

RFI Number: 20037

**New York State Department of Health
Division of Nutrition
Bureau of Supplemental Food Programs**

**2019 REQUEST FOR INFORMATION
FOR FOODS FOR THE
NEW YORK STATE WIC PROGRAM**

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Schedule of Events

RFI Release Date:	September 16, 2019
General Questions Due:	October 14, 2019
Technical Questions Due:	October 28, 2019
Responses Due:	November 18, 2019

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I. INTRODUCTION

Purpose

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC), administered by the Bureau of Supplemental Food Programs, New York State Department of Health (NYS DOH), is seeking to identify food products eligible to be authorized in the New York State WIC Program (NYS WIC).

The information obtained through this Request for Information (RFI) will be used by NYS WIC for program planning and to assist in the selection of products for the 2020 NYS WIC Acceptable Foods Card (Foods Card). Due to the need to implement enhanced cost-containment measures (refer to [Final Rule: Vendor Cost Containment](#)), NYS WIC only intends to select products that are determined to be cost-effective.

Each State WIC Program is responsible for selecting the foods that can be purchased with WIC benefits in their state. These foods must meet or exceed the requirements set by USDA in federal regulation (refer to [Final Rule: Revisions in the WIC Food Packages](#) for information on the federal requirements for WIC foods). In addition, State WIC agencies have the authority to establish additional criteria such as other nutritional standards, competitive cost, container size, statewide availability, and participant appeal. The current Foods Card, dated December 2016, is included as [Attachment I](#) to this RFI.

To be assured that products will be considered for inclusion on the Foods Card, manufacturers and distributors must respond to this RFI in full and according to the instructions provided in [Section III](#) of this document.

- Due to the volume of information expected to be received in response to this RFI, it will not be possible for NYS WIC to follow up on information deemed to be incomplete. Therefore, it is imperative that manufacturers and distributors ensure that their responses for each product are complete (according to the directions specified in [Section III](#) of this document) to be considered for selection by NYS WIC.
- Information must be submitted for products currently listed on the December 2016 NYS WIC Acceptable Foods Card in addition to any new products to receive consideration for inclusion on the 2020 NYS WIC Acceptable Foods Card.
- Currently approved products that do not meet all selection criteria under this RFI will not be approved for inclusion in the Foods Card.

Background

The WIC Program provides nutrition education, health and social services referrals, and nutritious foods to low-income pregnant, postpartum, and breastfeeding women, infants, and children up to age five. During calendar year 2018, NYS WIC provided services to a monthly average of 400,000 women, infants, and children.

NYS WIC uses a retail food delivery system to provide foods to participants. WIC benefits are issued to participants who have been certified as WIC-eligible. The quantity and types of food that may be purchased are loaded on a family eWIC account. Detailed information on the brands and varieties of currently allowed foods is provided on the December 2016 NYS WIC

Acceptable Foods Card (see [Attachment I](#)). Participants make their purchases from authorized retail vendors. There are approximately 2,700 retail vendors authorized to accept WIC benefits in New York State.

Request for Information

Some WIC foods (e.g. cereal) vary so greatly in their nutritional content and cost that brand and container types and sizes must be specified on the Foods Card to ensure that the proper foods (based on federal and state requirements) are provided to participants in a cost-effective manner. Other foods do not have to be listed this way, which means all brands within these food categories are allowed (with some exceptions).

The responses to this RFI will allow NYS WIC to determine the foods that will be listed by brand on the Foods Card.

NYS WIC is seeking information about the following categories of foods:

- Breakfast Cereal
 - Whole Grain; Ready-to-eat and hot
 - Non-whole Grain; Ready-to-eat and hot
- Whole Grains
 - Breads
 - Tortillas
 - Brown Rice
 - Pasta
- Tofu
- Soy-based Beverage
- Baby Food
 - Fruits and vegetables
 - Meats
- Yogurt
- 100% Juice
 - Concentrated Juice
 - Single-strength Juice

Manufacturers and distributors must provide information on each individual food (including foods currently listed on the December 2016 NYS WIC Acceptable Foods Card) that they wish to have considered for inclusion on the 2020 Foods Card. Instructions for submitting this information are provided in [Section III](#) of this document.

All foods submitted for consideration by NYS WIC will be evaluated using the following criteria:

1. **Nutritional content:** The specifications for each of the food categories are described on pages 5 - 11 in [Section II](#) of this document.

Many of the foods are required to meet the Food and Drug Administration (FDA) standard of identity for that food. These standards are contained in Title 21 of the Code of Federal Regulations (CFR), Parts 131-169. The regulatory language can be found in the electronic CFR (<https://ecfr.gov/>) by selecting "Title 21 – Food and Drugs" from the list provided under "Browse."

2. **Cost:** Preference will be given to foods with low retail prices relative to competing products.
3. **Regional or statewide availability:** National brands must be available statewide. Private label and store brands must be available in at least two (2) regions of the state (refer to NYS map included in [Attachment II](#)).
4. **Time on market:** Preference will be given to products that have been available on the retail market in New York State for six or more months prior to the date of response to this RFI.

5. **Participant acceptance:** Within the scope of cost containment efforts, WIC participant preferences and cultural needs will be considered, when possible, in the selection of foods.
6. **Distinctive labeling:** Shoppers must be able to distinguish a WIC acceptable product from its competitors. Products that are very similar in appearance to non-WIC-approved products may be excluded from consideration in order to avoid vendor and participant confusion.

With regard to reviewing and selecting products for the Foods Card, the NYS DOH reserves the right to:

1. Issue subsequent Requests for Information to obtain any needed information not received in response to this RFI, to respond to changes in USDA requirements, or otherwise to promote the best interests of the NYS WIC Program;
2. Contact responders to this RFI to obtain clarification or additional information;
3. Use the information provided as a result of this RFI to produce short-term or partial Foods Cards, as needed;
4. Approve only those categories of foods needed to serve NYS WIC participants;
5. Use the information provided in response to this RFI for program planning; and
6. Modify the effective date of the Foods Card planned for 2020.
7. NYS WIC has the authority to limit the selection of items that fall within the requested criteria outlined within this RFI. Submission of this survey does not guarantee product acceptance.

II. FOODS SPECIFICATIONS & RESPONSE REQUIREMENTS

Specifications for each of the foods for which information is requested are summarized below. Also detailed in this section are food-specific response requirements. Charts in a Microsoft® Office Excel (Excel) workbook for each of the foods are included with this RFI. The specifications for each food are also included in the “Specifications” tab of the Excel workbook.

Sections [III](#) and [IV](#) provide instructions on how to complete the food-specific charts and submit a complete response to this RFI. Responding to this RFI will require the submission of digital images of product packaging. Instructions for submitting these images electronically via Dropbox.com are also provided in [Section III](#).

Breakfast Cereal (Whole Grain)

Food Specifications:

- Must have whole grain as the primary ingredient by weight and meet labeling requirements for making a health claim as a “whole grain food with moderate fat content” as defined by the FDA, *Health Claim Notification for Whole Grain Foods with Moderate Fat Content*.
- Must contain a minimum of 51 percent whole grains (using dietary fiber as the indicator).
- Must meet the regulatory definitions for “low saturated fat” at [21 CFR 101.62](#) (<1 gram saturated fat per reference amount customarily consumed (RACC) and “low cholesterol” (< 20 mg cholesterol per RACC).
- Must bear quantitative trans fat labeling.
- Must contain ≤ 6.5 grams total fat per RACC and ≤ 0.5 gram trans fat per RACC.
- Must contain a minimum of 28 mg iron per 100 grams of dry cereal.

- Must contain ≤ 21.2 grams of sucrose and other sugars per 100 grams of dry cereal (≤ 6 grams per dry ounce).
- The minimum package size for cold cereal is 12 ounces. The minimum package size for hot cereal is 11.8 ounces.
- May be packaged in a box or bag.
- Packages that contain individual serving packets are allowed for oatmeal only. (Bulk packaging is also acceptable for oatmeal.)

Response Requirements:

- Complete one line on the chart provided for each breakfast cereal that meets all of the above specifications.
- Indicate in the appropriate column on the chart if the food is a hot cereal.
- Digital images (clear and legible) of each product flat (bag), UPC, and the nutrition panel. Ingredient list must be shown on the product flat (bag) or nutrition panel.

Breakfast Cereal (Non-whole Grain)

Food Specifications:

- Must contain a minimum of 28 mg iron per 100 grams of dry cereal.
- Must contain ≤ 21.2 grams of sucrose and other sugars per 100 grams of dry cereal (≤ 6 grams per dry ounce).
- The minimum package size is 12 ounces.
- May be packaged in a box or bag.
- Packages that contain individual serving packets allowed for grits only. (Bulk packaging is also acceptable for grits).

Response Requirements:

- Complete one line on the chart provided for each breakfast cereal that meets all of the above specifications.
- Indicate in the appropriate column on the chart if the food is a hot cereal.
- Digital images (clear and legible) of each product flat (bag), UPC, and the nutrition panel. Ingredient list must be shown on the product flat (bag) or nutrition panel.

Whole Grain Bread Products

Food Specifications (Whole Wheat Bread products):

- Includes loaves, rolls, and buns.
- Whole wheat bread must conform to the FDA standard of identity in [21 CFR 136.180](#) for a whole wheat product and whole wheat must be the primary ingredient by weight.
- “Whole wheat flour” or “bromated whole wheat flour” must be the only flours listed in the ingredient list.
- The package size must be 16 ounces.

Food Specifications (Other Whole Grain bread products):

- Includes loaves, rolls, and buns.
- Whole grain bread must conform to FDA standard of identity in [21 CFR 136.110](#)
- Whole grain must be the primary ingredient by weight.
- Whole Grain Bread must meet labeling requirements for making a health claim as a “whole grain food with moderate fat content” as defined by the FDA, *Health Claim Notification for Whole Grain Foods with Moderate Fat Content*.
- Must contain a minimum of 51 percent whole grains (using dietary fiber as the indicator).

- Must meet the regulatory definitions for “low saturated fat” at [21 CFR 101.62](#) (≤ 1 gram saturated fat per RACC) and “low cholesterol” (≤ 20 mg cholesterol per RACC).
- Must bear quantitative trans fat labeling.
- Must contain ≤ 6.5 grams total fat per RACC and ≤ 0.5 gram trans fat per RACC.
- The package size must be 16 ounces.

Response Requirements:

- Complete one line on the appropriate chart for each bread product that meets all of the above specifications (for either whole wheat or a whole grain product). There are separate charts for whole wheat and whole grain products.
Digital images (clear and legible) of each product label, UPC, and the nutrition panel.
Ingredient list must be shown on the product label or nutrition panel.

Soft Corn Tortillas

Food Specifications:

- Must include whole unprocessed grain and whole grain must be the primary ingredient by weight.
- The package size must be 16 ounces.
- May be packaged in bags or boxes.

Response Requirements:

- Complete one line on the chart provided for each soft corn tortilla product that meets all of the above specifications.
Digital images (clear and legible) of each product label, UPC, and the nutrition panel.
Ingredient list must be shown on the product label or nutrition panel.

Soft Whole Wheat Tortillas

Food Specifications:

- Must include whole unprocessed grain and whole grain must be the primary ingredient by weight.
- The package size must be 16 ounces.
- May be packaged in bags or boxes.

Response Requirements:

- Complete one line on the chart provided for each whole wheat tortilla product that meets all of the above specifications.
- Digital images (clear and legible) of each product label, UPC, and the nutrition panel.
Ingredient list must be shown on the product label or nutrition panel.

Whole Wheat Pasta

Food Specifications:

- Must conform with the FDA standard of identity for whole wheat macaroni products in [21 CFR 139.138](#).
- Must not contain any added sugars, fats, oils, or salt.
- Whole wheat flour and/or whole durum wheat flour must be the only flours listed in the ingredients.
- May be any shape.
- Container size must be 16 ounces.

Response Requirements:

- Complete one line on the chart provided for each whole wheat pasta product that meets all of the above specifications.
- Digital images (clear and legible) of each product label, UPC, and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

Tofu

Food Specifications:

- Must be calcium-set, prepared with only calcium salts (e.g. calcium sulfate).
- Must not contain added fats, sugars, oils or sodium.
- Must be packaged in 8, 10, 14, or 16-ounce containers.
- May be refrigerated or shelf-stable.

Response Requirements:

- Complete one line on the chart provided for each tofu product that meets all of the above specifications.
- Digital images (clear and legible) of each product label, UPC, and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

Soy-based Beverage

Food Specifications:

- The minimum container size is 1 quart.
- May be refrigerated or shelf-stable.
- Container may be glass, plastic or carton.
- The beverage must contain (at a minimum) the following nutrients:

Nutrient	Per 8-ounce Serving
Calcium	276 mg
Protein	8 g
Vitamin A	500 IU
Vitamin D	100 IU
Magnesium	24 mg

Nutrient	Per 8-ounce Serving
Phosphorus	222 mg
Potassium	349 mg
Riboflavin	0.44 mg
Vitamin B12	1.1 µg

Response Requirements:

- Complete one line on the chart provided for each soy beverage that meets all of the above specifications.
- Digital images (clear and legible) of each product label, UPC, and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

Baby Food – Meat

Food Specifications:

- Any variety of single ingredient commercial infant food meat.
- Must not contain added sugars, starches, vegetables, or sodium.
- May contain broth or gravy without added sodium.
- Texture may range from pureed through diced.
- Container size must be 2.5 ounces.

- Container may be glass or plastic.

Response Requirements:

- Complete one line on the chart provided for each baby food that meets all of the above specifications.
- Except for the “Average MSRP”, provide information on single units of products, even if sold in multi-packs.
- Digital images (clear and legible) of each product label, UPC, and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

Baby Food – Vegetables and Fruits

Food Specifications:

- Any variety of commercial infant food fruits or vegetables: single-ingredient or combinations of single ingredients.
- Must not contain added sugars, starches, or sodium.
- Texture may range from strained through diced.
- Container size must be 4 ounces or divisible by 4 ounces.
- Container may be glass or plastic.

Response Requirements:

- Complete one line on the chart provided for each baby food that meets all of the above specifications.
- Except for the “Average MSRP,” provide information on single units of products, even if sold in multi-packs.
- Digital images (clear and legible) of each product label, UPC, and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

Yogurt

Food Specifications:

- Must conform to FDA standard of identity found at [21 CFR 131.200](#) (Whole Milk Yogurt), [21 CFR 131.203](#) (Lowfat Yogurt) or [21 CFR 131.206](#) (Nonfat Yogurt).
- Must be pasteurized.
- Total sugars must be ≤ 25g per 8oz serving (≤19g per 6oz serving).
- Must submit added sugar content per 8oz serving.
- May be plain or flavored.
- Container size must be 4, 8, 16, 24, or 32 ounces.
- May not be packaged with mix-in ingredients such as granola, candy pieces, honey, or nuts.
- May not be drinkable, squeezable, or frozen yogurt.

Response Requirements:

- Complete one line on the chart provided for each yogurt product that meets all of the above specifications.
- Digital images (clear and legible) of each product label, UPC, and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

Single-strength Juice

Food Specifications:

- Container size must be 48 or 64 ounces.
- May be shelf-stable or refrigerated.
- Must be pasteurized 100% unsweetened fruit or vegetable juice or a blend of one or more fruit or vegetable juices.
- Must contain a minimum of 30 mg of vitamin C per 100 ml of juice.
- May be fortified with other nutrients.
- Vegetable juice may be regular or low sodium.
- May be packaged in plastic, metal, paper cartons, or glass containers.

Response Requirements:

- Complete one line on the chart provided for each juice that meets all of the above specifications.
- Digital images (clear and legible) of each product label, UPC, and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

Concentrated Juice

Food Specifications:

- Container size must be 11.5 - 12.0 ounces or 16 ounces.
- May be frozen concentrate or shelf-stable concentrate.
- Must be pasteurized 100% unsweetened fruit or vegetable juice or a blend of one or more fruit or vegetable juices.
- Must contain a minimum of 30 mg of vitamin C per 100 ml of reconstituted juice.
- May be fortified with other nutrients.
- Vegetable juice may be regular or low sodium.
- May be packaged in metal, plastic, or cardboard/paper cans.

Response Requirements:

- Complete one line on the chart provided for each juice that meets all of the above specifications.
- Digital images (clear and legible) of each product label, UPC, and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

III. RESPONSE FORMAT AND INSTRUCTIONS

The deadline for providing information in response to this RFI is **5:00 PM EST on November 18, 2019**. A complete response, prepared as specified in this RFI, must be received by the due date in order to be included in the NYS WIC food review process.

Products for which any required information is not completed as specified in this RFI and/or is incomplete (including those missing clear and legible digital images) will not be eligible for review by NYS WIC and, therefore, will not be considered for inclusion on the Foods Card.

- **To start, obtain an electronic copy of the Excel workbook entitled nyswicfoods2020.xls and the PDF of Company Identifications and Assurances by downloading the files from: <http://www.health.ny.gov/funding/#rfi>**

- **Send an email with the subject line “NYS WIC RFI 2019 [insert your company name]” to wicfoods@health.ny.gov. In the body of the email, include your company name, address, and contact information to receive a link to Dropbox.com and instructions for submitting files electronically.**

For foods to be considered for inclusion on the Foods Card, responders must complete and submit all the following information:

- Company Identification and Assurances** – This form is a separate PDF attachment. It must be filled out completely and signed electronically. The “Company Identification” tab of the Excel workbook entitled **nyswicfoods2020.xls** must also be filled out.
- Anticipated Changes** – This form is located in the “Anticipated Product Changes” tab of the Excel workbook entitled **nyswicfoods2020.xls**. If any changes are anticipated in a food product line within twelve (12) months of the date of submission that would specifically affect the information submitted in the Product Information Chart(s), please provide the current product name, UPC code, date of change, and explain the anticipated changes. If there are no anticipated changes to any product, indicate “none”.

Completed Product Information Charts – For each food that meets the specifications outlined in [Section II](#), complete the applicable product information chart (found in a tab of the Excel workbook entitled **nyswicfoods2020.xls**). The chart(s) must be completed for each product and each container size.

No handwritten charts will be accepted. Do not submit paper copies of the completed charts. Only electronic submissions will be accepted.

- Digital Images of Products** - For each product and container size, submit clear and legible digital images showing all of the following information: product name, product size, UPC, nutrition panel, and ingredients list. If submitting information on multiple container sizes of a product, submit separate images for each size.

All product images must be uploaded electronically to Dropbox.com using the link that is emailed. The file name of each image must exactly match the product names (and container sizes, if applicable) listed in the Excel workbook. Do not submit paper copies of the images; do not submit the images through email.

[Section IV](#) includes instructions for completing the Excel workbook.

General questions regarding this RFI will be accepted electronically until **October 14, 2019** through the following email address: wicfoods@health.ny.gov If necessary, responses to commonly asked questions will be posted at: <http://www.health.ny.gov/funding/> throughout the response development period. Please be sure to check this website while you are developing your response.

Requests for technical assistance on the completion of the Excel spreadsheets may also be sent to: wicfoods@health.ny.gov These requests will be accepted until **October 28, 2019**.

IV. INSTRUCTIONS FOR COMPLETING PRODUCT INFORMATION CHARTS

1. Open the “**nyswicfoods2020.xls**” workbook in Excel. The workbook contains 19 tabs as follows: The first tab is a copy of these instructions for completing the product information charts. Tabs two and three include required forms (Company Identification;

Anticipated Product Changes). Tab four includes a map of New York State which is also provided as [Attachment II](#) to this RFI. Tab five includes the food specifications that are included in [Section II](#) of this RFI. The remaining tabs are product information charts for each of the foods described in [Section II](#).

2. Complete the “Company Identification” tab first as specified in [Section III](#). This will automatically populate the company name and contact information on each product information chart.
3. The “**Specifications**” tab lists all of the food categories and their minimum requirements. Clicking on the heading of each food category (for example Whole Grain Bread Products) will take you to the product information chart for that category of food. Once in the chart, clicking on the word “Specifications” will bring you back to the product “**Specifications**” tab for your reference.
4. Complete one row on the appropriate product information chart for each product and package size being submitted.
 - Complete a separate row for each container size (if applicable). Each individual UPC must have its own row.
 - Charts are provided for the foods listed in [Section II](#) of the RFI. Please note that some of the food categories listed separately in [Section II](#) will be grouped together for reporting purposes on the spreadsheets.
5. Make sure that information listed on the charts is consistent with information included on the product labels, including the UPC code, brand name, food name, container size, nutritional specifications, and kosher designation (yes or no).
6. List the food name exactly as it appears on the product label, including brand or store name. For example, if the product name is “Our Best Corn Flakes”, do not just list “Corn Flakes.”
7. List all requested product information by using the correct weights, measures and calculations listed in the column headings (oz, gm, mg, etc.). Do not use per-serving percentages based on reference standards.
8. For calculations, do not round up to the nearest unit. Instead, include up to three decimal places, as necessary (for example: 0.000).
9. Complete all columns for each product. When applicable, use zeros (0) instead of leaving items blank. Any product for which information is incomplete will be removed from the review process.
10. Whenever applicable, use the “Container Type” key in the spreadsheets, located above the columns.
11. Indicate the “NYS Regional Availability” of each product using the key and state map provided in Tab 4 (also included as [Attachment II](#) to the RFI).
12. Indicate the “Months Available on Market” of each product using the numbers one (1) through eleven (11) or using “12+” for items that have been on the market for one year or more as of the date of your submission.
13. For “Average MSRP,” use the average statewide (New York State) retail price per package (e.g., the 12-ounce cereal box, or the 64-ounce juice container) as of the date

of your submission. Do not use the price per case of the product. For multi-packs provide the price of the whole package (not the individual unit). Format price as follows: \$0.00.

14. For “NY Product”, indicate “Yes” if the product includes ingredients grown in New York State or if the product is produced or processed (by manufacturing, canning, preserving, freezing, drying, dehydrating, juicing, baking, bottling, pressing, heating or cooking) within New York State. Otherwise, indicate “No.”
15. Complete the “**Anticipated Product Changes**” tab as described in [Section III](#) of this RFI.
16. Upload the completed copy of “**nyswicfoods2020.xls**”, with a new file name reflecting your company’s name, and digital images to Dropbox.com using the link that is emailed to you. For example, if the company name is “Best Food Co.”, change the filename from “**nyswicfoods2020.xls**” to: “BestFoodCo.xls” before uploading to Dropbox.com. Abbreviate your company name if it contains more than 15 characters.

Prior to submitting your response, carefully review [Section III](#) of this RFI for complete instructions on submitting all the required information.

ATTACHMENT I

NYS WIC Acceptable Foods Card – December 2016



WIC Program

December 2016 **1**

WIC Acceptable Foods Card

This card is available in 21 languages, visit: www.health.ny.gov/wic

Milk Your WIC check lists the fat content you must buy

- ✓ **Any brand:**
 - ✓ **MILK:** Buy the largest container available (gallons, 96 ounces, half gallons, or quarts) or the size listed on the WIC check
 - ✓ **EVAPORATED/CANNED MILK:** 12-ounce container only
 - ✓ **DRY/POWDERED MILK:** 25.6-ounce container only
 - ✓ **LACTOSE FREE MILK:** Buy the largest container available or the size on the WIC check
 - ✓ **KOSHER MILK:** Buy the largest container available or the size on the WIC check
- NOT ALLOWED:** Flavored, organic, or sweetened condensed milk; buttermilk or milk with added calcium; reduced fat (2%) milk

Cheese

- ✓ **Any brand:**
 - ✓ Pasteurized Process American, Monterey Jack, Mozzarella, Cheddar, Colby, Swiss, Muenster, Provolone, or blends of any of these cheeses
 - ✓ Purchase in blocks or slices
 - ✓ Must add up to the number of ounces on check (can be 1 or more packages)
 - ✓ **KOSHER CHEESE** if printed on your WIC check OR if the store does not carry any other kind of cheese
- NOT ALLOWED:** Imported cheese; cheese foods, products or spreads; cracker cuts; shredded, grated, cubed, string, or stick cheese; flavored or organic cheese; individually wrapped slices

Yogurt Your WIC check lists the fat content you must buy

- ✓ Exactly 32-ounce container OR any combination of sizes that adds up to exactly 32 ounces.
 - ✓ **Any brand:** plain, plain Greek, organic plain, organic plain Greek
 - ✓ **KOSHER YOGURT** if printed on your WIC check OR if the store does not have non-kosher items available
- NOT ALLOWED:** Flavored (such as vanilla, fruit), mix-in ingredients (granola, candy, etc.), drinkable/squeezable yogurt, frozen yogurt

Soy Beverage

- ✓ **8TH CONTINENT:**
Soy milk – Original and Vanilla (32-ounce shelf-stable)
Soy milk – Original and Vanilla (64-ounce refrigerated)
- ✓ **PACIFIC NATURAL FOODS:**
Ultra Soy – Original and Vanilla (32-ounce shelf-stable)
- ✓ **SILK:**
Soy milk – Original (32 or 64-ounce refrigerated)
Soy milk – Original (128-ounce refrigerated multi-pack)
- ✓ **WESTSOY:**
Organic Plus Soy milk – Plain (32 or 64-ounce shelf-stable)
Plus Soy milk – Vanilla (32 or 64-ounce shelf-stable)

Eggs

- ✓ **Any brand:**
 - ✓ **Medium or Large:** White or brown
- NOT ALLOWED:** Jumbo and extra-large eggs; high-cost specialty eggs (including organic, reduced cholesterol, cage free/free range, Omega-3)

Peanut Butter 16-18-ounce jar

- ✓ **Any brand:** crunchy, chunky, creamy, smooth, natural and reduced fat varieties are allowed.
- NOT ALLOWED:** Peanut spread; freshly ground or whipped peanut butter; peanut butter mixed with jelly, marshmallow, chocolate or honey; organic peanut butter; peanut butter with added vitamins and minerals, or other added ingredients (Omega 3, DHA & EPA, Palm Oil, etc.)

Beans, Peas, and Lentils

To lower salt intake, rinse canned beans, peas, lentils

- ✓ **Dry:** Any brand, 1-pound bag of mature beans, peas, lentils
 - ✓ **Canned:** Any brand, 15-16-ounce can of mature beans, peas, lentils
- NOT ALLOWED:** Baked beans, pork and beans; canned beans containing added sugars, fats, meat, or oils. Green beans, green peas, snap beans, yellow beans, and wax beans may not be purchased with a WIC check that says "Beans, Peas, Lentils"; you may use your WIC Vegetables and Fruits check to purchase these types of foods

Canned Fish

To lower fat intake, choose water-packed fish

- ✓ **Light Tuna:** Any brand (5 and 6-ounce cans)
 - ✓ **Pink Salmon:** Any brand (5, 6, and 7.5-ounce cans)
 - ✓ **Sardines:** Any brand (3.75-ounce cans)
 - ✓ May be packed in water or oil
 - ✓ May contain bones and skin
- NOT ALLOWED:** Albacore tuna, blueback salmon, red salmon; flavored; with added ingredients

Tofu 14-16-ounce package

- ✓ **AZUMAYA:** Tofu – Firm, Extra Firm
- ✓ **HOUSE:** Premium or Organic Tofu – Soft, Medium Firm, Firm, Extra Firm
- ✓ **NATURE'S PROMISE:** Organic Tofu – Firm
- ✓ **NASOYA:** Organic Tofu – Silken, Lite Firm, Firm, Extra Firm
- ✓ **SAN SUI:** Tofu – Soft, Firm, Extra Firm
- ✓ **WEGMANS:** Organic Tofu – Firm

Exclusively breastfeeding women get extra foods that help build the milk supply needed by their growing baby.

Baby Food – Vegetables and Fruits

4-ounce containers

- ✓ **BEECH-NUT or GERBER:**
- ✓ Any single fruit or vegetable
- ✓ Any combination of different vegetables and fruits
- Two-packs of baby food counts as two containers**
- NOT ALLOWED:** Organic; pouches; mixtures including non-fruit or non-vegetable ingredients such as meat, yogurt, rice, noodles
- BANANAS:** Some checks will also provide fresh whole bananas

Infant Formula

Your WIC check lists the brand, size, and form (powder, concentrate, or ready to use) that you must buy.

Baby Food – Meats 2.5-ounce containers

- ✓ **BEECH-NUT or GERBER:** Any meat with broth or gravy
- Kosher Baby Food Meats:** If printed on your WIC check OR if the store does not carry Beech-Nut or Gerber
- ✓ **FIRST CHOICE:** Chicken with Gravy, Turkey with Gravy

Infant Cereal

Check must say Gerber Cereal for Baby
8 and 16-ounce containers are allowed

- ✓ **GERBER:** Cereal for Baby only
- Plain varieties only: oatmeal, rice, whole wheat, or multigrain
- NOT ALLOWED:** Organic; extra ingredients such as DHA, fruit, formula, or added protein

Breakfast Cereals

To increase fiber intake, choose whole grain cereal.
All cereals are 'whole grain' unless marked with the symbol ❖

- ✓ Purchase 12-ounce boxes or larger

NOT ALLOWED: Organic cereal, boxes with single serving packets

Store Brands* Any store brand can be purchased for the following kinds of cereals

- ✓ **Corn Flakes* - plain**



- ✓ **Shredded Wheat - plain or frosted**



- ✓ **Oat Squares – plain. Also called: *Crisp Oat Squares, Crunchy Oat Squares, Oat Crisps***



- ✓ **Wheat Flakes - plain**



- ✓ **Oat O's – plain. Also called: *Toasted Oats, Tasteeos, Oats & O's***



- ✓ **Multigrain Flakes with Oat Clusters* – with or without almonds. Also called:**



Honey Crunchin' Oats, Honey & Oats, Honey Oat Clusters, Honey Oats & Flakes, Krispy Honey-Oats, Oats & More, Oats & Honey

* 'Any store brand' includes store names AND these brands of cold cereal:

- | | | | |
|----------------------|---------------|-------------------|---------------|
| ✓ AMERICA'S CHOICE | ✓ FOOD BASICS | ✓ KIGGINS | ✓ RED & WHITE |
| ✓ BEST YET | ✓ FOOD CLUB | ✓ KRASDALE | ✓ SHURFINE |
| ✓ CLEAR VALUE | ✓ GREAT VALUE | ✓ NATURE'S CRUNCH | ✓ VALUTIME |
| ✓ ESSENTIAL EVERYDAY | ✓ HYTOP | ✓ PARADE | ✓ WHITE ROSE |

National/Specialty Brands

- ✓ **GENERAL MILLS:** Cheerios (regular only), Total Whole Grain, Corn Chex, Rice Chex, Wheat Chex, Dora the Explorer
- ✓ **KELLOGG'S:** Corn Flakes* (regular only), Frosted Mini-Wheats Original (Little Bites)
- ✓ **KEMACH:** Corn Flakes*, Toasted Oats, Wheat Flakes
- ✓ **MALT-O-MEAL:** Mini Spooners (Frosted, Strawberry Cream, Blueberry Cream), Oat Blenders* (Honey, Honey & Almonds)
- ✓ **POST:** Grape-Nuts (regular only), Grape-Nuts Flakes, Honey Bunches of Oats with Vanilla Bunches

- ✓ **RALSTON:** Corn Flakes* ❖
- ✓ **SUNBELT:** Simple Granola
- ✓ **TAANUG:** Corn Flakes*, Toasted Oats

HELPFUL SHOPPING HINTS!
Here are examples of ways to get your 36 ounces of cereal:

12 oz. + 12 oz. + 12 oz. = 36 oz. 15 oz. + 21 oz. = 36 oz.
12 oz. + 24 oz. = 36 oz. 18 oz. + 18 oz. = 36 oz.

Hot Cereals

- ✓ **CREAM OF WHEAT:** Cream of Wheat Whole Grain (2 ½ minute)
- ✓ **MAYPO:** Instant Maple Oatmeal, Vermont Style Maple Oatmeal
- ✓ **QUAKER:** Instant Oats with Iron

Whole Grain Tortillas 16-ounce package

- ✓ **CELIA'S:** White Corn Tortillas, Yellow Corn Tortillas
- ✓ **CHI-CHI'S:** White Corn Tortillas
- ✓ **DEL CAMPO TORTILLAS:** Corn Tortillas
- ✓ **DON PANCHO:** Whole Wheat (Flour Gordita Whole Wheat) Tortillas
- ✓ **ESSENTIAL EVERYDAY:** Soft White Corn Tortillas, 100% Whole Wheat Flour Tortillas
- ✓ **GREAT VALUE:** 100% Whole Wheat Tortillas
- ✓ **GUERRERO:** White Corn Tortillas
- ✓ **HERDEZ:** White Corn Tortillas
- ✓ **KEY FOODS:** Whole Wheat Tortillas
- ✓ **LA BANDERITA:** Corn Tortillas, 100% Whole Wheat Fajita Flour Tortillas, 100% Whole Wheat Soft Taco Flour Tortillas
- ✓ **MEXAMERICA:** 100% Whole Wheat with Honey Tortillas
- ✓ **MISSION:** 100% Whole Wheat Flour Tortillas
- ✓ **NATURE'S PROMISE:** Corn All Natural Tortillas
- ✓ **ORTEGA:** Whole Wheat Tortillas
- ✓ **SIEMPRE AUTENTICO:** Whole Wheat Flour Tortillas
- ✓ **STOP & SHOP:** White Corn Tortillas (Shelf Stable & Dairy), Whole Wheat Flour Tortillas
- ✓ **TIO SANTI:** 100% Whole Wheat Flour Tortillas
- ✓ **TOPS:** Whole Wheat Tortillas
- ✓ **WEGMAN'S:** Whole Wheat Tortillas

Whole Grain Bread Products 16-ounce package

1 pound (1 lb.) is the same as 16 ounces (16 oz.)

- ✓ **AMERICA'S CHOICE:** 100% Whole Wheat Bread
- ✓ **BEST YET:** 100% Whole Wheat Bread
- ✓ **BIMBO:** 100% Whole Wheat Bread
- ✓ **CENTRAL MARKET CLASSICS:** 100% Whole Wheat Bread
- ✓ **FOODLION:** 100% Whole Wheat Bread
- ✓ **FULL CIRCLE:** Flax & Grain Bread
- ✓ **GOLD MEDAL BAKERY:** 100% Wheat Bread with Flax
- ✓ **GOURMET:** 100% Whole Wheat Bread
- ✓ **HANNAFORD:** 100% Whole Wheat Bread
- ✓ **HAUSWALD'S:** 100% Whole Wheat Bread
- ✓ **HOLSUM:** 100% Whole Wheat Bread
- ✓ **JERUSALEM:** Franczoz Health Bread 100% Whole Wheat, Franczoz Health Bread Germinated Whole Wheat
- ✓ **MONKS:** Multigrain bread, Wheat Wholegrain Bread
- ✓ **PAS YISROEL:** 100% Multi Grain Bread All Natural, 100% Whole Wheat Bread
- ✓ **PENN STREET:** 100% Whole Grain Wheat Bread
- ✓ **PICS by Price Chopper:** 100% Whole Wheat Bread
- ✓ **ROMAN MEAL:** 100% Whole Wheat Bread
- ✓ **RUBSCHLAGER:** Westphalian Style Pumpernickel Bread, Danish Style Pumpernickel, European Style Whole Grain, 100% Whole Wheat Bread, Cocktail Whole Grain Bread, Cocktail Rye Bread, Cocktail Pumpernickel Bread, 100% Rye Rye-Ola Flax Bread, 100% Rye Rye-Ola Pumpernickel Bread, 100% Rye Rye-Ola Black Rye Bread, 100% Rye Rye-Ola Sunflower Bread
- ✓ **SARA LEE:** 100% Whole Wheat Bread
- ✓ **SCHWEBEL'S:** 100% Whole Wheat Bread
- ✓ **SHOPRITE:** 100% Whole Wheat Bread
- ✓ **STERN'S:** Whole Wheat Bread, Whole Wheat Rolls
- ✓ **STOP & SHOP:** 100% Whole Wheat Bread (No Salt Added), 100% Whole Wheat (in store fresh bakery)
- ✓ **SUPER BREAD:** 100% Whole Wheat Bread
- ✓ **WINDMILL FARMS:** 100% Stone Ground Whole Wheat Hamotzie, 100% Stone Ground Whole Wheat Mezonos
- ✓ **ZOMICK'S:** 100% Whole Wheat Bread Hamotzie, 100% Whole Wheat Bread Mezonos, 100% Whole Wheat Rolls

Brown Rice 14-16-ounce or 28-32-ounce package

- ✓ **Any brand:** Plain brown rice in boxes or bags; may be instant, quick, or regular cooking

NOT ALLOWED: Added ingredients such as sugars, fats, oils, or salt

Whole Wheat Pasta 16-ounce package only

- ✓ **Any brand:** Whole Wheat Pasta in any style/shape. Made from whole wheat or whole wheat durum flour. Organic is allowed.

NOT ALLOWED: Added ingredients such as sugars, fats, oils, or salt

100% Juice NOT ALLOWED: Organic Juice

11.5-Ounce Containers (Shelf-stable concentrates)
 ✓ WELCH'S: Any flavor

11.5-12-Ounce Containers (Frozen concentrates)
 Grapefruit, Orange, Pineapple: ✓ ANY BRAND
 Apple: ✓ ANY STORE BRAND* and the FOLLOWING BRANDS:
 ✓ LANGERS ✓ OLD ORCHARD ✓ SENECA
 Grape: **Purple & White:**
 ✓ ANY STORE BRAND* and the FOLLOWING BRANDS:
 ✓ LANGERS ✓ OLD ORCHARD ✓ WELCH'S
 Juice Blends: ✓ ANY STORE BRAND* and the FOLLOWING BRANDS:
 ✓ DOLE: Any flavor
 ✓ LANGERS: Autumn Blend, Spring Blend, Summer Blend, Winter Blend
 ✓ OLD ORCHARD: All flavors with dark green lid
 ✓ WELCH'S: All flavors with yellow lid

16-Ounce Containers (Frozen concentrates)
 Grapefruit, Orange, Pineapple: ✓ ANY BRAND
 Apple & Juice Blends ✓ ANY BRAND
 NOT ALLOWED: Grape juice (except in juice blends)

* 'ANY STORE BRAND' includes store names AND these brands of 100% juice with 120% or more Vitamin C:
 ✓ AMERICA'S CHOICE ✓ FOOD CLUB ✓ PARADE
 ✓ BEST YET ✓ GREAT VALUE ✓ RED & WHITE
 ✓ CLEAR VALUE ✓ HARVEST CLASSIC ✓ RICHFOOD
 ✓ CRISP ✓ HYTOP ✓ SHURFINE
 ✓ DELSEA FARMS ✓ KRASDALE ✓ SUPER A
 ✓ ESSENTIAL EVERYDAY ✓ NATURE'S OWN ✓ TIPTON GROVE
 ✓ FLAVORITE ✓ WHITE ROSE

64-Ounce Plastic Bottles

Grapefruit, Orange, Pineapple: ✓ ANY BRAND
 Apple: ✓ ANY STORE BRAND* and the FOLLOWING BRANDS:
 ✓ APPLE & EVE ✓ LANGERS ✓ LUCKY LEAF ✓ MOTT'S ✓ MUSSELMAN'S
 ✓ JUICY JUICE ✓ OLD ORCHARD ✓ SENECA ✓ SESAME STREET
 Juice Blends: ✓ ANY STORE BRAND* and the FOLLOWING BRANDS:
 ✓ LANGERS: Apple Berry Cherry, Apple Cranberry, Apple Kiwi Strawberry, Apple Grape, Apple Orange Pineapple, Disney Apple Cranberry Grape
 ✓ JUICY JUICE: Apple Raspberry, Berry, Cherry, Fruit Punch, Kiwi Strawberry, Mango, Orange Tangerine, Strawberry Banana, Tropical
 ✓ OLD ORCHARD: Acai Pomegranate, Apple Cranberry, Berry Blend, Blueberry Pomegranate, Cherry Pomegranate, Peach Mango, Wild Cherry,
 ✓ SESAME STREET: Cookie Monster Berry, Elmo's Punch
 NOT ALLOWED: Grape juice (except in juice blends), refrigerated cartons



Acceptable Foods for Vegetables & Fruits Checks (Cash Value Vouchers)

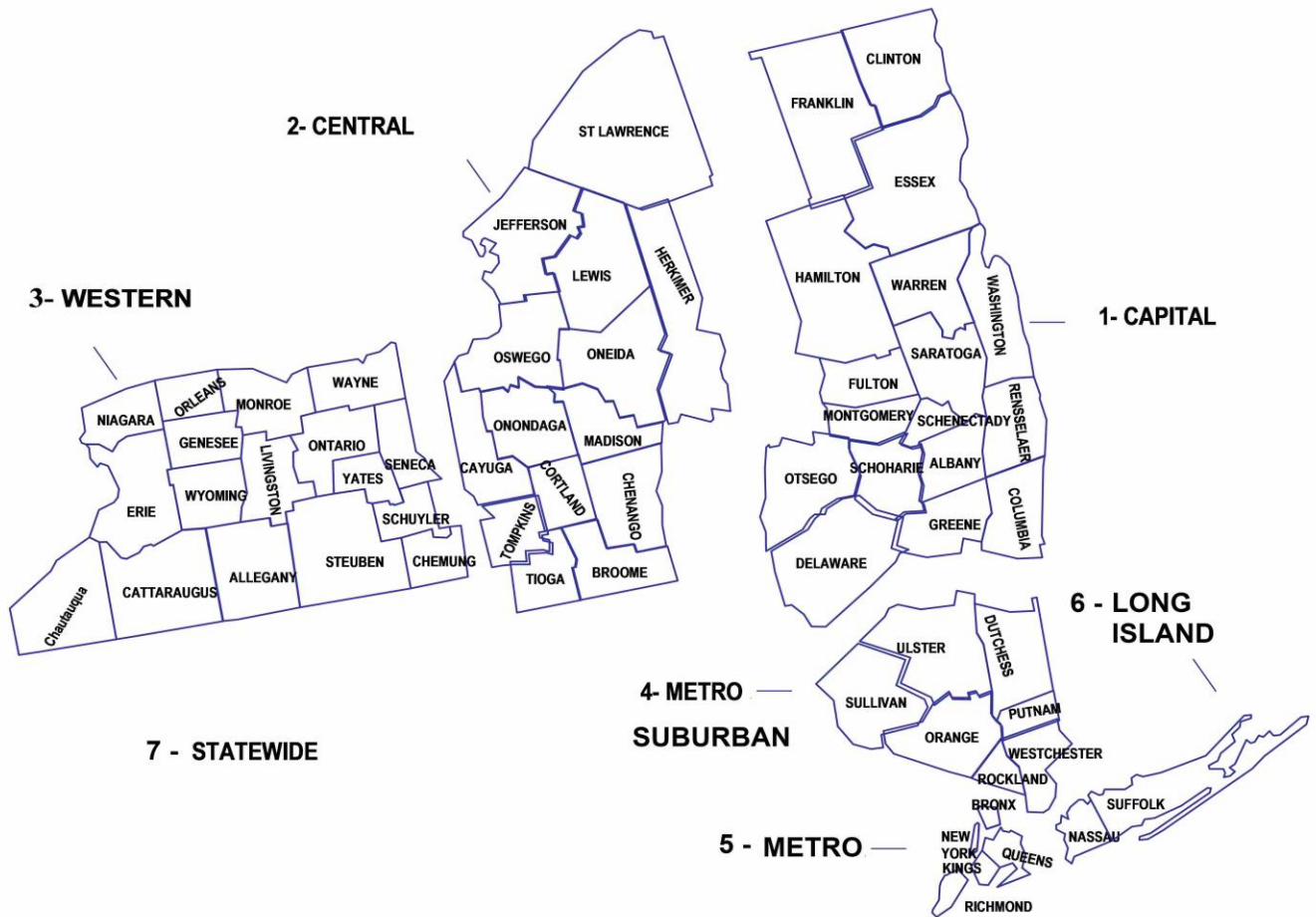
✓ Check will specify 'Fresh only' or 'Fresh/Frozen/Canned' ✓ Organic vegetables and fruits are allowed
 'Canned' means food that has been preserved in an airtight container. The container could be metal, glass or plastic.

Fresh Vegetables and Fruits	✓ Any variety of fresh vegetables and fruits ✓ May be whole or cut up ✓ Bagged salad mixtures, bagged vegetables NOT ALLOWED: Items from the salad bar; party trays, fruit baskets, decorative vegetables and fruits; dried products; nuts, including peanuts, fruit/nut mixtures; herbs, spices, salad dressing
Canned Fruits	✓ Any brand packed in water or juice ✓ Any variety of fruit, fruit mixture ✓ Products with artificial sweeteners ✓ Any size/container/package type (except single-serving pouches) ✓ Fruit must be the first ingredient ✓ Applesauce: 'No sugar added' or 'Unsweetened' varieties only NOT ALLOWED: Cranberry sauce; pie filling; any syrup (heavy, light, "naturally light", extra light, etc.); added sugar ("lightly sweetened in fruit juice", nectar, etc.), added salt, fat, oils; single-serving pouches
Canned Vegetables	✓ Any brand ✓ May be regular or low sodium/salt ✓ Any variety of vegetable, vegetable mixtures ✓ Any size ✓ Any container/package type ✓ Vegetable must be the first ingredient ✓ Canned tomatoes (paste, puree, whole, crushed, stewed, diced, sauce, salsa) NOT ALLOWED: Pickled or creamed vegetables (including corn); baked beans, pork and beans; soups; ketchup; relishes; olives; products with added fats, oils, sugars; mature beans, peas and lentils (for example: black beans, garbanzo beans, kidney beans)
Frozen Fruits	✓ Any brand ✓ Any container/package type ✓ Any size ✓ Fruit must be the first ingredient ✓ Any variety of fruit, fruit mixtures NOT ALLOWED: Ingredients other than fruit; added sugar; any syrup (corn syrup, high fructose corn syrup, maltose, dextrose, sucrose, honey, maple syrup, etc.)
Frozen Vegetables	✓ Any brand ✓ Any container/package type ✓ With or without salt ✓ Frozen beans, peas and lentils are allowed ✓ Any size ✓ Any variety of vegetable, vegetable mixtures ✓ Vegetable must be the first ingredient NOT ALLOWED: Added sugars, fats or oils; cheese sauce or any other type of sauce; breaded

To lower salt intake, rinse canned vegetables.

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Regional Map – New York State



Key

- | | |
|----|----------------|
| 1. | Capital |
| 2. | Central |
| 3. | Western |
| 4. | Metro Suburban |
| 5. | Metro |
| 6. | Long Island |
| 7. | Statewide |

(This regional map is also included in the nyswicfoods2020.xls workbook).