

WIC FOOD AUTHORIZATION CRITERIA
Effective August 2009

The Wisconsin WIC Program uses specific criteria to select and authorize foods to be included on the WIC Approved Foods for issuance to eligible participants. Federal Regulations, specifically the “Revisions to the WIC Food Packages; Interim Rule” issued on December 6, 2007, specify the types and maximum quantities of foods allowed for Program participants. Italicized words indicate requirements from the Federal Regulations, preambles to Regulations, and USDA policy memos or instructions. The State WIC Program further determines authorization criteria, during which nutritional content, cost, availability, participant needs and preferences are considered. Approved foods are specified on the participants’ WIC food instruments, which are prescribed based on the participant’s status, nutritional needs, and circumstances (e.g., limited facilities). The criteria listed below do not include food package selection/tailoring and issuance policies.

I. INFANT FORMULA

A. Approved:

1. *Iron-fortified: at least 10 milligrams of iron per liter of formula at standard dilution (at least 1.8 mg iron/100 kilocalories)*
2. *No less than 67 kilocalories per 100 milliliters (approximately 20 kilocalories per ounce or 100 cal per 5 fl oz of formula)*
3. *Designed for enteral digestion via an oral or feeding tube*
4. *Meets the definition for an infant formula by the Federal Food, Drug, and Cosmetic Act*
5. Milk-based, soy-based, lactose-free
6. Special formulas, generally requiring non-specialized nutrition follow-up
7. Medical nutritionals requiring non-specialized nutrition follow-up
8. 13-oz concentrate, 12-16 oz powder, and 32-oz ready-to-feed forms

B. Not approved:

1. *Low calorie formulas*
2. Special formulas or medical nutritionals requiring very specialized nutrition follow-up (e.g., access to medical records required to provide appropriate care)
3. *Non-macro-nutrient based solutions (e.g., oral electrolyte solutions)*
4. *Low iron standard formula*
5. Formulas intended to be used for less than a month
6. Formulas not sold in the retail market (e.g., special low birth weight formulas, individual serving size bottles)
7. Formulas for treating inborn errors of metabolism (e.g., phenylalanine-free)

II. INFANT CEREAL

A. Approved:

Attachment 4.2

1. Iron-fortified: no less than 80% Daily Value for a 13 gm serving;
minimum of 45 mg of iron per 100 g of dry cereal
2. *Any grain, mixed, high protein*
3. 8 or 16 ounce boxes only
4. Rebate brand only

B. Not approved:

1. *Added ingredients (e.g., fruit, formula, yogurt, DHA)*
2. Single serving packets
3. *Jars*
4. Organic
5. Toddler

III. INFANT FRUITS AND VEGETABLES

A. Approved:

1. *Any variety of single ingredient (or combinations of single ingredient) commercial infant food fruit or vegetable without added sugars, starches or salt*
2. 2nd Foods
3. 3.5 ounce container size

B. Not approved:

1. *Added sugars, starches, or salt (i.e., sodium)*
2. 1st Foods, 3rd Foods, or Toddler Foods
3. *Desserts, creamed vegetables*
4. *Dinners (i.e., vegetable turkey)*

IV. INFANT MEAT

A. Approved:

1. *Any variety of commercial infant food meat or poultry, as a single major ingredient, with added broth or gravy.*
2. 2.5 ounce container size

B. Not approved:

1. *Added sugars or salt (sodium)*
2. *Dinners (i.e., spaghetti and meatballs)*

V. MILK

A. Approved:

1. *Conforms to the FDA standard of identity for whole, reduced fat, low-fat, or non-fat milks*
2. *Pasteurized and contains at least 400 International Units of Vitamin D and 2000 International Units of Vitamin A per fluid quart*
3. *Fluid, evaporated, or dry*

Attachment 4.2

4. Plastic, cartons, gallon bags, 1/2 or 1 gallon bags or cartons clipped together by the manufacturer.
5. rBGH free or with BGH
6. rBST free or with rBST
7. Lactose-free, including those fortified with calcium
8. Kosher if stated on the FI

B. Not approved:

1. *Unpasteurized*
2. Flavored milk
3. Acidophilus milk
4. Buttermilk
5. Goat milk
6. Ultra-high temperature (UHT) milk
7. Organic
8. Those with added ingredients to alter texture or color, e.g., Skim Delux
9. Those with added Omega-3, EPA/DHA
9. Low cholesterol
10. Protein fortified
11. Certified humane
12. Glass bottles
13. Nut or Grain milk/beverage (i.e., Almond, Peanut, Oat, Rice)

VI. SOY BASED BEVERAGES (NEW MILK ALTERNATIVE)

A. Approved:

1. *Must meet fortification guidelines issued by FDA*
2. Plain and vanilla flavored versions

VII. CHEESE

A. Approved:

1. *Domestic natural cheeses made from 100% pasteurized milk* (brick, mild or medium cheddar, colby, monterey jack, part-skim or whole mozzarella, muenster, provolone, or combinations of these)
2. *Pasteurized processed cheeses, American*
3. String cheese
4. Cheese curds
5. Reduced fat
6. Kosher
7. Displayed in the dairy section

B. Not approved:

1. *Cheese foods, spreads, or products*
2. *Imported cheese*

3. Shredded, sliced (except American), crumbles, cubes, sticks and other shapes
4. Sharp or extra sharp cheddar
5. Swiss
6. Specialty, smoked, herbed, or flavored cheeses
7. Cheese from deli case
8. Organic
9. Reduced sodium and cholesterol cheeses
10. 8 ounce or smaller packages

VIII. JUICE

A. Approved:

1. *Pasteurized fruit and vegetable juices (100% juice only)*
2. *30 mg Vitamin C per 100 ml (120% Daily Value for Vitamin C in an 8 oz serving)*
3. *Unsweetened*
4. Pulp and pulp-free
5. Added vitamins and minerals such as vitamins A and E, and calcium
6. 64-oz refrigerated cartons of calcium-fortified (minimum of 25% DV in 8 oz) only if nutritional need
7. 11.5-12 ounce frozen concentrate
8. 46, 48, or 64 oz single strength juice
9. 5.5 and 6 oz six pack juices for “limited facilities” packages only
10. National brands that are available in at least 2% of WIC authorized stores
11. Store brands for the kinds of juices reported as consumed by at least 2/3 of participants in the most recent preference survey (only apple juice meets these criteria)

B. Not approved:

1. *Juice drinks, juice cocktails, beverages*
2. *Sweetened*
3. Low/reduced acid
4. Glass bottles
5. Shelf stable concentrates
6. Cartons (except for allowed 64-oz calcium-fortified), boxes
7. Refrigerated (except for allowed 64-oz calcium-fortified cartons)
8. Organic
9. *Infant juice*

IX. CEREAL

A. Approved:

1. Ready-to-eat:
 - a. *At least 28 mg iron and not more than 21.2 gm sucrose and other sugars per 100 gm cereal (≤ 6 g per dry ounce)*
 - b. National brands

- (1) Ranked within the top 100 in the most current Nielsen Data
 - (2) Complete a product line (to avoid confusion, all eligible products will be approved to complete a product line, even if not in the top 100 Nielsen)
 - (3) Grandfather current cereals (even if no longer in top 100, for at least one more cycle, to aid in continuity)
 - c. Store brands
 - (1) National brand counterpart is of high cost and high preference
 - (2) Names easy to identify “type” of cereal, e.g., corn flakes, toasted oats, crisp(y) rice, frosted shredded wheat
 - (3) All store brands for the types selected
 - d. Boxes, bags
2. Cooked cereal
 - a. *At least 28 mg iron and not more than 21.2 gm sucrose and other sugars per 100 gm cereal (≤ 6 g per dry ounce)*
 - b. Variety
 - c. Boxes, packets (when the cereal is not available in bulk)
 - d. Within/close to the ranking of other WIC-approved hot cereals in the most current Nielsen Data for hot cereals. (Note: Not all hot cereals are included, so these criteria may not always be applicable.)
- B. Not approved:
1. Packets, unless no bulk container; canisters
 2. Synthetic food colors (when used to change to an “unnatural” color for food). Addition of marshmallows or other candy-like foods
 3. Organic
- C. Additional overall criteria for looking at the whole list of cereals:
1. Artificial sweeteners [when used to sweeten (vs texture)]
 2. Variety (include finger foods; shapes and types; grain selections, including rice, high fiber)
 3. Adequate variety of folic acid-rich cereals (e.g., 100% fortification) for women
 4. *At least half of the cereals authorized on the list 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.”*
 - (1) *contains a minimum of 51% whole grains (using dietary fiber as the indicator)*
 - (2) *meets the regulatory definitions of “low saturated fat” and “low cholesterol”*
 - (3) *bears quantitative trans fat labeling and*
 - (4) *contains ≤ 6.5 g. total fat per RACC and ≤ 0.5 g trans fat per RACC.*

X. EGGS

- A. Approved:
 - 1. All grades, all sizes
 - 2. White
 - 3. Pasteurized in the shell
 - 4. Dozen containers

- B. Not approved:
 - 1. Brown eggs
 - 2. Low cholesterol, reduced fat
 - 3. Eggs from cage free or free range chickens
 - 4. Enhanced (e.g., Omega-3 enhanced)
 - 5. Eggs with higher Vitamin E content
 - 6. Any other specialty or modified eggs
 - 7. Liquid pasteurized
 - 8. Dried egg mix
 - 9. Hard boiled

XI. WHOLE WHEAT BREAD

- A. Approved:
 - 1. 100% whole wheat bread, buns, and rolls
 - 2. 16 ounces or less
 - 3. *Must conform to FDA standard of identity (21 CFR 136.180). (Includes whole wheat buns and rolls.)*
 - 4. *Whole wheat must be the primary ingredient by weight in all whole wheat bread products.*

- B. Not approved:
 - 1. White or wheat (unless labeled “100% Whole Wheat”) bread, buns, or rolls
 - 2. Organic

XIII. WHOLE WHEAT/WHOLE GRAIN ALTERNATIVES

- A. Approved:
 - 1. Brown rice, any brand; plain in boxes or bags; may be instant-, quick-, or regular-cooking, long or short grain
 - 2. Soft corn tortillas made from ground masa flour (corn flour) using traditional processing methods. Examples of primary ingredients include: whole corn, corn (masa), whole ground corn, corn masa flour, masa harina, and white corn flour
 - 3. Whole wheat tortillas or wraps
 - 4. *Whole grain must be the primary ingredient by weight*
 - 5. 16 ounces or less

- B. Not approved
 - 1. *White rice, flavored rice, wild rice, rice mixes*
 - 2. *Hard corn tortillas/taco shells*
 - 3. *White or wheat flour (unless labeled “whole wheat”) tortillas/wraps*
 - 4. *Bagels (any type)*
 - 5. *Frozen bread dough*
 - 6. *Organic*

XIV. MATURE LEGUMES (DRY BEANS, PEAS, LENTILS)

- A. Approved:
 - 1. *Any type of mature dry beans, peas, or lentils in dry-packaged or canned forms. Examples include: black beans (“turtle beans”), blackeye peas (cowpeas of the blackeye variety, “cow beans”), garbanzo beans (chickpeas), great northern beans, kidney beans, lima beans (“butter beans”), navy beans, pinto beans, soybeans, split peas, and lentils*
 - 2. *16 ounces or less bags of dried legumes*
 - 3. *16 or less ounces cans of legumes*
 - 4. *Mixed types of legumes*
 - 5. *Lower sodium content of canned legumes*
 - 6. *99% fat free refried beans (without added sugars, fats, oils or meats)*
- B. Not approved:
 - 1. *Fresh or frozen beans and peas (may be purchased with fruits and veggies voucher)*
 - 2. *Added sugars (i.e., baked beans)*
 - 3. *Added fats, oils or meat as purchased (i.e., pork and beans, refried beans with added fats)*
 - 4. *Organic*
 - 5. *Soups*
 - 6. *Immature varieties of legumes, such as those used in canned green peas, green beans, snap beans, yellow beans and wax beans (purchase allowed as a vegetable with a Fruit and Vegetable check.*
 - 7. *Bulk*

XV. PEANUT BUTTER

- A. Approved:
 - 1. *At least 90% peanuts (standard of identity for peanut butter)*
 - 2. *All textures: natural, creamy, crunchy, extra-crunchy*
 - 3. *Natural or old-fashioned*
 - 4. *Glass and plastic containers, 18 ounces or less sizes*
 - 5. *Low sodium/salt*
 - 6. *Reduced/no sugar*
- B. Not approved:
 - 1. *Less than 90% peanuts*

2. *With jam, jelly, honey, marshmallow, chocolate, fruit, or added vitamins*
3. Whipped
4. *Peanut spread*
5. Reduced fat
6. Refrigerated
7. From health food, diet, or refrigerated sections of store
8. Honey roasted
9. Organic

XVI. CANNED FISH

A. Approved

1. *Light tuna (must conform to FDA standard of identity (21 CFR 161.190); 5 ounce cans; 3 ounce cans for “limited facilities” packages*
2. *Pink Salmon (must conform to FDA standard of identity (21 CFR 161.170); 14.75 ounce cans*
3. *Pack may include bones or skin*
4. *Oil or water packed*
5. Cans only

B. Not approved:

1. *Albacore, white, solid, fillet tuna*
2. Pouches
3. Red Salmon
4. Reduced or low sodium
5. Organic

XVII. FRESH FRUITS AND VEGETABLES

A. Approved:

1. *Any variety fresh fruits and vegetables, except potatoes. (Note: Sweet potatoes and yams are allowed)*
2. *Bagged vegetables (i.e., carrots, salad greens)*
3. Organic

B. Not approved:

1. *Potatoes (except sweet potatoes and orange yams)*
2. *Items from the salad bar, party trays, fruit baskets, decorative vegetables and fruits*
3. *Nuts, including peanuts, fruit/nut mixtures*
4. *Herbs, spices, or seasonings*

XVIII. CANNED VEGETABLES

A. Approved:

1. Any brand
2. *Any plain vegetables, plain vegetable mixtures without potatoes*
3. *Mixed with beans*

4. Any size (except individual serving)
5. *With or without sodium (salt)*
6. Organic

B. Not approved:

1. *Potatoes*, sweet potatoes, yams, sauerkraut
2. *Soups*
3. *Canned or dried beans (i.e., baked beans, pork and beans, black beans, blackeye peas, garbanzo beans, kidney beans, lima beans, pinto beans, navy beans, soybeans, split peas, lentils, and other mature beans)*
4. *Pickled or creamed vegetables* (including cream-style corn)
5. *Ketchup, pickles, relishes, olives, pickles, or other condiments*
6. *Glazed or candied (added sugars) added fats (i.e., butter), oils, condiments*
7. Single serving packages (including multi-pack)

XIX. CANNED TOMATO PRODUCTS

A. Approved

1. Any brand
2. Metal cans only
3. Any size (except single serving)
4. *Whole, diced, crushed or stewed tomatoes*
5. *Tomato sauces, pastes, purees*
6. Organic

B. Not approved

1. *Soups, salsa, sauces* (pizza, lasagna, spaghetti)
2. *Added sugars, fats, oils, condiments*

XX. CANNED FRUITS

A. Approved:

1. Any brand *packed in water and juice*
2. *Any plain fruit, plain fruit mixture*
3. Any container type (metal, plastic, glass)
4. Any size (except single-serving packages)
5. *Applesauce – “No sugar added” or “unsweetened” varieties only*
6. Organic

B. Not approved:

1. Cranberry sauce, pie filling
2. *Added syrup* (i.e., heavy, light, “naturally light”, extra light)
3. Artificial sweeteners (i.e., “Splenda”)
4. *Added sugars, salt (sodium), fats, oils*
5. Single-serving packages (including multi-pack)

XXI. FROZEN VEGETABLES

A. Approved:

1. Any brand
2. *Any variety or mixture of vegetables without potatoes (Note: Sweet potatoes and orange yams allowed)*
3. *Any variety or mixture of beans, such as lima, black, or kidney beans*
4. Any package type (bag, box)
5. Any size (except single-serving packages)
6. *With or without salt (sodium)*
7. Organic

B. Not approved:

1. *Potatoes (except sweet potatoes and orange yams)*
2. *French fries, hash browns, or shaped potatoes (except sweet potatoes and orange yams)*
3. *Added sugars (sauces, glazes), fats (butter), or oils*
4. *Pasta, noodles, nuts, rice, cheese, or meat, sauce packets*
5. *Seasoned, flavored, breaded*
6. Single-serving packages (including multi-pack)

XXII. FROZEN FRUITS

A. Approved:

1. Any brand *with no added sugar*
2. *Any variety or mixture of fruits*
3. Any size (except single-serving packages)
4. Bags only
5. Organic

B. Not approved:

1. Boxes or tubs
2. *Added sugar or other sweeteners (i.e., Fruit Bars/popsicles) or mixed with other non-fruit ingredients, such as yogurt (i.e., Fruit Smoothies)*
3. Single-serving packages (including multi-pack)

XXIII. ADDITIONAL CRITERIA (applies to all foods)

A. Length of time available in Wisconsin stores:

1. The food item must have been available in Wisconsin stores for at least one year, unless the food item is in the company product line of food(s) that is already WIC-approved (see #2 below). **or it is a new approved food category (i.e., soy beverage, tofu, tortillas)**
2. If the food item is in the company product line of food(s) that is already WIC-approved, the item may be approved. Examples include: if General Mills introduces a new WIC-eligible Chex cereal into its (Wisconsin-approved) Chex product line, it could be approved; if a company introduces a juice in a 12-oz frozen container and Wisconsin WIC

approves the same juice in the 48/46-oz size, the 12-oz size could be approved.

3. If a new USDA allowed food category (i.e., soy beverage, tofu) is authorized, the one year criteria may be waived.

XVII. OTHER CONSIDERATIONS

- A. Other considerations may be used to determine the Food List. These include:
 1. Promotes healthy, lifelong eating habits
 2. Balanced among the following:
 - a. Reasonable cost
 - b. Acceptance (by participants)
 - c. Understandability (by participants, Project staff, store cashiers)
 - d. Availability
 3. Continuity with previous Lists
- B. These considerations are more subjective in nature and the process for making decisions may vary (e.g., discussion of pro's and con's, etc. at WIC Advisory Committee meetings, appointed workgroups, or amongst Vendor and Nutrition Units at DPH, etc.).