EFFECTIVE 2021

Shopping Guide
My WIC Card

USING YOUR WIC CARD

- Set up your 4-DIGIT PIN by calling 1-833-566-5248.
- REGISTER your WIC Card in the My Minnesota WIC App. (See page 3.)
- Benefits last for 30 DAYS then expire; unused items do not carry over to the next benefit period.
- The first few times, keep it SIMPLE and do WIC-only transactions.
- Keep your WIC Card SAFE. Future benefits are added to the same card.

BEFORE YOU SHOP

- Plan to SHOP EARLY in the benefit period.
- Choose a WIC authorized store.
  - Ask your WIC Clinic for a store near you.
  - Use the My Minnesota WIC App store locator.
- Check your food Account Balance and EXPIRATION dates using one of these ways:
  - My Minnesota WIC App
  - Receipt from your last WIC purchase
  - A balance inquiry printed at the store’s Customer Service Desk
  - Call 1-833-566-5248 for your account balance
  - The Account Balance from the WIC Clinic.

WHILE YOU SHOP

- Check for WIC-allowed brands by using this SHOPPING GUIDE or the Food Finder in your MY MINNESOTA WIC APP.
- Scan foods with the FOOD FINDER to make sure they are in your food benefits (except fresh produce).
- The simplest way to use your fruit and vegetable benefits is to choose UNPACKAGED PRODUCE that you bag yourself.
- Buy what you NEED. You don’t have to buy all your WIC foods at one time.
- Your account balance might show these common PACKAGE SIZES:

<table>
<thead>
<tr>
<th>PACKAGE SIZES</th>
<th>lb. = pound = 16 oz.</th>
<th>qt. = quart = 32 oz.</th>
<th>gal. = gallon = 128 oz.</th>
</tr>
</thead>
<tbody>
<tr>
<td>oz. = ounce</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>doz. = dozen</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>con. = container</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>pkg. = package</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

oz. = ounce
doz. = dozen
con. = container
pkg. = package

CHECKING OUT AT THE REGISTER

- Let the cashier know if this is the FIRST TIME you’re using your WIC card in that store.
- Use your WIC Card FIRST, before other forms of payment.
- Coupons, store loyalty cards, and other special offers are ALLOWED.
- Rain checks and substitutions are NOT ALLOWED.
- If you enter your PIN incorrectly 4 times, your card will be LOCKED. Call 1-833-566-5248 to reset your PIN.
- If the cashier gives you a MIDPOINT RECEIPT showing what the WIC card will pay for, review it carefully BEFORE approving your WIC purchase.

  If a food item is missing, press “NO” and check to see if that item is WIC-allowed and included in your current benefits.

  Ask the cashier to REMOVE any non-WIC items that you don’t want to pay for.

  If a food item DOESN’T SCAN as WIC-allowed, there is nothing the cashier can do to allow it.

  YOU should share with WIC staff:
  - PICTURES of the items you’re trying to buy that were not deducted from your card.
  - ALL receipts from the transaction.
    (Some stores have 5 receipts!)

  Receipts differ between stores.

MINNESOTA WIC-ALLOWED FOOD BRANDS

Not all WIC-allowed food brands are listed in this Shopping Guide. Use your My Minnesota WIC App to check if a food is allowed and available in your food benefits.
HOW TO REGISTER
You can register multiple devices. If you get a new phone, you will need to re-register.

1. Select Settings
2. Tap on Register
3. Enter the WIC Household ID (written on the back of the card), Last 10 Digits of the card, and an Account Name

To register More than One Household, follow Steps 1-3 for each account.

Select the account arrow to Switch to Another Account in both the Benefits and Food Finder screens.

HOW TO USE THE APP
This App may not work if WiFi or cell service is limited.

Your Account Balance updates each time foods are purchased with your WIC Card.

1. Select Benefits
2. Select Current
3. Remaining food benefits are listed by Start and End Dates

Use the Food Finder to check if the food is WIC-allowed and included in your benefits.

1. Select Food Finder
2. Select Scan UPC OR Enter UPC
3. Scan UPC barcode on package OR Enter entire UPC
4. You will receive one of the following Messages:

- Allowed - Included
- Not Allowed
- RED-ORANGE WIC-allowed BUT item is not in your food benefits
- GREEN WIC-allowed and you have enough in your food benefits
- ORANGE WIC-allowed BUT not enough left in your food benefits
- YELLOW WIC-allowed BUT check your fruit and vegetable balance

NOTES:
- Red = WIC-allowed BUT you do not have enough
- Orange = WIC-allowed BUT not enough left

Your account balance updates each time foods are purchased with your WIC Card.

Remaining food benefits are listed by start and end dates.

You will receive one of the following messages:

- Allowed - Included
- Not Allowed
- RED-ORANGE WIC-allowed BUT item is not in your food benefits
- GREEN WIC-allowed and you have enough in your food benefits
- ORANGE WIC-allowed BUT not enough left in your food benefits
- YELLOW WIC-allowed BUT check your fruit and vegetable balance

Messages:
1. 123456789012
2. 123456789012
3. 123456789012
4. 123456789012

Benefits:
- Fresh
  - Any variety
  - Whole, cut, bagged or packaged
  - Organic OK
- Frozen
  - Any variety
  - Single or mixed plain fruits and vegetables
  - Organic OK

DO NOT BUY:
- Salad mixtures with dressing, nuts, cheese, etc.
- Party trays, fruit baskets or salad bar items
- Spices or herbs like parsley, cilantro and basil
- Dried fruit and vegetables
- Decorative fruit and vegetables
- Items with added sugar, butter, fat, oil
- Items with added pasta, rice, sauce or cheese

My WIC App
Available for download from the App Store and Google Play.

Available for download from the App Store and Google Play.

Available for download from the App Store and Google Play.

Available for download from the App Store and Google Play.
**WHOLE GRAIN ITEM**

If your benefit balance shows (16 oz) **WIC-allowed Whole Grain Item**, you can buy:
- Bread
- Brown Rice
- Oats
- Tortillas
- Pasta

---

**Bread**

16 oz package (1 lb)

100% whole wheat

WIC-allowed brands include:

- **DO NOT BUY**
  - Organic
  - Rolls, buns, pita bread

- **Best Choice** Whole Wheat
- **Bimbo** Whole Wheat
- **Cub Foods** Whole Wheat
- **Family Choice** Whole Wheat
- **Fareway** Whole Wheat
- **Food Club** Whole Wheat
- **Great Harvest** Whole Wheat
- **Hy-Vee** Whole Wheat
- **Midwest Bakery** Whole Wheat
- **Our Family** Whole Wheat
- **Pepperidge Farm** Whole Ground Whole Wheat
- **Pepperidge Farm** Whole Wheat
- **Sara Lee Classic** Whole Wheat
- **Sunny Brook** Whole Wheat
- **Village Hearth** Whole Wheat

---

**Brown Rice**

16 oz package (1 lb)

Any brand

- **DO NOT BUY**
  - Organic
  - Wild rice
  - Specialty rice like basmati

- **Best Choice** Long Grain Brown Rice

---

**Oats**

16 oz package (1 lb)

- **DO NOT BUY**
  - Organic
  - Steel cut
  - Instant oatmeal packets

- **Mom’s Best** Quick Old Fashioned Oats
- **Best Choice** Old Fashioned Oats

---

**Pasta**

16 oz package (1 lb)

100% whole wheat

Any brand

- **DO NOT BUY**
  - Organic
  - Pasta made from rice, quinoa, flax, corn or vegetables

- **Best Choice**
- **Chi-Chi’s** Whole Wheat Fajita Style
- **Don Pancho** Whole Wheat Fajita Style
- **Essential Everyday** Whole Wheat
- **Fareway** Whole Wheat
- **Food Club** Whole Wheat
- **Frescados** Whole Wheat
- **Great Value** Whole Wheat
- **Hy-Vee** Whole Wheat
- **La Banderita** Whole Wheat
- **La Burrita** Corn
- **La Perla** Corn
- **Market Pantry** Whole Wheat
- **Mission** Whole Wheat
- **Our Family** Whole Wheat
- **Los Maizales** Corn
- **Mission** Extra Thin Yellow Corn
- **Our Family** Yellow Corn White Corn

---

**Whole grains are only allowed in 16 oz packages.**

Look for 1 lb (pound) or 16 oz sizes.
Milk
gallons or half gallons
Any brand
- Pasteurized
You can only buy the exact type of milk listed on your WIC Account Balance.
Milk options include:
- Cow’s milk
- Lactose-free milk
- Powdered milk
- Evaporated milk
- Goat milk - Never use goat milk for infants under 1 year
Allowed goat milk brands:
- Poplar Hill quarts
- Meyenberg quarts or half gallons
- Meyenberg evaporated in cans

Soy Beverages
WIC-allowed brands include:
- 8th Continent
  - Original Plain
  - Refrigerated Half Gallons
- Great Value
  - Original Plain
  - Refrigerated Half Gallons
- Pacific Foods
  - Ultra Soy
  - Plain, Shelf-stable Quarts
- Silk
  - Original Plain, Refrigerated Half Gallons
  - Twin Packs OK
- Silk
  - Original Plain, Shelf-stable Quarts

Tofu
12 to 16 oz package
- Organic OK
- Unflavored plain, any texture
- Refrigerated or shelf-stable
WIC-allowed brands include:
- Azumaya
- Franklin Farms
- House
- Ichiban
- MinnTofu

Cheese
8 or 16 oz package only
Any brand
- Pasteurized
- Shredded, block, string, sticks or twists
- Low-fat, reduced fat, fat-free or low sodium OK
WIC-allowed cheese includes:
- Cheddar
- Colby
- Farmer
- Monterey Jack
- Mozzarella
- Muenster
- Provolone
- Swiss

Yogurt
32 oz containers only
Any brand
- Pasteurized
- Any flavor
- Greek OK

If your WIC Account Balance lists Low-fat / Nonfat Yogurt, make sure you see these words on the front of your yogurt container.

Eggs
medium, large, extra large or jumbo
Any brand
- Packages of 1 (one) dozen only
- Plain, white chicken eggs

- Organic, pasteurized or fertile eggs
- Brown eggs
- Eggland’s Best or other specialty eggs
Cereals

12 oz package or larger size
- High in folic acid
- Whole grain
- Whole grain with 5+ grams of fiber
- Gluten free

WIC-allowed brands include:

**Cold Cereal**
- Cheerios
- Multi Grain Cheerios
- Kix
- Kix Honey
- Kix Berry Berry
- Total Wheat Flakes
- Wheaties
- Wheat Chex
- Corn Chex
- Rice Chex
- Grape-Nuts

**Hot Cereal**
- COCO Wheats 28 oz
- Quaker Oatmeal 11.8 oz Individual Packets Original Flavor
- Quaker Instant Grits 12 oz Individual Packets Original Flavor
- Malt-O-Meal 28 or 36 oz Original
- Malt-O-Meal 28 or 36 oz Chocolate

**Specialty Cereals**
- Honey Bunches of Oats Whole Grain with 5+ grams of fiber
- Great Grains Banana Nut Crunch
- Frosted Mini Wheats Whole Grain
- Corn Flakes
- Crispix
- Rice Krispies
- Special K Brown Sugar Oatmeal Squares
- Oatmeal Squares Cinnamon
- Oatmeal Squares Cinnamon

**Store Brand Cereal**
- Bran Flakes, Toasted Oats/Tasteeos, and Instant Oatmeal Packets.

**WIC Tip**
Cereals in packages smaller than 12 oz are not allowed. If you have fewer than 12 oz of cereal left in your benefits, you will not be able to use them.

Use this guide to get the most cereal.

- 36.0 OUNCES + 34.5 OUNCES + 36.0 OUNCES

**Exception**
11.8 oz instant oatmeal is the only cereal allowed below 12 oz.
Juice

- 100% juice
- Single flavor
- Added calcium and vitamins OK

You can only buy the exact type and size of juice listed on your WIC Account Balance.

Juice options include:
- 64 oz fluid refrigerated or non-refrigerated
- 12 oz frozen
- 6 packs of 5.5 to 6.0 ounce cans (only in limited food packages)

**DO NOT BUY**
- Organic
- Fruit juice blends
- Juice cocktails, drinks or juices with added sugar
- Added artificial sweeteners like saccharin
- Fresh squeezed juices

64 oz only size WIC-allowed

**Any brand**
- Half (1/2) gallons only
- Orange juice

64 oz only

**WIC-allowed brands include:**
- Campbell’s 100% Tomato
- Indian Summer 100% Apple
- Juicy Juice 100% Apple
- Langers Orange, Apple, Red Grape, White Grape, Grapefruit, Pineapple, Tomato, Vegetable, Vegetable Low Sodium
- Libby’s 100% Apple
- Mott’s 100% Apple
- Musselman’s 100% Apple
- Old Orchard 100% Apple
- V8 100% Vegetable
- Welch’s 100% Grape

 **WIC-allowed flavors include:**
- Apple, Grape, Grapefruit, Orange, and Pineapple

11.5 to 12 oz only

**Any brand**

**WIC-allowed flavors include:**
- Apple, Grape, Grapefruit, Orange, and Pineapple

**Non-Refrigerated Juice**

**64 oz only**

**WIC-allowed brands include:**
- Campbell’s 100% Tomato
- Indian Summer 100% Apple
- Juicy Juice 100% Apple
- Langers Orange, Apple, Red Grape, White Grape, Grapefruit, Pineapple, Tomato, Vegetable, Vegetable Low Sodium

**DO NOT BUY**
- Organic
- Fruit juice blends
- Juice cocktails, drinks or juices with added sugar
- Added artificial sweeteners like saccharin
- Fresh squeezed juices

**Canned Tuna • Salmon**

For Fully Breastfeeding Women

5 oz or larger

**Any brand**
- Light tuna in water
- Pink salmon in water
- Regular or low sodium
- Added vegetable broth OK

**WIC-allowed flavors include:**
- Canned Salmon
- Albacore/white tuna or red salmon
- Foil or lunch packs
- Wild Planet or other specialty brands

**DO NOT BUY**
- Tuna or salmon in oil
- Albacore/white tuna or red salmon
- Foil or lunch packs
- Wild Planet or other specialty brands

**TIP**

If a juice does not scan as WIC-allowed, it might be:
- In the wrong size container
- Not high enough in Vitamin C
- A blend of juices

**Store Brand Juice**

- Orange, Grapefruit, Pineapple, Grape, Apple, Tomato, and Vegetable.

**Frozen Concentrate Juice**

- If a juice does not scan as WIC-allowed, it might be:
  - In the wrong size container
  - Not high enough in Vitamin C
  - A blend of juices

**Refrigerated Juice**

- If a juice does not scan as WIC-allowed, it might be:
  - In the wrong size container
  - Not high enough in Vitamin C
  - A blend of juices
Peanut Butter · Peas · Beans

**Peanut Butter**
16 to 18 oz jar
- Any brand
- Creamy, crunchy, chunky
- Natural or reduced sugar

**DO NOT BUY**
- Organic
- Spreads (like Jif Natural and Skippy Natural) or reduced fat
- Added jellies, chocolate or honey
- Other nut butters
- Refrigerated

**Dry Peas & Beans**
16 oz package
- Any brand
- Any variety
- Plain prepackaged

**DO NOT BUY**
- Organic or bulk
- Soup mixes, seasonings or other added ingredients

**Canned Beans**
15 to 16 oz cans
- Any brand
- Regular or low sodium
- Any variety including kidney, pinto, black, navy, red, garbanzo, lima, Great Northern and black-eyed peas

**DO NOT BUY**
- Organic
- Beans with added fats, oils or meats
- Baked beans, pork & beans, chili beans, refried beans
- Green, yellow or wax beans

---

**Infant Foods**

**Fruits Vegetables**
4 oz tubs or jars
- Any variety plain fruit and vegetable
- Mixtures of vegetables/fruits OK

**DO NOT BUY**
- Dinners
- Added sugar, salt or DHA
- Squeeze pouches
- Yogurt blends
- 2-packs of 2 oz tubs

**WIC-allowed brands include:**
- Beech-Nut
- Gerber
- Earth’s Best
- Parent’s Choice
- Tippy Toes
- Wild Harvest
- Parent’s Choice Naturals

---

**Cereal**
8 or 16 oz package

**DO NOT BUY**
- Organic
- Cereal with added fruit, yogurt, formula, DHA or other additives

**WIC-allowed brands include:**
- Beech-Nut
- Gerber
- Earth’s Best
- Parent’s Choice

---

**For Fully Breastfed Infants**

**Meat**
2.5 oz only
- Any variety meat or poultry as a single ingredient
- Added broth or gravy OK

**DO NOT BUY**
- Dinners
- Added sugar, salt or DHA

**WIC-allowed brands include:**
- Beech-Nut
- Earth’s Best
- Gerber

---

For each can of canned beans you buy, \( \frac{1}{4} \) container will be removed from your balance:

- 1 CAN = 0.25 CONTAINERS
- 2 CANS = 0.5 CONTAINERS
- 3 CANS = 0.75 CONTAINERS
- 4 CANS = 1 CONTAINER
For any questions, ask the staff at your local WIC clinic, or call the state WIC office at 1-800-657-3942.

To request this material in another format contact:

Minnesota WIC Program
P.O. Box 64882
St. Paul, MN 55164-0882
www.health.state.mn.us/wic

This institution is an equal opportunity provider.