Fruits and Vegetables

AMOUNT: Dollar amount listed on WIC family food benefits list. If cost is more than listed on WIC family food benefits list, you can pay the difference.

BRAND: Any brand

Purchase fresh if specified on WIC family food benefits list.

Fresh and Frozen

OK To Buy
- Any variety
- Plastic containers including bags, boxes or tubs
- Salad and/or mixed greens (with fruits and vegetables only)
- Whole, cut or sliced
- Organic
- Bulk
- Mixed fruits and/or vegetables

Not WIC Approved
- French fries, hash browns, tater tots with added sugar, fat or oil
- Items from deli or salad bar
- Party trays
- Fruit baskets, decorative fruits or vegetables
- Dried fruit or vegetables
- Nuts (including peanuts, fruit/nut mixtures)
- Herbs, spices
- Added sauce, meat, pasta, rice or noodles
- Added syrup, sweetener, flavoring, sugar, fat or oil
- Added dressing, croutons or cheese (such as in salad kits)
- Fruits or vegetables in cans or jars (metal or glass)
- Jams, jellies or preserves
- Frozen smoothie mixes

SHOPPING TIP: Buying Fresh Fruits & Vegetables

This chart shows some examples of the cost for fresh fruits and vegetables priced by the pound.
Whole Grains
Bread, Tortillas, Pasta, Brown Rice and/or Oats

100% Whole Wheat Bread
SIZE: 8, 12, 14, 16, 18, 20, 22, 24 and 32 ounces (oz)
BRAND: Any brand
Must have “100% Whole Wheat” on the front label
- Loaves, rolls or buns

Whole Grain Bread
BRAND: Specific items listed below
- Pepperidge Farm Whole Grain 15 Grain
- Pepperidge Farm Whole Grain Honey Wheat
- Pepperidge Farm Whole Grain Oatmeal
- Pepperidge Farm Whole Grain Ancient Grains

Not WIC Approved
- Deli
- Organic

Whole Wheat Tortillas
SIZE: 16 ounces (oz)
BRAND: Best Choice, Don Pancho, Guerrero, Herdez, King Soopers, Kroger, La Banderita, La Tortilla Factory, Market Pantry, MiCasa, Mission, Ortega, Our Family, Signature Kitchens, Tio Santi

OK To Buy
- White corn
- Yellow corn
- Soft corn tortillas

Not WIC Approved
- Flour tortillas
- White flour
- Taco or tostada shells
- Flavored
- Tortilla chips
- Added modified food starch
- Organic
- Fried
- Bulk
100% Whole Wheat Pasta

SIZE: 16 ounces (oz) or 32 ounces (oz)
BRAND: Barilla, Great Value, Hodgson Mill, Kroger, Our Family, Racconto, Ronzoni Healthy Harvest, Shurfine, Western Family

OK To Buy
• Any shape including spaghetti, spirals, penne, rotini, elbows, macaroni or shells

Not WIC Approved
• Added sugars, fats, oils or salt
• Pasta made from rice, quinoa, flax, corn or vegetables
• Organic
• Bulk

Oats

SIZE: 16 ounces (oz) or 32 ounces (oz)
BRAND: Best Choice, Bob's Red Mill, Mom's Best, Our Family, Ralston, Western Family

OK To Buy
• Quick, rolled and/or old-fashioned oats

Not WIC Approved
• Instant or individual packets
• Steel cut oats
• Organic
• Bulk
• Added sugar, fat, oil, salt or flavoring

Brown Rice

SIZE: 16 ounce (oz) or 32 ounce (oz)
BRAND: Any brand

OK To Buy
• Regular, quick cooking or instant
• Natural
• Long, medium or short grain
• Instant in 14 or 28 ounce (oz)
• Bag or box

Not WIC Approved
• Organic
• Boil-in-bag
• Red or black rice
• Wild rice
• Pouches
• Added sugar, salt, flavoring, fat or oil

Is oatmeal a cereal or a whole grain?
It’s both! When shopping with WIC, remember:
• Use your cereal benefits to buy instant oatmeal in single-serving packets.
• Use your whole grain benefits to buy other types of oats (box, bag or tub).
**Breakfast Cereal**

**SIZE:** 8 ounces (oz) or larger

**BRAND:** Specific items listed below

* Whole grain cereals

- All-Bran Complete Wheat Flakes*
- Special K Original
- Corn Flakes (regular)
- Crispix
- Bran Flakes*
- Honey Bunches of Oats Almonds, Honey Roasted, Whole Grain Honey Crunch*
- Grape-nuts* Original
- Flakes*
- Great Grains Banana Nut Crunch*
- Total Whole Grain*
- Wheaties*
- Kix* (regular)
- Honey Kix*
- Chex* Wheat*, Corn, Rice
- Cheerios* MultiGrain Cheerios

The best way to get all your cereal is to buy 12-, 18- or 36-ounce (oz) sizes.

**Breakfast Cereal**

- Oatmeal Squares Brown Sugar, & Cinnamon*
- Life* (regular)
- Sunbelt Bakery Simple, Granola
- Crisp/ Crispy/ Crispie Rice:
  - Frosted Shredded Wheat* (regular or bite sized) (no flavored frosting or filling):

**BRANDS** (Bag or Box): Always Save, Best Choice, Clear Value, Great Value, Kiggins, Kroger, Malt-O-Meal (Frosted Mini-Spooners), Market Pantry, Our Family, Ralston, Signature Kitchens, Shurfine, ValuTime, Western Family

**Hot Cereal**

- Cream Of Wheat/Cream of Rice (original & whole grain*) (unflavored, 1, 2½ & 10 minute)
- Malt-O-Meal (unflavored)
- Maypo* (maple flavored)

**BRANDS:** Best Choice, Kroger, Our Family, Ralston, Shurfine, Signature Kitchens, Quaker, Western Family

**Not WIC Approved**
- Single-serving packets, except oatmeal
- Organic
- Flavors not listed
**Milk**

**SIZE:** Quart, half-gallon or gallon  
**BRAND:** Store brand if available. National brand of milk if store brand is not available.  
**Buy fat content listed on family food benefits list:**  
- 1% (Low-fat) or Skim (Fat-Free)  
- Whole  

**OK To Buy**  
- Fresh, canned, powdered  
- Plastic or paper cartons  
- UHT long-life  
- Lactose-free (any brand)  
- Buttermilk  
- Acidophilus  
- Meyenberg goat milk  
- Added calcium  

**Not WIC Approved**  
- Flavored milk  
- Raw milk  
- Organic  

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**Yogurt**

**SIZE:** 32-ounce (oz) tubs only  
**BRAND:** Brown Cow, Chobani, Coburn Farms, Dannon, Dannon Light & Fit, Great Value, Kroger, Lucerne, Market Pantry, Mountain High, Nancy's, Nostimo, Oikos, Open Nature, Our Family, Shurfine, Simply Balanced, Tillamook, Western Family, Yoplait  

**Buy fat content listed on family food benefits list:**  
- Nonfat or low-fat  
- Whole  

**OK To Buy**  
- Plain  
- Vanilla  
- Greek

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### WIC allowable milk sizes

<table>
<thead>
<tr>
<th>Fresh or UHT milk</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 gallon</td>
<td>1.0 gallon</td>
</tr>
<tr>
<td>½ gallon + 1 quart</td>
<td>0.75 gallon</td>
</tr>
<tr>
<td>½ gallon</td>
<td>0.50 gallon</td>
</tr>
<tr>
<td>1 quart</td>
<td>0.25 gallon</td>
</tr>
</tbody>
</table>

**Canned milk**

| 12-oz can                  | 0.25 gallon |

**Powdered milk**

| 4 pounds (64 ounces)       | 5.0 gallons |
| 32-oz box                  | 2.5 gallons |
| 25.6-oz box                | 2.0 gallons |
| 9.6-oz package             | 0.75 gallons |
| 3.2-oz package             | 0.25 gallons |
| 12-oz can powdered Meyenberg goat milk | 0.75 gallons |

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**Not WIC Approved**  
- Flavors other than plain or vanilla  
- Organic
### Soy Beverage

**SIZE:** Quart or half-gallon  
**BRAND:** 8th Continent, Great Value, Pacific Ultra Soy, Silk

- 8th Continent (half-gallon) Refrigerated  
- Great Value (quart) Refrigerated  
- Pacific Ultra Soy (quart) Shelf-Stable  
- Silk Original (quart and half-gallon) Refrigerated

- Original  
- Vanilla

- **Not WIC Approved**  
  - Flavors not pictured  
  - Light or fat-free

### Cheese

**SIZE:** 1-, 2- or 3-pound packages  
(16, 32 or 48 ounces)  
**BRAND:** Store brand only

- **OK To Buy**  
  - American (white, yellow, sliced)  
  - Cheddar  
  - Colby  
  - Colby-Jack  
  - Longhorn  
  - Marble  
  - Monterey Jack  
  - Mozzarella (whole, part skim)  
  - Muenster  
  - Swiss  
  - Blends of cheeses listed  
  - String and shredded

- **Not WIC Approved**  
  - Cheese food, product or spread  
  - Individually wrapped (except string)  
  - Flavored, imported or deli cheese  
  - Organic  
  - Sliced (except American)

### Tofu

**SIZE:** One pound (16 ounces)  
**BRAND:** Azumaya, House Premium

- Azumaya  
- Firm and Extra Firm  
- House Premium  
- Medium, Firm and Extra Firm

- **OK To Buy**  
  - Fresh  
  - Refrigerated  
  - Water-packed

- **Not WIC Approved**  
  - Organic  
  - Added salt, flavoring, fat or oil

### Eggs

**SIZE:** Dozen  
**BRAND:** Store brand if available. National brand if store brand is not available.

- **OK To Buy**  
  - Large, medium or small  
  - Grade A or AA white eggs

- **Not WIC Approved**  
  - Brown  
  - Organic or free range  
  - Extra large  
  - Specialty eggs (including pasteurized or fortified/enriched with vitamin E, DHA or Omega 3)
100% Juice:
12-oz or 48-oz

12-oz Frozen Cans
SIZE: 11.5- or 12-ounce (oz) frozen cans
BRAND: Specific items listed below
ORANGE or GRAPEFRUIT
Store Brand Only
APPLE or GRAPE
Great Value, Kroger, Langers, Market Pantry, Old Orchard, Tree Top, Welch’s (yellow lid and peel strip), Western Family
PINEAPPLE
Dole, Kroger, Langers, Old Orchard
PINEAPPLE-ORANGE
Dole, Old Orchard

48-oz Bottles
SIZE: 48-ounce (oz) plastic bottles
BRAND: Specific items listed below
VEGETABLE or TOMATO
Campbell’s, Shurfine, Texsun, V8

Purchase ONLY if specified on family food benefits list: Individual servings (cans, bottles or boxes) of orange, grapefruit, orange-grapefruit (any brand) or vegetable (V8)

OK To Buy
• Frozen in 11.5- to 12-ounce (oz) cans
• 64 ounces (oz) orange or grapefruit juice in refrigerated plastic bottles or refrigerated cartons
• Added calcium and/or vitamin D
• Pulp or pulp-free
• White, pink, red or ruby red grapefruit
• Purple, red or white grape
• Vegetable or tomato in regular, spicy or low-sodium

Not WIC Approved
• Less than 100% juice
• Cocktail juices
• Glass bottles
• Organic
• Juice blends not listed

100% Juice:
64-oz Bottles

SIZE: 64-ounce (oz) plastic bottles
BRAND: Specific items listed below
ORANGE or GRAPEFRUIT
Store Brand Only
APPLE or GRAPE
Always Save, Best Choice, Great Value, Juicy Juice, Kroger, Langers, Market Pantry, Old Orchard, Our Family, Signature Kitchens, Sesame Street, Shurfine, Tipton Grove, Tree Top, Welch’s, Western Family
PINEAPPLE
Dole, Kroger, Langers, Signature Kitchens, Shurfine, Western Family
PINEAPPLE-ORANGE
Dole, Old Orchard

Purchase ONLY if specified on family food benefits list: Individual servings (cans, bottles or boxes) of orange, grapefruit, orange-grapefruit (any brand) or vegetable (V8)

OK To Buy
• Frozen in 11.5- to 12-ounce (oz) cans
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• Added calcium and/or vitamin D
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• White, pink, red or ruby red grapefruit
• Purple, red or white grape
• Vegetable or tomato in regular, spicy or low-sodium

Not WIC Approved
• Less than 100% juice
• Cocktail juices
• Glass bottles
• Organic
• Juice blends not listed
Peanut Butter/Beans

Peanut Butter, Dry Beans and/or Canned Beans

You may choose one of these options:

SIZE: 1-pound (16-oz) or 2-pound (32-oz) bags
BRAND: Any brand
Any type, unflavored dry beans, peas or lentils
Not WIC Approved
• Added flavoring
• Organic
• Soup or soup mix

Peanut Butter

SIZE: 16 to 18 ounces (oz)
BRAND: Any brand
OK To Buy
• Crunchy, extra crunchy, creamy or smooth
• Whipped
• Natural
• Regular, low-salt or reduced salt
• Regular, low-sugar or reduced sugar
Not WIC Approved
• Spreads
• Reduced-fat
• Added flavoring, honey or jelly
• Squeeze tubes
• Organic
• Other nut butters (including almond or cashew butter)

Canned Beans

SIZE: 15 to 16 ounces (oz)
BRAND: Any brand
Regular, low-salt or no-salt
OK To Buy
• Black Beans
• Black-Eyed Peas
• Butter Beans
• Garbanzo Beans (chickpeas)
• Great Northern Beans
• Kidney Beans
• Lima Beans
• Navy Beans
• Pinto Beans
• Red Beans
Not WIC Approved
• Baked beans, refried beans or chili beans
• Soup or soup mix
• Added flavoring, fat, oil or meat
• Organic
**Fruits and Vegetables**

- **SIZE:** 4 ounces (oz)
- **BRAND:** Beech-Nut Classics, Beech-Nut Naturals, Earth’s Best Organic, Gerber, O Organics, Tippy Toes, Tippy Toes Organic

**OK To Buy**
- Organic
- Mixed fruits and/or vegetables
- In glass or in plastic
- Multi-packs (for example: 2-pack = 2 jars)

**Not WIC Approved**
- Added DHA and/or ARA
- Added sugar, salt, starches, flour, cereal, rice, pasta, noodles or meat
- Graduates, Dinners or 3rd Foods
- Desserts, custard or yogurt
- Pouches

**Infant Cereal**

- **SIZE:** 8 ounces (oz)
- **BRAND:** Beech-Nut, Gerber

**OK To Buy**
- Rice
- Oatmeal
- Oat & Quinoa
- Whole Wheat
- Mixed Grains
- Multigrain
- Barley

**Not WIC Approved**
- Organic
- Added fruit or formula
- In jars
- Added DHA and/or ARA

**Infant Formula**

- **SIZE:** 2.5 ounces (oz)
- **BRAND:** Beech-Nut Classics, Gerber, O Organics, Tippy Toes, Tippy Toes Organic

**OK To Buy**
- Organic
- With broth and/or gravy
- In glass or in plastic
- Multi-packs (for example: 2-pack = 2 jars)

**Not WIC Approved**
- Added DHA and/or ARA
- Added sugar, salt, rice, pasta, noodles, fruits or vegetables
- Graduates, Dinners or 3rd Foods
- Pouches

**Meats**

- **SIZE:** 2.5 ounces (oz)
- **BRAND:** Beech-Nut Classics, Gerber, O Organics, Tippy Toes, Tippy Toes Organic

**OK To Buy**
- Organic
- With broth and/or gravy
- In glass or in plastic
- Multi-packs (for example: 2-pack = 2 jars)

**Not WIC Approved**
- Added DHA and/or ARA
- Added sugar, salt, rice, pasta, noodles, fruits or vegetables
- Graduates, Dinners or 3rd Foods
- Pouches

**Not WIC Approved**
- Low-iron formula
Canned Fish

**SIZE:** Combination of canned tuna, salmon and/or sardines in 3 ounces (oz) to 20 ounces (oz)

**BRAND:** Any brand

- Chunk Light Tuna, Pink Salmon, Sardines

**OK To Buy**
- Packed in water or oil
- Added flavoring (including hot sauce, mustard or tomato sauce)

**Not WIC Approved**
- Packed in pouches
- Albacore, Chunk White or Solid White tuna
- Blueback, Sockeye, Red King or Coho salmon
- Organic

Colorado WIC has an app for shoppers!

Find WIC-eligible foods on your smartphone. For more information and to download the app, scan the QR code at right or go to this link: [http://www.ebtshopper.com/](http://www.ebtshopper.com/)