Carlita Corn
- Carlita Whole Wheat
- Ortega Whole Wheat
- Chichi's Whole Wheat
- Guerrero Corn
- Guerrero Whole Wheat
- MiCasa Whole Wheat
- Mission Corn
- Mission Whole Wheat
- Don Pancho White Corn
- Don Pancho Whole Wheat
- Marcela Valladolid Corn
- Pepito Corn
- Pepito Whole Wheat
- Santa Fe Yellow Corn
- Santa Fe Whole Wheat
- Santa Fe White Corn
- El Buen Gusto Whole Wheat
- Cardenas Ranchera Maiz Blanco
- Tia Rosa Corn, Yellow
- Tia Rosa Corn
- Tia Rosa Whole Wheat
- Ranchera Corn
- Celiac Whole Wheat
- Celiac Corn

NO: organic



Infant Foods

Infant Cereal

Gerber or Beechnut
8 oz. boxes ONLY

- Barley
- Rice
- Oatmeal
- Whole Grain
- Whole Wheat
- Mixed Grain
- Multigrain

NO: added fruit, DHA or single-serving size, organic



Baby Fruits & Vegetables

3.5 - 4 oz. container size

Any brand

- Stage/Step 2 or 2 1/2 ONLY
- Single fruits or combinations of fruits
- Single vegetables or combinations of vegetables
- A fruit or vegetable must be listed as the first ingredient

NO: organic, DHA, desserts, dinners, added sugars, starches or salt

Baby Meats

2.5 oz. container size

- Beef
- Chicken
- Ham
- Lamb
- Turkey
- Veal

Any brand

- Stage/Step 1 or 2
- Added broth or gravy allowed

NO: organic, DHA, added sugars or salts, infant food combinations (e.g., meat and vegetables) or dinners (e.g., spaghetti and meatballs)

Infant Formula

Only brand, type and size specified on shopping list.

No substitutions at store

Breastfeeding Support & Information

Breastfeeding is the best way to support the growth of your child while nurturing a bond that will last a lifetime.

Mother's milk has everything a baby needs to grow and stay healthy. With enough patience and support, there is a solution to every breastfeeding challenge – and WIC is here to help.

Did You Know?

Babies have tiny tummies! Moms make just the right amount of milk for their baby. Feeding only your milk tells your body to make more milk for your growing baby.

Breastmilk – Perfect for babies

- Reduces the risk of ear infections, SIDS, childhood leukemia, allergic reactions, and stomach problems (less gas, constipation, and diarrhea)
- Reduces the risk of developing chronic diseases including obesity, diabetes, asthma, heart disease, and cancer
- Easy to digest
- Best possible nutrition
- Promotes brain growth
- Always clean, safe and available

Breastmilk – Perfect for moms

- Saves money on formula and healthcare costs
- Promotes weight loss after pregnancy (burns up to 600 calories a day)
- Makes diapers less stinky
- Makes traveling easier
- Lowers the risk of postpartum depression
- Reduces the risk of breast, ovarian, and uterine cancer
- Breastfeeding is convenient and always ready - no bottles or mixing required

Parents Have Questions!

WIC can help you achieve your breastfeeding goals. WIC can help you learn about breastfeeding and expressing your milk to feed your baby. Help is available at your local clinic, or you can visit Nevada Breastfeeds at nevadabreastfeeds.org



Supplemental Nutrition for Women, Infants and Children



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Washington, D.C. 20250-9410
2. Fax: (202) 690-7442
3. Email: program.intake@usda.gov

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