

WEST VIRGINIA WIC APPROVED FOOD PRODUCT APPLICATION

Please type or print in ink. Complete **ONE** application for each product or variation of a product.

1. Name of Product: _____

2. Company Name: _____
Company Address: _____

Phone Number: _____
Contact Person/Title: _____
Email Address: _____

3. Type of packaging (bag, box, cans, glass jars, paper, plastic, cartons, single-serving cups, etc.)
AND
All units available in West Virginia (64 oz. canned, 12 oz. frozen, 20 oz. box, etc.): _____

4. Average/suggested retail cost per unit: _____

5. Availability throughout West Virginia (i.e. geographic area served by suppliers): _____

6. Date product became/will become available in West Virginia: _____

Please submit the following (ALL items must be submitted for product consideration):

- Actual package flat or label displaying **the ingredient list**.
- Actual package flat or label displaying **the “Nutrition Facts” panel**.
- Actual package flat or label displaying **the UPC label**.
- For corn tortillas, whole wheat tortillas, whole wheat and whole grain pasta, yogurt, adult cereal, whole wheat and whole grain bread/buns, and juice: **A color slide or print-ready photo** of your product which could be used on a picture food list. This photo must be regular packaging without advertisements or special promotional offers.

WEST VIRGINIA WIC APPROVED FOOD PRODUCT APPLICATION

Please keep in mind that information submitted must reflect the following approval criteria:

- For organic legumes: Any variety of mature dry beans, peas, or lentils in dry-packaged or canned forms. Canned legumes may be regular or lower in sodium
- For organic and/or natural peanut butter: Any variety of peanut butter and reduced-fat peanut butter (must conform to FDA Standard of Identity); creamy or chunky, regular or reduced-fat, salted or unsalted allowed. Standard of Identity permits only hydrogenated vegetable oils only; **no palm oil**.
- For corn tortillas: Corn tortillas made from ground masa flour (corn flour) using traditional processing methods. Examples of primary ingredients meeting the WIC-eligibility criteria include: whole corn, corn (masa), whole ground corn, corn masa flour, masa harina, and white corn flour.
- For whole wheat tortillas: Whole grain must be the primary ingredient by weight.
- For whole wheat and whole grain pasta: Whole wheat flour and/or whole durum wheat flour must be the only flours listed in the ingredient list and must contain no added sugars, fats, oils, or salt.
- For soy milk (soy-based beverage): Must be fortified to meet the following nutrient levels: 276 mg calcium per cup, 8 grams protein per cup, 500 IU vitamin A per cup, 100 IU vitamin D per cup, 24 mg magnesium per cup, 222 mg phosphorus per cup, 349 mg potassium per cup, 0.44 riboflavin per cup and 1.1 mcg vitamin B12 per cup **in accordance with fortification guidelines issued by FDA**. May be flavored or unflavored.
- For yogurt: Must be pasteurized. Must contain no more than 40 g of total sugars per 1 cup yogurt. May be plain or flavored. Package size or combination of packages must total 32 ounces.
- For canned fish: ONLY pink salmon in water or oil; 5, 6, 7.5 or 14.75 oz cans.
- For adult cereal: Nutrition composition for iron content, expressed in mg of iron per 100 grams of dry cereal. Nutrition composition for sucrose and other sugars expressed in grams per 100g of dry cereal.
- For whole wheat bread/buns: Whole wheat flour and or bromated whole wheat flour must be the only flours listed in the ingredient list. Whole grain must be the primary ingredient by weight. The manufacturer must provide the product's percentage of whole grain ingredients by weight per Reference Amount Customarily Consumed (RACC) based upon the product's specific recipe.
- For juice: Nutrition composition for vitamin C content, expressed in mg of vitamin C per 100 ml of juice; shelf-stable juice must be in 48-ounce, 64-ounce/half-gallon or 128-

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ounce/gallon containers, frozen juice must be in 12-ounce containers, and shelf-stable concentrate juice must be in 11.5-ounce containers only.

If approved for inclusion on the West Virginia WIC-Approved Food List, the manufacturer agrees to notify us promptly of product changes including price, distribution, labeling, or packaging. Failure to do so may result in removal from the WV WIC-Approved Food List.

Signature/Title of Company Representative _____ Date _____

All applications must be received by **June 30, 2019** for consideration. Applications will be reviewed by WV WIC Food List Committee in July and August 2019 for the October 2020 Food List.

Mail to:
West Virginia WIC Program
Attn: Nutrition Education Unit
350 Capitol Street, Room 519
Charleston, WV 25301-3717

OR

Scan and Email to:
Emma.S.Walters@wv.gov

WIC Office Use Only

Reviewed by: _____

Food Category: _____

Date Approved: _____

Date Denied: _____

Reason: _____