



WIC-APPROVED SHOPPING GUIDE

Effective Date July 1, 2024



WIC APPOINTMENTS

Cardholder Name _____ Family ID# _____

Date	Time	PURPOSE OF VISIT		
		Follow-Up	Certifications	Nutrition/Breastfeeding

NOTIFY THE WIC CLINIC IF YOU

- Are unable to keep a scheduled appointment
- Give birth
- Have questions about breastfeeding or need help with breastfeeding
- Stop breastfeeding
- Are unable to purchase WIC foods
- Have any problems or concerns about a store that accepts WIC
- Have questions about WIC services
- Are moving out of West Virginia
- Change formula
- Have a new address or phone number

Bring this WIC-Approved Shopping Guide to your appointments. For follow-up and certification appointments, please bring your child(ren), ID for all participants, proof of income, proof of West Virginia address and shot records.

RENEWING YOUR BENEFITS

In order to maintain your WIC benefits and keep your eWIC card active, you need to connect with WIC 4 times a year.

Your food benefits will be renewed for 3 months, after completing each WIC appointment and WIC nutrition education activity.



Attend a WIC appointment twice each year

DURING YOUR WIC CERTIFICATION APPOINTMENT WE WILL

- Review and document your proof of income, proof of identification of all participants and proof of West Virginia residency
- Weigh and measure each family member enrolled in WIC
- Screen for low iron
- Talk with you about your nutrition interests and goals
- Connect you with other health and community services

NUTRITION EDUCATION ACTIVITY

In between each WIC appointment, choose an activity from the list your local WIC clinic provides.

For example, you can:

- Learn online at WICSmart.com
- Download and complete lessons on the WICSmart mobile phone app
- Talk in-person or by phone with a WIC nutritionist or breastfeeding counselor



Complete a WIC nutrition education activity twice each year

JOIN WICSMART

Do your nutrition education online!

Getting Started

On your smart phone or tablet:

1. Find the “WICSmart” app from your app store or visit WICSmart.com
2. Download the app
3. Click on the app and select West Virginia as your agency
4. Enter your Family ID#(F00000000000) from the inside front cover
5. Click on login
6. Click on any lesson
7. Finish the lesson at your own pace; if you get interrupted, you can save the session; click on the “save” button and come back later to complete
8. Once you finish the lesson, you are done; no need to print or save anything; your local WIC Program will let you know the next step

If you are new to WICSmart it will take about 7 to 10 days for you to be able to take a lesson and use your Family ID.



On your computer:

- Go to www.wicsmart.com or www.wicsmart.jpma.com
- Select West Virginia as your agency
- Continue with steps 4–8 as shown under “Getting Started”

Cooking Matters®

Want recipes, tips and videos?

- Visit <http://cookingmatters.org> or go mobile @CookingMatters in your Play Store

Please be sure to complete a WIC nutrition education lesson twice each year.

eWIC CARD ACTIVATION AND ebtEDGE

Call the customer service number on the back of your card or log into ebtEDGE.com to activate your new card.

After selecting a personal identification number (PIN), your card is ready to use. Keep your eWIC card and PIN in a safe place. You may also change your PIN, view purchases and see current and future benefits at ebtEDGE.com.

If you enter the wrong PIN at the store, do not try to guess. If the correct PIN is not entered on the fourth try, your PIN will be locked. You will have to call 1-888-220-9555 or visit ebtEDGE.com to change your PIN. Then you will have to wait until after midnight for your account to be unlocked before you can shop again.

LOST OR STOLEN CARDS

Call the WIC customer service number, 1-888-220-9555, or your local WIC clinic immediately to deactivate the card. To receive a new card, you'll need to visit a WIC clinic.



Buying, selling, exchanging, or otherwise misusing WIC benefits is a crime. To report suspected abuse, call 1-800-424-9121 or visit <https://www.usda.gov/oig/hotline.htm>

WICSHOPPER MOBILE APP

Eliminate confusion about which products are WIC approved in four easy steps:

- 1 Download**
WICShopper from your app store or visit **EBTShopper.com**
- 2 Select**
Launch WICShopper and select West Virginia
- 3 Shop (with certainty!)**
Scan or take a picture of the UPC bar code on the back of items and we'll tell you if they are WIC eligible for you and your family
- 4 Share**
If an item you think should be eligible does not scan as approved, send the UPC and product information directly to the WIC Program by using the "I couldn't buy this!" icon



Visit EBTShopper.com to learn more and download the app.

WIC SHOPPING

- Shopping for WIC foods is fast and easy with the eWIC card that you can swipe at checkout just like a regular debit card
- Up to three months of food benefits can be stored on the card, but you can only buy foods available for the current 30-day benefit period
- Benefits will be on your eWIC card at midnight on the beginning date and will expire at midnight on the ending date; any benefits you do not spend by the ending date are no longer available at midnight
- Buy just what you need each time you visit the grocery store, or choose to purchase all your WIC foods during a single shopping trip
- There are more than 250 West Virginia WIC-approved grocery stores; we're constantly making improvements to the WIC customer shopping experience

AT CHECKOUT

- Separate WIC items from non-WIC items in your grocery cart
- Tell the cashier that you are shopping with your eWIC card
- Depending on the store, you may need to swipe your eWIC card before or after the cashier scans your items
- For items that are not WIC eligible or that exceed your available WIC balance, you can pay with other forms of payment including SNAP, cash, check, debit or credit cards, etc.
- Check with your store about self-checkout or other checkout methods



Buying, selling, exchanging, giving away or trading food purchased with WIC benefits is considered fraud. This could result in termination from the WIC Program.

TIPS AND REMINDERS

What to Bring to the Grocery Store

- Grocery list
- eWIC card
- WIC benefit balance
- WIC-Approved Shopping Guide
- Your cell phone if you've downloaded the WICShopper app

Shopping Smart

- Compare prices on foods and buy the least expensive brand when possible
- Use coupons and look for “buy one, get one free” and other store offers
- Carefully count ounces to purchase your maximum benefit amount

X Refunds, rain checks and exchanges are not allowed in the West Virginia WIC Program.

Easy Checkout

- Review your receipt before you approve the transaction to make sure your WIC transaction has been completed properly
- Keep receipts for infant formula and/or infant food purchased with cash, check, SNAP, credit or debit card. For more information about program benefits, outreach, health and nutrition, quick and easy recipes and more, visit the West Virginia WIC website at dhhr.wv.gov/wic

Need your eWIC Benefit Balance?

- Call 1-888-220-9555
- Visit ebtEDGE.com
- Check your last grocery store receipt
- Visit the WIC participant portal, www.household.wvdhhr.org
- Open the WICShopper mobile phone app if you registered your card



For more information about your eWIC card, contact your local WIC office.

INFANT FOODS



Fruits

Included

- Choose from these brands: Gerber, Tippy Toes, Nature's Promise Organic, Simple Truth Organic, Parent's Choice, Beech-Nut, Happy Baby Organic, Wild Harvest, Earth's Best Organic, Baby Basics, Home 360 Baby, Nature's Goodness single ingredient or combinations of single ingredients, may have added fruit juice, (e.g., apple-pear; apple-mango-kiwi)
- Any stage (i.e., stage 1, stage 2, homestyle, etc.)
- 2 ounce or 4 ounce containers **only**
- Single or two pack; jars or plastic containers
- Variety pack boxes
- May be organic, GMO or non-GMO varieties

Not Included

- Mixtures with cereal; infant food dinners, puddings, desserts (e.g., peach cobbler) or "delights;" varieties with DHA or ARA; infant fruits with added sugars, starches, fiber or sodium; infant fruits with yogurt; smoothies
- Fresh fruits; Gerber Graduates fruit dices, fruit puffs, yogurt melts, wagon wheels, fruit and cereal bars, mini fruits, fruit strips or fruit twists; Beech Nut Let's Grow yogurt nibbles; Heinz toddler foods
- Pouches



Vegetables

Included

- Choose from these brands: Gerber, Tippy Toes, Nature's Promise Organic, Simple Truth Organic, Parent's Choice, Beech-Nut, Happy Baby Organic, Wild Harvest, Earth's Best Organic, Baby Basics, Home 360 Baby, Nature's Goodness single ingredient or combinations of single ingredients vegetables (e.g., peas and carrots)
- Any stage (i.e., stage 1, stage 2, homestyle, etc.)
- 2 ounce or 4 ounce containers **only**
- Single or two pack; jars or plastic containers
- Variety pack boxes
- May be organic, GMO or non-GMO varieties

Not Included

- Infant food dinners; infant vegetables with added sugars, starches or sodium; varieties containing DHA or ARA; dried or powdered infant vegetables
- Fresh vegetables; Gerber Graduates vegetable dices, veggie puffs, or wagon wheels; Heinz toddler foods
- Pouches

HOW TO PURCHASE 128 OUNCES OF FRUITS/VEGETABLES (FORMULA-FED INFANTS)

1 128 oz box	10 12 oz boxes + 4 2 oz containers OR 2 2 oz double pack OR 1 4 oz double pack	10 12 oz boxes + 2 4 oz containers OR 2 2 oz double pack	32 4 oz containers OR 32 2 oz double pack	64 2 oz containers
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2 oz jar



4 oz jar



2 pack of 2 oz containers (double pack)



2 pack of 4 oz containers (double pack)

HOW TO PURCHASE 256 OUNCES OF FRUITS/VEGETABLES (FULLY BREASTFED INFANTS)

2 128 oz boxes	21 12 oz boxes + 2 2 oz containers OR 1 2 oz double pack	21 12 oz boxes + 1 4 oz container	32 4 oz double pack	64 4 oz containers OR 64 2 oz double pack	128 2 oz containers
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6 pack of 2 oz containers starter kit (12 oz box)



16 pack of 4 oz double packs (128 oz box)



Selling, exchanging, giving away or trading food purchased with WIC benefits is considered fraud. This could result in termination from the WIC Program.



Infant Cereal

Included

- Choose from these brands: Gerber, Parent's Choice, Beech-Nut, Earth's Best Organic, Kroger Comforts, Tippy Toes, Baby Basics single grain or mixed grain
 - Barley
 - Oatmeal
 - Rice
 - Whole Wheat
 - MultiGrain
 - Corn
- 8 ounce or 16 ounce boxes or plastic containers **only**
- May be organic, GMO or non-GMO varieties

Not Included

- Infant cereals containing infant formula, milk, fruit, fruit flakes, sugar or other non-cereal ingredients (DHA, ARA or probiotics)
- High protein varieties
- Infant cereal in jars or cans
- Variety packs or single serving cups

Infant Formula

Included

- Formula as issued on an eWIC card



FOR BREASTFEEDING INFANTS ONLY

Meat

Included

- Choose from these brands: Beech-Nut, Gerber, Nature's Promise Organic, Tippy Toes, Earth's Best Organic, Baby Basics, Nature's Goodness infant food meat or poultry, as a single major ingredient, with added broth or gravy
- Any stage (i.e., stage 1, stage 2, etc.)
- 2.5 ounce containers **only**
- Jars or plastic containers **only**
- Multipack box
- May be organic, GMO or non-GMO varieties

Not Included

- Food combinations (e.g., meat and vegetables) or dinners (e.g., spaghetti and meatballs)
- Varieties containing DHA or ARA
- Infant meats with added sugars, starches or sodium
- Chicken sticks, turkey sticks or meat sticks
- Gerber Graduates Lil' Meals, Lil' Sides, Lil' Entrées or Pasta Pick-ups; Beech Nut Tummy Trays or Mini-Meals; Heinz toddler foods; Nature's Goodness Toddler Cuisine
- Pouches

HOW TO PURCHASE 77.5 OUNCES OF INFANT MEAT



✓
31
2.5 oz jars



✓
2
12 pack of 2.5 oz jars (30 oz)
+
7
2.5 oz jars

Babies are born to breastfeed. Your breastmilk is all your baby needs for the first 6 months of life.



**STRONG
BODIES
NEED
STRONG
BONES**





Cheese

Included

- ANY BRAND 100% natural sliced, shredded or block
- 8 ounce or 16 ounce packages
 - Colby
 - Cheddar
 - Mozzarella (part skim or whole)
 - American (pasteurized processed)
 - Swiss
 - Monterey Jack
 - Blends of any of these cheeses
- Low-fat; reduced fat; fat-free; nonfat
- Low cholesterol; low sodium
- Calcium fortified
- Vitamin D fortified
- Lactose-reduced cheese

Not Included

- Any varieties not listed
- Individually wrapped slices, cubes, crumbles or string cheese
- Cheese food, cheese product, imitation cheese, cheese dips, cream cheese or cheese spread
- Cheese with pepper, pimento, added herbs, spices, seasonings or flavorings (wine or smoked)
- Cheese with added probiotics, DHA or ARA (e.g., Live Active, etc.)
- Cheese made with raw milk
- Deli or imported cheese; kosher cheese
- Packages of individual serving sizes or random weight packages
- Organic; lactose-free cheese
- Goat, sheep or yogurt cheese



FOR CHILDREN AGE 12-23 MONTHS ONLY

Whole Milk

Included

- Whole milk in white, chocolate, or lactose-free varieties
- If requested, evaporated milk fortified with Vitamin D in 12 ounce cans **only**
- Soymilk: Pacific Ultra Original Soymilk, 8th Continent Regular Soymilk Original, 8th Continent Vanilla Soymilk, Silk Original Soymilk, Silk Shelf Stable Original Soymilk, and Great Value Original Soymilk

Not Included

- Reduced fat (2%); almond milk; coconut milk; cultured milk such as buttermilk; goat's milk; rice milk; milk with added soy protein, plant sterols, DHA, ARA and/or Omega 3; tofu; organic milk; fruit flavored milk; other non-dairy or raw milk
- Packages of individual serving size; glass containers; pint size
- Sweetened condensed milk; evaporated filled milk; evaporated fat free milk
- Light or fat-free soymilk; chocolate flavored soymilk; Silk Vanilla Soymilk, or other flavors not pictured
- A1® and A2® Milk
- Vitamite



Reading your receipt



1.00 gal = 1 gallon .75 gallon = $\frac{3}{4}$ gallon .50 gal = $\frac{1}{2}$ gallon

X Two 1/2 gallons may not be substituted for a gallon



FOR CHILDREN AGE 12-23 MONTHS ONLY

Whole Milk Yogurt

32 ounce containers

	Plain	Vanilla	Strawberry
Dannon	●	●	●
Essential Everyday	●		
Kroger	●	●	
Morning Fresh Farms	●		
Mountain High	●	●	●
Our Family	●		
Weis	●		



Whole Milk Yogurt

Multipacks

Any Flavor/Variety

- Noosa 4 ounce cup - 4 pack



Single container

Any Flavor/Variety

- Noosa 8 ounce cup



HOW TO PURCHASE 32 OUNCES OF YOGURT



✓
1
32 oz



✓
2
of 4 oz cups
in a 4 pack



✓
4
8 oz cups

Not Included

- Yogurts sold with mix-in ingredients (like granola, candy pieces, nuts, etc.)
- Drinkable yogurt
- Greek varieties of yogurt
- Organic yogurt
- Frozen yogurt
- Yogurt containing artificial, reduced-calorie, or no-calorie sweeteners (i.e., light and fit, carb master, etc.)



FOR WOMEN AND CHILDREN AGE 2-5 ONLY

Low-Fat or Fat-Free Milk

Included

- Low-fat (1%) or Fat-free (Skim) milk in white, chocolate, or lactose-free varieties, super skim, ultra skim
- If requested, nonfat dry milk in 25.6 ounce box
- Soymilk: Pacific Ultra Original Soymilk, 8th Continent Regular Soymilk Original, 8th Continent Vanilla Soymilk, Silk Original Soymilk, Silk Shelf Stable Original Soymilk, and Great Value Original Soymilk



Not Included

- Reduced fat (2%); almond milk; coconut milk; cultured milk such as buttermilk; goat's milk; rice milk; milk with added soy protein, plant sterols, DHA, ARA and/or Omega 3; tofu; organic milk; fruit flavored milk; other non-dairy or raw milk
- Packages of individual serving size; glass containers; pint size
- Individual serving sizes packaged in a larger box substituted for 25.6 ounce box
- Sweetened condensed milk, evaporated whole milk fortified with Vitamin D, evaporated filled milk, evaporated fat free milk.
- Light or fat-free soymilk; chocolate flavored soymilk; Silk Vanilla Soymilk, or other flavors not pictured
- A1® and A2® Milk
- Vitamite

Reading your receipt



1.00 gal = 1 gallon .75 gallon = $\frac{3}{4}$ gallon .50 gal = $\frac{1}{2}$ gallon



Two 1/2 gallons may not be substituted for a gallon



FOR WOMEN AND CHILDREN AGE 2-5 ONLY

Low-Fat or Non-Fat Yogurt

32 ounce containers

	Plain	Vanilla	Strawberry	Strawberry-Banana	Blueberry	Peach	Mango	Probiotic Varieties
Best Choice	●	●	●			●		
Best Yet	●	●						
Coburn Farms	●	●						
Dannon	●	●						
Essential Everyday	●	●	●		●			
Food Club	●	●	●					
Food Lion	●	●						
Giant	●	●						
Giant Eagle	●	●						
Great Value	●	●	●	●		●		
Kroger	●	●						
Lala	●	●	●				●	
La Yogurt		●						
Morning Fresh Farms	●	●						
Mountain High	●	●						
Our Family	●	●	●		●	●		
Weis	●	●	●		●	●		●
Yoplait		●	●	●	●	●		

Best Choice.



Great Value.





FOR WOMEN AND CHILDREN AGE 2-5 ONLY

Low-Fat 16 Ounce Yogurt Multipacks

Included: Any flavor/variety

- Kroger 2 ounce tube - 8 pack
- Yoplait Go-Gurt 2 ounce tube - 8 pack
- except dairy free and slushie
- Great Value 2 ounce tube - 8 pack
- Coburn Farms Yo Whoa 2 ounce tube - 8 pack
- Best Choice 2 ounce tube - 8 pack
- Activia 4 ounce cup - 4 pack
- Activia Lactose free 4 ounce cup - 4 pack
- Dannon Creamy Classic 4 ounce cup - 4 pack

Not Included

- Yogurts sold with mix-in ingredients (like granola, candy pieces, nuts, etc.)
- Drinkable yogurt
- Greek varieties of yogurt
- Organic yogurt
- Frozen yogurt
- Yogurt containing artificial, reduced-calorie, or no-calorie sweeteners (i.e., light and fit, carb master, etc.)

HOW TO PURCHASE 32 OUNCES OF YOGURT



2

of 4 oz cups
in a 4 pack



2

of 2 oz tubes
in an 8 pack



1

of 4 oz cups in a 4 pack

+

1

2 oz tubes in 8 pack





FOR WOMEN AND CHILDREN AGE 2-5 ONLY

Low-Fat 32 Ounce Yogurt Multipacks

Included: Any flavor/variety

- Yoplait Go-Gurt 2 ounce tube - 16 pack
 - except dairy free and slushie
- Yoplait 4 ounce cup - 8 pack

Not Included

- Yogurts sold with mix-in ingredients (like granola, candy pieces, nuts, etc.)
- Drinkable yogurt
- Greek varieties of yogurt
- Organic yogurt
- Frozen yogurt
- Yogurt containing artificial, reduced-calorie, or no-calorie sweeteners (i.e., light and fit, carb master, etc.)

HOW TO PURCHASE 32 OUNCES OF YOGURT



✓
1

2 oz tubes
in a 16 pack



✓
1

4 oz cups
in an 8 pack



Eggs

Included

- One dozen container, chicken eggs only
- All sizes and grades
- White or Brown eggs
- Specialty eggs such as low-cholesterol, cage-free, stress-free, free-range, vitamin-enriched, antibiotic-free, vegetarian-fed-hen, no-growth-hormones, fertile or organic eggs

Not Included

- Powdered, liquid or hard boiled eggs



FUEL UP WITH FRUITS AND VEGGIES





FRUITS

Included

- Fresh, whole, pre-cut or pre-chopped fruit
- Canned fruit in 100% juice or frozen fruit packed in juice in metal, paper, glass or plastic containers
- Fruit trays and single serve options without added sugars, flavoring, fat, oil, dips, dressing, croutons, and nuts
- Fruit in bags, plastic containers, or boxes
- May be organic



Not Included

- Dried fruit
- Juice, jams, jellies or fruit spreads
- Fruits with added sugars, sodium, flavoring, dressing, fat or oil
- Ornamental fruits such as painted pumpkins, edible blossoms or flowers
- Fruit baskets or fruits from the deli/salad bar
- Fruit trays with dips
- Fruit muffins or baked goods
- Fruit-nut mixtures
- Canned fruits packed in syrup
- Fruits in gelatin or jello; sorbet; fruit chillers or fruit bars
- Fruit snacks or roll-ups

If an item does not scan as approved, use the WIC Shopper app to send the UPC to the WIC program by using the "I couldn't buy this!" icon.



VEGETABLES

Included

- Fresh whole, pre-cut or pre-chopped vegetables
- Vegetable trays or single serve options without dips, dressing, croutons, and nuts
- Canned or frozen vegetables in metal, paper, glass or plastic containers
- Sweet potatoes or yams
- White, yellow, purple or red potatoes
- Vegetables in bags, plastic containers, or boxes
- Regular or low sodium
- May be organic



Not Included

- Dried vegetables
- Vegetables with added sugars, sodium, flavoring, artificial sweeteners, dressing, fat or oil
- Juice
- Pickled vegetables or olives (i.e., pickles, relish, sauerkraut, etc.)
- Condiments (i.e., catsup, salsa, chutney, guacamole, pasta sauce, pizza sauce, spaghetti sauce, etc.)
- Fresh or dried herbs or spices
- Soups
- Ornamental vegetables such as chilies on a string, gourds or edible blossoms
- Vegetable trays with dip
- Vegetable baskets or vegetables from the deli/salad bar
- Vegetable muffins or baked goods
- Creamed, sauced or breaded vegetables (i.e., cream style corn)
- Vegetable pasta or rice mixtures; frozen vegetable blends with sauces
- Home-canned or home-preserved vegetables
- Processed frozen potatoes (i.e., french fries, tater tots, twice baked potatoes, hash browns)
- Salad kits
- Tomato products with added herbs, spices or sugars

Canned beans such as pinto, great northern, navy, kidney, etc. are for purchase with legume benefits.



THEY
LEARN
FROM
WATCHING
YOU





FOR WOMEN ONLY JUICE

Included

- Pasteurized 100% unsweetened fruit juice or vegetable juice
- Cans, plastic containers, jugs or cartons **only**

Not Included

- Juice with added sugar or sugar substitutes; fruit and/or vegetable juice blends; Juicy Juice; grapefruit juice; juice drinks or cocktails; juice with carbonation; sports drinks; ciders; lemon or lime juice; organic juices; fresh juice; infant juice; V8 Splash or Fusion varieties
- Glass bottles; packages of individual serving size

Shelf Stable Concentrate 11.5 ounces

	Apple	Grape
Welch's	●	●

Frozen Concentrate 12 ounces

	Apple*	Grape* white, purple or red	Orange*	Pineapple
Always Save	●		any brand in store	
Best Choice	●			
Best Yet	●			
Essential Everyday	●	●		
Flavorite	●			
Food Club	●	●		
Food Lion	●			
Giant	●	●		
Giant Eagle	●	●		
Great Value	●	●		
Hy-Top	●	●		
IGA	●			
Kroger	●	●		
Our Family	●			
Piggly Wiggly	●			
Tipton Grove	●			
Valu Time	●			
Weis	●			

*With or without calcium



FOR CHILDREN ONLY

Shelf Stable or Refrigerated Juice

64 ounces = 1/2 gallon

128 ounces = 1 gallon

*With or without calcium

**Regular or low sodium

Kroger Vegetable Juice is
available in Original or Spicy

Included

- Pasteurized 100% unsweetened fruit juice or vegetable juice
- Cans, plastic containers, jugs or cartons **only**

Not Included

- Juice with added sugar or sugar substitutes; fruit and/or vegetable juice blends; Juicy Juice; grapefruit juice; juice drinks or cocktails; juice with carbonation; sports drinks; ciders; lemon or lime juice; organic juices; fresh juice; infant juice; V8 Splash or Fusion varieties
- Glass bottles; packages of individual serving size

JUICE

	Apple*	Grape* white, purple or red	Tomato**	Vegetable**	Orange*	Pineapple
Always Save	•	•			any brand in store	
Best Choice	•	•	•	•		
Best Yet	•	•	•	•		
Essential Everyday	•	•	•	•		
Everfresh	•					
Food Club	•	•	•	•		
Food Lion	•	•	•			
Giant	•	•	•	•		
Giant Eagle	•	•				
Great Value	•	•	•	•		
Harvest Classic	•	•		•		
Hy-Top	•	•	•	•		
IGA	•	•	•	•		
Kroger	•	•		•		
Nature's Promise		•				
Our Family	•	•	•	•		
Piggly Wiggly	•	•				
Shurfine	•	•	•	•		
Tipton Grove	•	•		•		
That's Smart		•				
Tree Top	•					
Valu Time		•				
Weis	•	•		•		

START EVERY
DAY THE
WHOLE
GRAIN
WAY





BREAKFAST CEREALS

Included

- Boxes or bags
- Hot and cold cereal in 9 ounce to 36 ounce boxes or bags*

*General Mills Cheerios 8.9 ounce is rounded up to 9 ounce box

Not Included

- Single serving boxes or packets **except** Quaker Instant Oatmeal
- Organic cereals
- Variety packs

● = Minimum of 51% Whole Grain Cereal

● = Source of 100% Daily Value of Folic Acid

● = Gluten Free



Best Choice
Frosted
Shredded
Wheat Maple
and Brown
Sugar



Best Choice
Frosted
Shredded
Wheat
Strawberry



Best Yet
Strawberry
Frosted
Shredded
Wheat



Essential
Everyday
Frosted
Shredded
Wheat
Strawberry



Food Club
Bite Size
Strawberry
Cream
Shredded
Wheat



Food Lion
Frosted
Shredded
Wheat
Strawberry



General
Mills
Cheerios
Veggie Blends
Apple
Strawberry



General
Mills
Cheerios
Veggie Blends
Blueberry
Banana



General
Mills
Cheerios
Oat Crunch
Berry



General
Mills
Cheerios
Original



General
Mills
Cheerios
Vanilla Spice



General
Mills
Multi-Grain
Cheerios



General
Mills
Kix Berry
Berry



General
Mills
Kix Original



General
Mills
Kix Honey



General
Mills
Rice Chex



General
Mills
Corn Chex



General
Mills
Cinnamon
Chex



General
Mills
Vanilla
Chex



General
Mills
Blueberry
Chex



General
Mills
Fiber One
Honey
Clusters



Great Value
Bite Size
Frosted
Strawberry
Shredded
Wheat



Kroger
Strawberry
Cream
Frosted
Shredded
Wheat

BREAKFAST
CEREALS



Kellogg's
Corn Flakes



Kellogg's
Corn Flakes
Honey Flavor



Kellogg's
Crispix



Kellogg's
Rice Krispies



Kellogg's
Frosted
Mini-Wheats
Original



Kellogg's
Frosted
Mini-Wheats
Little Bites



Kellogg's
Frosted
Mini-Wheats
Little Bites



Kellogg's
Frosted Mini
Wheats
Filled Mixed
Berry



Kellogg's
Frosted
Mini-Wheats
Cinnamon
Roll



Kellogg's
All-Bran
Complete
Wheat
Flakes



Kellogg's
Special K



Kellogg's
Special K
Protein
Honey
Almond
Ancient
Grains



Kellogg's
Special K
Protein
Original Multi
Grain Touch
of Cinnamon



Kellogg's
Special K
Banana



Malt-O-Meal
CoCo Wheats



Malt-O-Meal
Mini Spooners
Strawberry
Cream



Post
Honey
Bunches
of Oats
Vanilla
Bunches



Post
Honey
Bunches
of Oats
Almonds



Post
Honey
Bunches
of Oats
Honey
Roasted



Post
Honey
Bunches
of Oats
Maple &
Pecans



Post
Great Grains
Banana Nut
Crunch



Post
Great Grains
Crunchy
Pecan



Quaker
Instant
Oatmeal
Original Only
(Ind. Packets)



Quaker
Life
Original
Only



Quaker
Oatmeal
Squares
Brown Sugar



Quaker
Oatmeal
Squares
Cinnamon



Quaker
Oatmeal
Squares
Golden
Maple

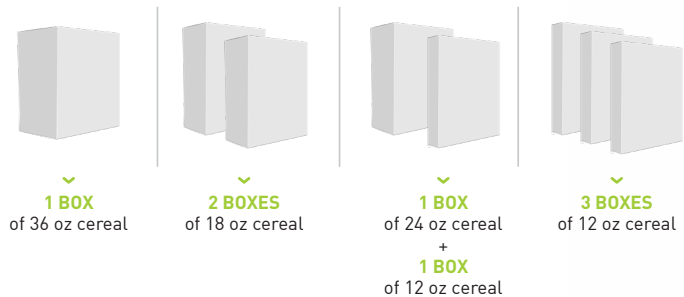


Quaker
Oatmeal
Squares
Honey Nut



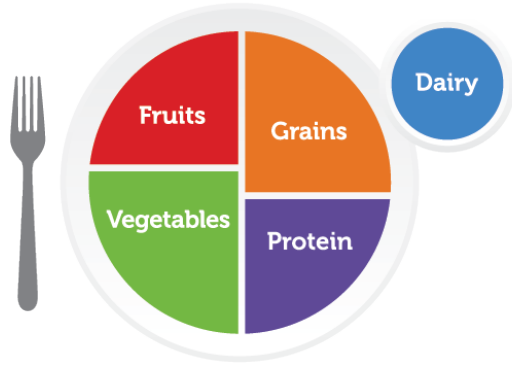
Weis
Strawberry
Frosted
Shredded
Wheat

HOW TO BUY 36 OUNCES OF CEREAL



Grocery stores that accept WIC are not required to stock all WIC-approved brands listed in this guide. They will carry a reasonable variety of each type of WIC food.





Start *simple*
with **MyPlate**



WHOLE GRAINS

Bread

Included

- Whole wheat and whole grain breads
- 16 to 24 ounce packages

Not Included

- Breads not pictured
- Organic

16 to 24 ounces



Best Choice
100% Whole
Wheat



Food Lion
100% Whole
Wheat



Giant Eagle
100% Whole
Wheat



Giant
100% Whole
Wheat



Hauswald's
100% Whole
Wheat



Healthy Life
100% Whole
Wheat



Kroger
100% Whole
Wheat



**Lewis Bake
Shop**
100% Whole
Wheat

16 or 20 ounces



Nature's Own
100% Whole
Wheat
with Honey



Nature's Own
Sugar Free
100% Whole
Grain



Our Family
100% Whole
Wheat



**Pepperidge
Farm**
100% Whole
Wheat Cinn.
Swirl w/Raisins



**Pepperidge
Farm**
Very Thin
100% Whole
Wheat



**Pepperidge
Farm**
Light Style
Soft Wheat



**Pepperidge
Farm**
Stone Ground
100% Whole
Wheat



Schmidt's
Old Tyme
100% Whole
Wheat



Schwebel's
100% Whole
Wheat



Weis
100% Whole
Wheat



Wonder
100% Whole
Wheat



Sara Lee
100% Whole
Wheat

16 or 24 ounces



Kroger
100% Whole
Wheat
Round Top



Nickles
100% Whole
Wheat

20 ounces



Great Value
100% Whole
Wheat



IGA
100% Whole
Wheat



Kroger
CARBMaster
Whole Wheat



Nature's Own
100% Whole
Wheat



Nature's Own
100% Whole
Grain



Sara Lee
Delightful 45
Multigrain

22 ounces



**Pepperidge
Farm**
Whole Grain Soft
Sprouted Grain



**Pepperidge
Farm**
Whole Wheat
Thin Sliced
Bread



**Pepperidge
Farm**
Thin Sliced
Whole Grain
Oatmeal Bread



**Pepperidge
Farm**
Thin Sliced
Whole Grain 15
Grain Bread

24 ounces



Arnold
100% Whole
Grain Whole
Wheat



**Essential
Everyday**
100% Whole
Wheat



Nature's Promise
Whole Wheat
Bread



**Pepperidge
Farm**
Farmhouse
100% Whole
Wheat



**Pepperidge
Farm**
Whole Grain
100% Whole
Wheat



**Pepperidge
Farm**
Whole Grain
15 Grain



**Pepperidge
Farm**
Whole Grain
German Dark
Wheat



**Pepperidge
Farm**
Whole Grain
Honey
Whole Wheat



**Pepperidge
Farm**
Whole Grain
Oatmeal



**Private
Selection**
Sugar Free
100% Whole
Wheat



**Private
Selection**
100% Whole
Wheat



Buns

Included

- Whole wheat and whole grain
- 12 to 16 ounce packages

Not Included

- Buns not pictured
- Organic

12 ounces



Arnold
100% Whole
Wheat Sandwich
Thins



Kroger
100% Whole
Wheat Slider
Buns

13 ounces



Kroger
100% Whole
Wheat Hot Dog
Buns



Nature's Choice
100% Whole
Wheat Hot Dog
Buns



Nature's Own
100% Whole
Wheat Hot Dog
Buns

14 ounces



Kroger
100% Whole
Wheat
Hamburger
Buns



Great Value
100% Whole
Wheat
Hamburger or
Hotdog Buns

14.5 ounces



Pepperidge Farm
100% Whole
Wheat
Hamburger
Buns



Kroger
100% Whole
Wheat Hoagie
Rolls

15 ounces



Nature's Choice
100% Whole
Wheat
Hamburger
Buns



Nature's Own
100% Whole
Wheat
Hamburger
Buns



Schmidt Old Tyme
100% Whole
Wheat Rolls -
Hamburger or
Hotdog



Weis Quality
White Wheat
Rolls -
Hamburger or
Hotdog

16 ounces



Arnold
100% Whole Wheat
Hamburger or
Hot Dog Buns



Brownberry
100% Whole Wheat
Hamburger or
Hotdog Buns



Tortillas

Included

- Whole wheat tortillas made with whole wheat flour
- Corn tortillas made from ground masa flour
- 16 ounce packages **only**

Not Included

- Brands of tortillas not pictured
- Flour tortillas
- Flavored tortillas
- Organic, refrigerated or frozen tortillas

Corn

Whole Wheat

● = Gluten Free



Best Choice



Celia's



Chi-Chi's
Fajita Style



Essential
Everyday



Food Club



Food Lion



Giant



Giant Eagle



Great Value



IGA



Kroger



La Banderita



Mi Casa



Mission



Nature's
Promise



Ortega



Our Family



Tio Santi



Weis



Best Choice



Celia's



Chi-Chi's



Essential
Everyday



Food Club
6" White Corn Tortillas,
Taco Style - 18 ct.



Food Club
6" White Corn Tortillas,
Fajita Style - 21 ct.



Giant



Giant Eagle



Hytop



IGA



Kroger
Gluten Free



La Banderita



Mission



Our Family



Brown Rice

Included

- ANY BRAND brown rice without added sugars, fats, oils or salt
- May be instant, boil-in-bag, quick or regular cooking
- 14 to 32 ounce packages

Not Included

- Organic
- Basmati, wild, wehani, white or jasmine rice
- Bulgar
- Barley
- Flours
- Seasoned or flavored rice
- Refrigerated or frozen rice
- Ready to serve, precooked or single serve
- Brown rice mixed with any other rice





Oats

Included

- ANY BRAND of quick or regular cooking, old-fashioned or rolled oats without added sugars, fats, oils or salt
- 16 or 18 ounce canister **only**

Not Included

- Single serve
- Organic
- Steel Cut
- Instant
- No Boxes
- No Bags



Instant oatmeal is **ONLY** for purchase under the breakfast cereal benefits.



Pasta

Included

- Whole wheat or whole grain
- Without added sugars, fats, oils or salt
- 16 ounce packages only



Barilla
Whole Grain

Essential Everyday
Whole Wheat

Food Club
Whole Wheat

Food Lion
Whole Wheat

Giant
Whole Wheat

Giant Eagle
100% Whole Wheat

Great Value
Whole Wheat

Hodgson Mill
Whole Wheat

Kroger
100% Whole Grain

Our Family
Whole Wheat

Ronzoni Healthy Harvest
Whole Grain

Weis
Whole Wheat

	Angel Hair	Elbows	Linguine	Macaroni	Penne	Penne Rigate	Rotini	Spaghetti	Spirals	Thin Spaghetti
Barilla Whole Grain	•	•	•		•		•	•		•
Essential Everyday Whole Wheat				•	•		•	•		•
Food Club Whole Wheat						•		•		
Food Lion Whole Wheat						•				•
Giant Whole Wheat		•				•	•	•		•
Giant Eagle 100% Whole Wheat		•				•	•	•		
Great Value Whole Wheat		•	•		•		•	•		•
Hodgson Mill Whole Wheat	•	•						•	•	•
Kroger 100% Whole Grain					•		•	•		•
Our Family Whole Wheat							•	•		
Ronzoni Healthy Harvest Whole Grain			•			•	•	•		•
Weis Whole Wheat	•					•	•	•		

SOME EXAMPLES OF HOW TO BUY 32 OUNCES OF WHOLE GRAINS



2 LOAVES
of 16 oz bread



1 LOAF
of 16 oz bread
+
1 PACKAGE
of 16 oz tortillas



1 BOX
of 16 oz rice
+
1 PACKAGE
of 16 oz tortillas



2 BAGS
of 16 oz rice



2 PACKAGES
of 16 oz
tortillas



1 LOAF
of 16 oz bread
+
1 BAG
of 16 oz rice



1 LOAF
of 20 oz bread
+
1 BAG
of 12 oz buns



2 BOXES
of 16 oz pasta



1 BOX
of 16 oz pasta
1 BAG
of 16 oz buns



1
of 14 oz buns
+
1 CANISTER
of 18 oz oats



2 CANISTERS
of 16 oz oats



+



OR



OR



OR



1 CANISTER
of 16 oz oats
+
1
16 oz bread or rice or pasta or tortilla



SNACK
LIKE A
SUPER
HERO





LEGUMES

Beans

Included

- ANY BRAND dried beans, lentils or peas in any variety, including organic and any combination of varieties
- 16 ounce bag **only**
- ANY BRAND of any type of canned bean, including fat free refried beans, without added sugars, fats, oils or meats
- May be low sodium or organic
- Canned beans may be chosen for dried beans as listed on eWIC Benefit Balance
- 15 to 16 ounce cans **only**

Not Included

- Beans or canned beans with added flavoring packets or additional flavorings, sugars, fats, dyes, oils or meat
- Soups or soup mixes
- Boxes of beans; bulk or loose beans; raw or roasted nuts
- Baked beans or pork and beans
- Canned chili
- Gourmet style peas or beans; hummus

Varieties such as green beans, green peas, snap beans, orange beans, wax beans and edamame-style soy beans are for purchase with cash value benefits only.



Peanut Butter

Not available for purchase for children under one year of age

Included

- ANY BRAND of commercially prepared, pre-packaged variety of plain, low sugar or low-sodium peanut butter, including smooth, crunchy or extra crunchy, and chunky styles
- 16 to 18 ounce jars **only**
- Natural or organic varieties without palm oil

Not Included

- Whipped peanut butter; combinations including those with jelly, honey, chocolate, marshmallow or flavors added; other nut butters (i.e., almond, soy, sesame, sunflower, cashew, hazelnut, etc.)
- Reduced fat, fat-free, low carb or peanut spreads
- Honey roasted or honey nut peanut butter
- Specialty or gourmet peanut butter
- Peanut butter with added nutrients such as Vitamin E, DHA or ARA
- Packages of individual serving size, including tubes, slices or “To Go” containers
- Bulk or fresh ground peanut butter
- Powdered peanut butter

Legumes and Peanut Butter Conversions



1 BAG

of 16 oz beans
is 1 container



1 JAR

of 16-18 oz peanut butter
is 1 container



Peanut butter is not recommended for children under one year of age because of the risk of choking.



4 CANS

of 15-16 oz beans
is 1 container



3 CANS

of 15-16 oz beans
is .75 container



2 CANS

of 15-16 oz beans
is .50 container



1 CAN

of 15-16 oz beans
is .25 container



FOR WOMEN WHO ARE FULLY BREASTFEEDING, PREGNANT AND BREASTFEEDING, AND PREGNANT WITH MULTIPLES ONLY

Fish

Included

- Skipjack Tuna
- ANY BRAND Chunk Light Tuna; Pink Salmon
- 5 ounce, 6 ounce, 7.5 ounce or 14.75 ounce cans

Not Included

- Sardines or Jack Mackerel; Albacore, Yellow Fin, Chunk White, Solid White, Tongol or other specialty tuna; Blueback, Chum, Sockeye, Red, King, Coho salmon
- Flaked or grated; low sodium; select, fancy and/or solid
- Organic
- Fish with added flavorings, spices or ingredients other than salt, oil or water
- Gourmet, fillet, fresh, dried, frozen or smoked fish
- Pouches or foil packets
- Packages of individual serving size
- Fish and cracker combinations or fish spreads

HOW TO BUY 30 OUNCES OF FISH



2 CANS
of 14.75 oz fish



1 CAN
of 14.75 oz fish
+
3 CANS
of 5 oz fish



1 CAN
of 14.75 oz fish
+
2 CANS
of 6 oz fish



4 CANS
of 7.5 oz fish



5 CANS
of 6 oz fish



6 CANS
of 5 oz fish



2 CANS
of 7.5 oz fish
+
3 CANS
of 5 oz fish

WEST VIRGINIA WIC PARTICIPANT AGREEMENT

What does WIC expect from me?

- **Buy WIC approved foods:** I will buy only the foods listed on my WIC shopping list with my eWIC card. I will use these foods only for the person on the program.
- **Use WIC benefits correctly:** I will follow the WIC Program and shopping rules when using WIC benefits. I will not sell, trade, give away, or exchange WIC benefits, food or formula purchased with WIC benefits.
- **I will keep all sales receipts for food or formula identical to those issued by WIC that I privately purchase:** These receipts will be documentation that I can provide to the WIC Program, if requested, to prove I am not selling, trading, giving away, or exchanging food or formula provided by the WIC Program.
- **I will not exchange formula at the store. I will return any unused formula or baby food to the WIC Clinic.** I will handle my WIC benefits with care. If they are lost or stolen, I will notify my local WIC Clinic immediately. I understand that I will not receive a replacement for the benefits if they are lost or stolen.
- **Go to one WIC Clinic at a time:** I will get benefits from only one clinic at a time. If I move out of state, I can ask for a transfer.
- **Keep WIC appointments:** I will come to my appointments or call ahead if I can't make my appointment.

- **Common courtesy:** I will treat WIC and grocery store staff with courtesy and respect. I understand that if I, my caretaker or anyone purchasing benefits on my behalf verbally abuse, harass, threaten, or physically harm a WIC staff member or grocery store staff, my family may lose WIC benefits.

What Can I Expect From WIC?

- **WIC foods:** If I qualify for WIC, I will get WIC benefits to buy healthy foods at the grocery store. I understand that WIC is a supplemental program and does not give all the food or formula needed in a month.
- **Nutrition and breastfeeding information:** WIC will give me tips for healthy eating and active living. WIC will provide me with breastfeeding support.
- **Health care information:** WIC will help me find a doctor and refer me when necessary to other services.
- **Fair treatment:** WIC staff will treat me with courtesy and respect. I have the right to ask for a fair hearing if I do not agree with a decision about my WIC eligibility. I understand that I must request a fair hearing by writing or calling my local WIC Clinic or the State WIC Clinic within 60 days from the date I received a letter telling me about my WIC eligibility. If I have any comments about my local WIC Clinic, I can contact the State WIC Program. The address is 350 Capitol Street, Room 519, Charleston, WV 25301. The telephone number is (304) 558-0030.

By participating in WIC, I understand and agree

- All the information I give WIC is true. WIC staff may periodically check any of this information.
- If I break the rules or make false statements, intentionally misrepresent, conceal, or withhold facts about my eligibility for the WIC Program, I understand that:
 - I, or my child, can be taken off WIC, and I will have to pay money back to the WIC Program for foods, formula, or breastpumps I should not have received or that I sold or traded.
- I will immediately report any change in my address, phone number, income, family size, eligibility for Medicaid, or if I am no longer breastfeeding.
- I give permission for WIC staff to take my or my child's height and weight and a small amount of blood to check my or my child's iron level. I understand this information is needed to help determine WIC eligibility.
- The WIC Program voluntarily collects social security numbers for the purpose of identifying who you are. This is in accordance with the Tax Reform Act of 1976.
- WIC will keep information about me or my child(ren) confidential and share only information needed to determine eligibility and for referral to other services.
- WIC staff can share information with my health care provider, another WIC clinic, or health, education, and social service programs.
- My information may also be used to conduct quality assurance assessments of the WIC Program.
- I have been advised and understand my rights and responsibilities.

QUESTIONS?

Just call 304-558-0030 or
contact your local WIC clinic at:



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To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at: http://www.ascr.usda.gov/complaint_filing_cust.html, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

(1) mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;

(2) fax: (202) 690-7442; or

(3) email: program.intake@usda.gov.

This institution is an equal opportunity provider.

WIC-02 (7/2024)

