Iowa WIC Approved Foods List Iowa WIC Program Approved Foods List as of April 1, 2023

Food Category	VIC Program Approved Foods	<u> </u>
rood Category	Approved Brands or Varieties	
CEREAL Cereal is brand and flavor specific Any combination of approved cereals up to the total ounces specified Minimum package size for national brands and store brands is 12 ounces. NO added fruit, yogurt or nuts + Gluten free * Whole grain cereals	General Mills: Cheerios – only Plain*+, Multi-Grain*+, Multi-Grain*+, Multi-Grain Strawberry*+and Vanilla Spice*+; Cheerios Oat Crunch Berry*; Chex – only Corn+, Rice+, Wheat*, Vanilla+, Blueberry*+, and Cinnamon+; Kix – only Plain*, Berry Berry* and Honey*; Sesame Street – only Berry* and Cinnamon*; Total*; Fiber One Honey Clusters*; Wheaties* Kelloggs: All Bran*; Corn Flakes - only Regular, Cinnamon and Honey; Crispix; Frosted or Unfrosted Mini Wheats – only Plain*, Mixed Berry*, Strawberry*, Blueberry*, Touch of Fruit*, Pumpkin Spice*, Golden Honey*, Cinnamon Roll*, Chocolate* and Bite Size*; Lil Bites Chocolate*, Special K – only Original and Banana*; Special K Protein - only Honey Almond, Ancient Grains* and Original Touch of Cinnamon*; Rice Krispies	Hot Cereal: Plain and Whole Grain*; includes 1 minute, 2 ½ minutes and 10 minutes Cream of Rice+ Malt-O-Meal Chocolate Malt-O-Meal Original COCO Wheats Malt-O-Meal: Corn Flakes; Crispy Rice; Frosted Mini-Spooners – Plain only* Kashi: Honey Toasted Hearts & O's, Warm Cinnamon Hearts & O's
	Post: Grape-Nuts – only Original* and Flakes*; Great Grains - only Banana Nut Crunch* and Crunchy Pecan*; Honey Bunches of Oats - only Almonds, Cinnamon Bunches, Honey Roasted, Pecan & Maple Brown Sugar, Whole Grain Honey Crunch*, Whole Grain with Vanilla Bunches* Only these store brands 12 oz. or Bran Flakes*, Corn Flakes, Corn	Quaker: Life – only Plain*, Strawberry* and Vanilla*; Oatmeal Squares* - only Brown Sugar, Cinnamon, Golden Maple, and Honey Nut larger Always Save

Biscuits/Corn Squares, Crisp(y) Rice, Crispy Hexagons/Twin Grain Crisp, Frosted Shredded Wheat*, Frosted Bite-Size Shredded Wheat*, Multigrain Toasted Oats*/ Multigrain Tasteeos*/Multigrain Medley*/Spins*, Nutty Nuggets*/Crunchy Nuggets*/ Nuggety Nuggets*/Wheat and Crunchy*, Oats and More/Oats and НуТор More with Almonds/Honey and Oats, Oat Wise*/Simply Living*/4 Corner IGA Crunch*/Live it Up!/Live Life @ 100%/Crunchy Oat Squares*, Oatmeal Squares*/Oat Squares*, Rice Biscuits/Rice Squares, Toasted Oats*/ Tasteeos*/ Happy O's*/Rollin Oats*, Wheat Flakes*, Wheat Squares*/Wheat Biscuits*

Best Choice Best Yet Centrella Clear Value Essential Everyday Fareway/Fastco Food Club Great Value Hv-Vee Kemach Kiggin's Market Pantry Our Family Save-A-Lot Schnucks Shurfine Signature Select That's Smart Valu Time

Food Category	Approved Brands or Varieties	
Food Category 100% Whole Wheat Bread/Buns NO added fruit, nuts and seeds	• Must say "100% whole wheat" on the package and whole wheat must be the first ingredient on the label. 16 ounce loaf 100% whole wheat loaf approved brands include: Arnold Light 100% Whole Wheat Aunt Millie's 100% Whole Wheat Baker's Choice 100% Whole Wheat Best Choice 100% Whole Wheat Best Yet 100% Whole Wheat Bunny 100% Whole Wheat Family Choice 100% Whole Wheat Fareway 100% Whole Wheat Great Value Whole Wheat Healthy Life 100% Whole Wheat HyVee 100% Whole Wheat IGA 100% Whole Wheat	
	Lewis Bake Shop 100% Whole Wheat Nature's Own 100% Whole Wheat Our Family 100% Whole Wheat Ozark Hearth 100% Whole Wheat	
	Pepperidge Farm Stone Ground 100% Whole Wheat	

Pepperidge Farm Very Thin Sliced 100% Whole Wheat

Roman Meal Sungrain 100% Whole Wheat

Sara Lee Classic 100% Whole Wheat

Schnucks 100% Whole Wheat

Shurfine 100% Whole Wheat

Shurfresh 100% Whole Wheat

Signature Select 100% Whole Wheat

SunnyBrook 100% Whole Wheat

Village Hearth 100% Whole Wheat

18 ounce loaf 100% whole wheat approved brands include:

Baker's Choice 100% Whole Wheat

Brownberry 100% Whole Wheat Small Slice

20 ounce loaf 100% whole wheat approved brands include:

Best Choice 100% Whole Wheat Sandwich Bread

HyVee 100% Whole Wheat

Nature's Own 100% Whole Wheat

Nature's Harvest 100% Stone Ground Whole Wheat

Sara Lee Classic 100% Whole Wheat

Sara Lee Delightful 100% Whole Wheat

Signature Select 100% Whole Wheat

Village Hearth 100% Whole Wheat

24 ounce loaf 100% whole wheat (fully breastfeeding women only) brands include:

Arnold Dutch Country 100% Whole Wheat

Aunt Millie's Best Grains 100% Whole Wheat

Aunt Millie's Homestyle 100% Whole Wheat

Best Choice 100% Whole Wheat Sandwich Bread

Brownberry 100% Whole Wheat

Brownberry Natural 100% Whole Wheat

Country Hearth 100% Whole Wheat

Fiber One 100% Whole Wheat

Nature's Pride 100% Whole Wheat

New England 100% Whole Wheat

Oroweat Whole Grain 100% Whole Wheat

Our Family Country Style 100% Whole Wheat

Pepperidge Farm Farmhouse 100% Whole Wheat

Pepperidge Farm Whole Grain 100% Whole Wheat

reppendge rann whole Grain 100% whole wheat

Sara Lee Hearty & Delicious 100% Whole Wheat

Village Hearth NE 100% Whole Wheat

Wholesome Harvest Stone Ground 100% Whole Wheat

16 ounce buns 100% whole wheat packages approved brands include:

Arnold 100% Whole Wheat Sandwich Buns

Brownberry 100% Whole Wheat Sandwich Buns

Brownberry 100% Whole Wheat Hot Dog Buns

Healthy Life 100% Whole Wheat Sandwich Buns
Healthy Life 100% Whole Wheat Hot Dog Buns
Natures Harvest 100% Whole Wheat Hamburger Buns
Natures Harvest 100% Whole Wheat Hot Dog Buns
Oroweat 100% Whole Wheat Hot Dog Buns
Sara Lee 100% Whole Wheat Hamburger Buns
Sara Lee 100% Whole Wheat Hot Dog Buns
Wonder 100% Whole Wheat

Food Category	Approved Brands or Varieties	
Brown Rice NO added flavoring	 14-16 ounce package includes instant and boil-in-bag 16 ounce any brand of plain regular brown rice 	
Oatmeal Oatmeal is brand specific	• Quick or Old Fashioned 16 oz. Container: Mom's Best Best Choice Our Family	
100% Whole Wheat Pasta NO added sugars, fats, oils or salt NO pasta made from rice, quinoa, flax, corn or vegetables	 Any Brand 16 oz. Any shape including spaghetti, spirals, penne, rotini, elbows, macaroni or shells 	
Soft Corn and Whole Wheat Tortillas No added flavoring	• 16 ounce package Corn Tortillas (Yellow or White): Azteca Best Choice Best Yet Calidad Carlita Celia's	Whole Wheat Tortillas: Azteca Best Choice Buenavita Celia's Chi-Chi's Fareway

Chi-Chi's	Food Club
Don Poncho	Frescado
Essential Everyday	Great Value
Food Club	Hormel
Frescado	HyVee
Guerrero	IGA
Herdez	La Banderita
HyVee	Mama Laupe's
IGA	Mission
La Banderita	Ortega
La Burrita	Our Family
Mama Lupe's	Schnucks
Mission	Shurfine
Our Family	Signature Select
Pepito	
Sara Lee	
Shurfresh	
Tia Rosa	

Food Category	Approved Brands or Varieties	
CANNED	• Any Brand 15 -16 oz.	
BEANS	Regular, low-salt or no-salt	
NO baked beans, refried bean or chili beans	 Includes: black, black-eyed peas, butter, cannellini, garbanzo (chickpeas), great northern, kidney, lima, navy, pinto, red, split peas 	
NO soup or soup mix		
NO added vegetables, fruits, meat, sugars, fats, or oils		
DRIED BEANS	Any brand in 16 ounce packages	
AND PEAS NO mixed beans	 Includes: black, black-eyed peas (cow peas or cow beans), kidney, garbanzo (chickpeas), great northern, lentil, limas (butter beans), navy, 	

or soup mix	pinto, red, soybeans, split peas
NO added vegetables, fruits, meat, sugars, fats, or oils	
PEANUT BUTTER	Any brand in containers of 16-18 ounces
NO peanut butter spreads or reduced fat	Includes: chunky, crunchy, creamy, smooth, low sodium and reduced sugar
NO added marshmallows, honey, almonds, jelly, chocolate or similar ingredients	Must contain more than 90% peanuts and no more than 55% fat
NO bulk or freshly ground	
NO refrigerated	
CANNED TUNA	Any brand of chunk light tuna including water packed and oil packed
NO added ingredients	Minimum container size of 5 ounces; includes cans and foil pouches
NO white albacore, solid or Yellowfin tuna	Includes regular and low sodium
cans and foil pouches	
CANNED SALMON	Any brand of pink salmon with or without bones and skin
NO chum or red	

salmon NO added ingredients	• Minimum container size of 5 ounces; includes cans and foil pouches
ingredients	Includes regular and low sodium

Food Category Approved Brands or Varieties 64 ounce Bottles - Shelf Stable JUICE Apple juice: Blended fruit juice (all flavors of Always Save, Apple & Eve, Baymist, these brands): Only these Best Choice, Best Yet, Big Tex, Corner Apple & Eve Cranberry Blends, Best brands, flavors Store, Essential Everyday, Fareway, Choice, Best Yet, Big Tex, Great and container Food Club, Full Circle, Great Value, Value, Food Club ,HyVee Cranberry sizes and Pomegranate Blends, HyVee Just Harvest Classic, HyTop, HyVee, IGA, Juicy Juice, Langers, Market Pantry, Juice, IGA, Juicy Juice, Langers, Approved brands Mott's Original, Mrs. Clark's, Libby's, Market Pantry, Mott's Apple and flavors also blends Northland Cranberry Blends, Musselmann's, Ocean Spray, Old include calcium-Orchard, Our Family, Schnucks, Ocean Spray Old Orchard, Our fortified juices Seneca, Shurfine, Signature Select, Family, Schnucks, Shurfine, Signature Select, Texsun, Tipton Grove, Welch's Texsun, Tipton Grove, Tree Top Only 100% unsweetened fruit juice **Grape juice:** White, Purple or Red **Grapefruit juice:** White, Pink or Only 100% Always Save, Baymist, Best Choice, Ruby Red vegetable juice Best Yet Big Tex, Essential Everyday, Fareway, Food Club, Great Value, All brands of 100% grapefruit juice NO drinks, ades, HyTop, HyVee, IGA, Langers, Market nectars, juice Pantry, Midwest Country Fare, Mrs. beverages, infant Clark's, Ocean Spray, Old Orchard, juices, cocktails, Our Family, Schnucks, Shurfine, twisters or coolers Signature Select, Texsun, Tipton Grove, Welch's **Orange juice:** Pineapple or Pear juice: All brands of 100% orange juice, with Best Choice, Big Tex, Everyday or without pulp Essential, Fareway, Food Club, Great Value, HyTop, HyVee, IGA, Langers, Libby's, Old Orchard, Our Family, Schnucks, Signature Select, Texsun

Tomato juice or Blended Vegetable juice:

Best Choice, Best Yet ,Big Tex, Campbell's (Regular, Healthy Request and Low Sodium), Diane's Garden, Essential Everyday, Fareway, Food Club, Garden Fest, Great Value, HyTop, HyVee, IGA, Langers, Market Pantry, Mrs. Clark's, Our Family, Schnucks, Signature Select, Texsun, V-8 Plain only

Food Category	Approved Brands or Varieties	
	• 11.5 - 12 ounce - frozen (single flavors only)	
Juice Only these brands, flavors and container sizes	Apple juice: Best Choice, Food Club, Great Value, HyTop, HyVee, IGA, Market Pantry, Old Orchard, Our Family, Seneca, Shurfine, Tree Top	Pineapple juice: Dole, Langers, Market Pantry, Old Orchard
Approved brands and flavors also include calciumfortified juices Only 100% unsweetened fruit juice NO drinks, ades, nectars, juice beverages, infant	Grape juice: White or Purple Best Choice, Food Club, Great Value, Market Pantry, Old Orchard, Seneca, Welch's (with yellow end cap only Orange juice: All brands of 100% orange juice Includ pulp-free	Grapefruit juice: White, Pink or Ruby Red All brands of 100% grapefruit juice es added calcium, with pulp, and
juices, cocktails, twisters or coolers	• 32 ounce Bottles - Shelf Stable	
Tomato Juice or Blended Vegetable Juice		ee: See 64 oz. for brands
	64 ounce Container - Refrigerated	
	Orange Juice- All brands of 100% orange juice	

Food Category	Approved Brands or Varieties	
CASH VALUE	Dollar value is specified	
VOUCHER FOR FRUITS AND VEGETABL ES If purchase exceeds value	Fruits: Allowed: Fresh fruit, frozen in juice or water Not allowed: Syrups or added sugars or sweeteners, added fats, oils, or salt. No dried fruit, items from salad or fruit bars, party trays, fruit baskets, fruit and nut mixtures.	Vegetables: Allowed: Fresh including any potatoes, bagged salads with no additional ingredients; frozen without added fat, oil, sauces, sugars, pasta or rice; Not allowed: Dried vegetables, herbs and spices, items from salad bars, party trays, nuts including peanuts; Frozen
specified, participant may pay the difference		french fries, tator tots, potato rounds, diced potatoes, shredded hash browns, or hash brown patties with fats/oils, seasonings or sugars.

Milk Cow's milk -Any brand Cow's Milk: pasteurized with 1 % Lowfat or Fat Free Skim Milk vitamins added in Evaporated Fat Free Milk the container size Evaporated Whole Milk and fat content Nonfat Dry Milk (powdered) specified Chocolate – Whole, 1% Lowfat or Fat Free Skim Milk NO rice or nut **Milk Alternatives:** milks or milk Lactose-Free Milk – Lowfat (1%) or Fat Free (e.g., Dairy Ease or Lactaid) Lactose-Free Milk- Whole (e.g., Dairy Ease or Lactaid) with special health claims Sweet Acidophilus Milk- Fat free, 1% or 2% Powdered Goat Milk – Nonfat or whole, Meyenberg Brand Only Evaporated Goat Milk – Whole, Meyenberg Brand Only

Food Category	Approved Brands or Varieties
EGGS	Any brand in containers of one dozen

NO eggs that make special health claims	USDA Grade A, large, white or brown
CHEESE NO sliced, cubed or crumbles NO added ingredients or flavoring NO processed cheese, cheese spreads or American cheese NO cheese purchased from a service counter	 Any brand in 8 ounce or 16 ounce packages Chunk, shredded or Mozzarella string cheese Natural and domestic cheeses including Cheddar, Colby, Colby-Jack, Monterey Jack, and Mozzarella Includes varieties such as medium, sharp, extra sharp 2% milk, low-fat, and fat free natural cheeses are also allowed
TOFU No special health claims	 16 ounce packages Approved brands: Azumaya – Silken, Firm, Extra Firm House Foods (Premium) – Medium Firm, Firm, Extra Firm 64 ounce containers
BEVERAGE	Approved brands: 8th Continent Original or Vanilla Soymilk Silk Original Soy Beverage Great Value Original

Food Category	Approved Brands or Varieties	
Yogurt		
Nonfat, lowfat Whole	32 oz. Whole: Brown Cow: Maple, Plain, Vanilla	32 oz. Whole Greek: Chobani Greek: Plain
Plain or flavored		

Regular or Greek	Dannon: Plain, Strawberry, Vanilla	Cabot: Plain
No frozen yogurt, or drinkable	Food Club: Vanilla HyVee: Plain	Fage: Plain Food Club Greek : Vanilla
yogurt	Lucerne: Plain, Vanilla, Strawberry	Great Value: Plain
No added ingredients such as granola, nuts,	Mountain High: Plain, Vanilla, Strawberry	Good & Gather: Plain, Honey Vanilla
honey, candy pieces, etc.	Oikos: Plain	HyVee: Honey Salted Caramel, Plain, Honey Vanilla
No "light" yogurts with artificial sweeteners or stevia	Old Home: Plain, Vanilla	Greek Gods: Black Cherry Honey, Plain, Strawberry Honey, Vanilla
	Our Family: Plain	Honey
	Stoneyfield: Organic: Banilla, Strawberry	Old Home: Plain, Vanilla Our Family: Plain
	24 oz. Whole: Country View Dairy: Plain Siggi's: Plain, Touch of Honey	24 oz. Whole Greek: Greek Gods: Black Cherry, Chocolate Cherry, Chocolate Mocha, Chocolate Strawberry, Honey, Honey Blueberry, Honey Lemon, Honey Orange, Honey Peach, Honey Salted Caramel, Maple, Strawberry Honey, Vanilla Honey, Pumpkin Spice
	24 oz. LowFat: Anderson Erikson: Plain, Vanilla, Strawberry, Cherry Vanilla Country View Dairy: Plain, Vanilla, Strawberry Land O Lakes: Peach, Raspberry, Strawberry, Strawberry, Strawberry, Strawberry-Banana, Vanilla Siggi's: Plain, Vanilla	24 oz. LowFat Greek: Greek Gods: Plain Country View Dairy: Plain
	24 oz. NonFat: Land O Lakes: Light Plain Siggi's: Plain, Vanilla	24 oz. NonFat Greek: Greek Gods: Plain
	32 oz. LowFat: Best Choice: Vanilla, Plain, Strawberry	32 oz. NonFat: Best Choice: Plain, Vanilla
	Best Yet: Plain, Vanilla	Best Yet: Plain, Vanilla

Coburn Farms: Plain, Vanilla	Decree Com Divis Verille Comm Torr
Dannon: Plain, Strawberry, Strawberry-Banana, Vanilla	Brown Cow: Plain, Vanilla, Cream Top Plain
Everyday Essentials: Strawberry, Blueberry, Vanilla, Plain	Dannon: Plain, Strawberry, Strawberry-Banana
Food Club: Strawberry, Vanilla	Everyday Essentials: Plain Food Club: Plain
Great Value: Strawberry Banana, Peach, Strawberry, Vanilla	Great Value: Plain, Strawberry
HyVee: Blueberry, Peach, Vanilla, Strawberry, Strawberry-Banana, Plain	HyVee: Plain
Lala: Plain, Strawberry, Vanilla,	Lucerne: Plain
Mango Lucerne: Vanilla, Strawberry, Plain	Market Pantry: Plain
Market Pantry: Vanilla	Mountain High: Plain, Vanilla
Mountain High: Plain, Vanilla	Oikos: Plain w/ Maple, Plain w/Honey, Vanilla Bean, Anything but Plain
Oikos: Pro Plain	Old Home: Plain, Vanilla
Our Family: Blueberry, Peach, Strawberry, Vanilla	Our Family: Vanilla, Plain, Strawberry
Prairie Farms: Blueberry, Peach, Strawberry, Vanilla	Schnucks: Plain
Schnucks: Vanilla, Strawberry, Plain	Shurfine: Plain
Two Good: Plain Yoplait: Blueberry, Strawberry, Vanilla, Peach, Strawberry-Banana Stoneyfield: Organic: Plain, Vanilla	Stoneyfield: Organic: Plain, Vanilla
32 oz. NonFat Greek: Best Choice: Plain, Vanilla	Yogurt Tubes 8- 2oz. LowFat: Chobani Greek: Strawberry
Chobani: Blueberry, Plain, Vanilla, Strawberry	Chobani Kids: Strawberry Banana Coburn's Yo Whoa: Strawberry & Blueberry, Cotton Candy & Melon
Chobani Simply: Vanilla	Berry
Coburn Farms: Vanilla	Great Value: Strawberry/Blueberry,

	Malon Rarry & Strowborns
Dannon Light &Fit: Plain	MelonBerry & Strawberry
Fareway: Plain, Vanilla	Go Gurt: Orange Cream, Strawberry, Cotton Candy/Melon Berry,
Food Club: Plain, Vanilla	Strawberry Riptide/SpongeBob Berry,Super Punch/Hero Berry,
Good & Gather: Plain, Vanilla	Berry/Strawberry, SpongeBob Berry/Strawberry Splash,Sour Patch
Great Value: Plain, Vanilla	Kids Red Berry/Blue Raspberry, Jolly Rancher Green Apple Watermelon
HyVee: Plain, Vanilla, Strawberry	Hershey's Cookies N Crème, Strawberry & Mystery,
Nostimo: Plain, Vanilla, Strawberry	Strawberry-Lemon-Mix Berry
Oikos: Anything but Plain, Vanilla	Siggi's; Strawberry
Bean, Plain w Maple, Plain w Honey	Stoneyfield: Organic Kids: Cherry/Berry Variety, Strawberry
Old Home: Plain, Vanilla	Yo Whoa: Cotton Candy/ Melon Berr
Open Nature: Plain, Vanilla Our Family: Plain, Vanilla	10 Whou. Cotton Canay/ Mcion Ben
Stoneyfield: Organic Greek: Plain, Vanilla Bean	
32 oz. LowFat Greek: Chobani: Plain, Mad. Vanilla &	Yogurt Tubes 8- 2 oz. Whole: Brainiac:
Cinnamon,	Strawberry, Strawberry Banana, Mixe Berry, Cherry Vanilla
Two Good: Plain	berry, Cherry Vallina
	Yogurt Tubes 16- 2 oz. LowFat: Go Gurt: Orange Cream, SpongeBob Berry/Strawberry Splash, Berry/Cherry, Strawberry Ice Castle/Vanilla Flurries, Red Berry/Blu Raspberry, Strawberry & Mystery, Strawberry-Lemon-Mix Berry
	Simply Go Gurt: Strawberry/Mixed Berry Stoneyfield: Organic Kids: Strawberr & Mixed Berry

Food Category	Approved Brands or Varieties	
INFANT FORMULA or WIC ELIGIBLE NUTRITION ALS	 ONLY the brand of formula listed ONLY the container size listed ONLY the type of formula (powder, liquid concentrate or ready to use) specified 	
NO substitutions		
INFANT CEREAL	 8 ounce and 16 ounce packages Includes rice, oatmeal, multigrain and whole wheat 	
NO added fruit NO added formula NO added milk NO special claims such as added DHA/ARA	Approved brands include: Beechnut Gerber Tippy Toes Gerber Organic Earth's Best	
INFANT FRUITS AND VEGETABLES	 4 ounce containers, single or twin pack Includes fruits or vegetables, single flavor or blend 	
NO added sugars, starches or salt NO desserts NO dinners	 May include white potatoes as an ingredient but not the primary ingredient Infants 9-11 months may receive a CVV for the purchase of fresh fruits and vegetables in lieu of a portion of the infant food fruits and vegetables. Approved brands include: Gerber 1st & 2nd (Organics Allowed) – Beechnut Stage 1 & Stage 2 (Organics Allowed) Tippy Toes Stage 1 & Stage 2 - Happy Baby Organics – Earth's Best Organic 	
INFANT MEATS NO dinners NO meat sticks NO added sugars NO added salts	 2.5 ounce containers Single flavor, beef, chicken, ham or turkey Includes pureed meat and gravy or broth Approved brands include: Beechnut Stage 1 Gerber 2nd Foods Tippy Toes Stage 2 Earth's Best Organic 	