

North Carolina WIC Program

Approved Foods List Los Alimentos Aprobados Por WIC

Effective: October 1, 2011 – September 30, 2012
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North Carolina WIC Program Approved Foods

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Cow's Milk: Size and type as listed on food instrument	
<p>Approved</p> <ul style="list-style-type: none"> ▪ 1 gallon, ½ gallon and 1 quart fresh fluid milk ▪ ½ gallon lactose-reduced or lactose-free milk ▪ 1 quart Ultra High Temperature (UHT) milk ▪ 12 oz. canned evaporated milk ▪ Skim, 1%, 2% and whole pasteurized milk ▪ Least expensive brand available 	<p>Not Approved</p> <ul style="list-style-type: none"> ▪ Buttermilk ▪ Chocolate or other flavored milk ▪ Goat milk ▪ Milk drinks ▪ Organic milk ▪ Powdered milk

Cheese: Size and type as listed on food instrument	
<p>Approved</p> <ul style="list-style-type: none"> ▪ 16 oz. prepackaged block or sliced (wrapped or unwrapped) ▪ Least expensive domestic brand available of any of the following types of cheese or blends of any of these cheeses: <ul style="list-style-type: none"> ○ Brick ○ Cheddar ○ Colby ○ Monterey Jack ○ Mozzarella ○ Muenster ○ Pasteurized processed American ○ Provolone ○ Swiss ▪ Lower-sodium varieties ▪ Reduced-fat and reduced-cholesterol varieties 	<p>Not Approved</p> <ul style="list-style-type: none"> ▪ Cheese foods ▪ Cheese products ▪ Cheese spreads ▪ Cheese with additions such as wine, nuts, seeds, jalapenos, pimentos, herbs, spices, seasonings or flavorings (wine or smoked) ▪ Deli or hoop cheese ▪ Organic cheese ▪ Snack, cubed, shaped, crumbled, strips, sticks, diced, grated or shredded cheese ▪ String cheese

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Soy-based Beverage: Must be an approved brand as specified on list below		
Approved <ul style="list-style-type: none"> ▪ 64 oz. container 	Not Approved <ul style="list-style-type: none"> ▪ Flavored soy-based beverage ▪ Soy-based beverages with artificial sweeteners ▪ Soy-based beverages with added DHA/ARA and/or omega-3 fats ▪ Organic soy-based beverage 	
Brand Name	Product Name	Unit Container Size (ounces)
8th Continent	Soymilk- Original	64

Tofu: Must be an approved brand as specified on list below		
Approved <ul style="list-style-type: none"> ▪ 14 oz. - 16 oz. prepackaged ▪ Calcium-set tofu prepared with calcium salts 	Not Approved <ul style="list-style-type: none"> ▪ Tofu with added fats, sugars, oils or sodium ▪ Tofu with artificial sweeteners ▪ Tofu with added DHA/ARA and/or omega-3 fats ▪ Organic tofu 	
Brand Name	Product Name	Unit Container Size (ounces)
Azumaya	Extra Firm Lite Tofu	14
Azumaya	Extra Firm Tofu	16
Azumaya	Firm Tofu	16
Azumaya	Silken Tofu	16
House Foods	Tofu Firm	14
House Foods	Tofu Medium Firm (Regular)	14
House Foods	Tofu Soft (Silken)	14
Nasoya	Lite Firm Tofu	14
Nasoya	Lite Silken Tofu	16

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Concentrate Juice: Must be an approved brand as specified on list below		
<p>Approved</p> <ul style="list-style-type: none"> ▪ 11.5 oz. - 12 oz. containers ▪ 100% juice, unsweetened, pasteurized ▪ Frozen or shelf stable concentrate ▪ Juices fortified with calcium ▪ Juices fortified with calcium and vitamin D <p>Any brand of grapefruit or orange juice that meets the “Approved” criteria</p>	<p>Not Approved</p> <ul style="list-style-type: none"> ▪ Concentrate products with guidance for diluting to less than single strength ▪ Juice drinks, or cocktails ▪ Juices promoted for use by infants ▪ Juices with added nutrients/additives other than calcium and vitamin D ▪ Juices with added DHA/ARA and/or omega-3 fats ▪ Juices with artificial sweeteners ▪ Organic juice ▪ Sports drinks 	
Brand Name	Product Name	Unit Container Size (ounces)
Always Save	Apple Juice	12
Best Choice	Apple Juice	12
Best Choice	Grape Juice	12
Food Club	Apple Juice	12
Food Club	Grape Juice	12
Food Lion	Apple Juice	12
Great Value	Apple Juice	12
Great Value	Grape Juice	12
Hannaford	Apple Juice	12
Harris Teeter	Apple Juice	12
HY·TOP	Apple Juice	12
Kroger	Apple Juice with Calcium	12
Kroger	Grape Juice	12
Kroger	Pineapple Orange Juice	12
Langers	Apple Cranberry 100% Juice	11.5
Langers	Apple Juice	11.5
Langers	Grape Juice	11.5
Langers	Pineapple Juice	11.5
Langers	White Grape 100% Juice	11.5
Langers	Winter Blend 100% Juice	11.5
Market Pantry	Apple Juice	12
Market Pantry	Pineapple Orange Juice	12
My Essentials	Apple Juice	12
Nestle Juicy Juice	100% Juice Apple	11.5
Nestle Juicy Juice	100% Juice Berry	11.5
Nestle Juicy Juice	100% Juice Punch	11.5
Old Orchard	100% Juice Apple	12
Old Orchard	100% Juice Apple Cherry	12
Old Orchard	100% Juice Apple Cranberry	12
Old Orchard	100% Juice Apple Kiwi Strawberry	12
Old Orchard	100% Juice Apple Passion Mango	12
Old Orchard	100% Juice Apple Raspberry	12

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Concentrate Juice: Must be an approved brand as specified on list below		
Brand Name	Product Name	Unit Container Size (ounces)
Old Orchard	100% Juice Apple Strawberry Banana	12
Old Orchard	100% Juice Blueberry Pomegranate	12
Old Orchard	100% Juice Cherry Pomegranate	12
Old Orchard	100% Juice Cranberry	12
Old Orchard	100% Juice Cranberry Pomegranate	12
Old Orchard	100% Juice Cranberry Raspberry	12
Old Orchard	100% Juice Grape	12
Old Orchard	100% Juice Pineapple	12
Old Orchard	100% Juice Pineapple Orange	12
Old Orchard	100% Juice Pineapple Orange Banana	12
Old Orchard	100% Juice White Grape	12
Our Family	Apple Juice	12
Richfood	Apple Juice	12
Seneca	Apple Juice	12
Seneca	Grape Juice	12
Southern Home	Apple Juice	12
Tree Top	Apple Juice	12
Welch's	100% Grape Juice	11.5
Welch's	100% Juice Apple	11.5
Welch's	100% Juice Cherry Sensation	11.5
Welch's	100% Juice Fruit Fantastic	11.5
Welch's	100% Juice Grape	11.5
Welch's	100% Juice Tropical Passion	11.5
Welch's	100% Juice White Grape	11.5
Welch's	100% Juice White Grape Cranberry	11.5
Welch's	100% Juice White Grape Peach	11.5
Welch's	100% Juice White Grape Pear	11.5
Welch's	100% Juice White Grape Raspberry	11.5
Welch's	100% Juice Wild Berry	11.5
Welch's	100% White Grape Juice	11.5

North Carolina WIC Program Approved Foods

Single Strength Juice: Must be an approved brand as specified on list below and size as specified on the food instrument

Approved

- 48 oz. and 64 oz. containers
- 100% juice, unsweetened, pasteurized
- Juices fortified with calcium
- Juices fortified with calcium and vitamin D
- Vegetable juice may be regular or low sodium
- Packaged in plastic, glass, cans, or refrigerated paper cartons

Any brand of grapefruit or orange juice that meets the "Approved" criteria

Not Approved

- Freshly squeezed juices
- Juice drinks or cocktails
- Juices promoted for use by infants
- Juices with added nutrients/additives other than calcium and vitamin D
- Juices with added DHA/ARA and/or omega-3 fats
- Juices with artificial sweeteners
- Organic juice
- Sports drinks

Brand Name	Product Name	Unit Container Size (ounces)
Always Save	Apple Juice	64
Always Save	Grape Juice	48
Apple & Eve	Apple Juice	48, 64
Apple & Eve	Cranberry Apple Juice	48, 64
Apple & Eve	Cranberry Grape Juice	64
Apple & Eve	Cranberry Peach Mango Juice	64
Apple & Eve	Cranberry Pomegranate Juice	64
Apple & Eve	Cranberry Raspberry Juice	48, 64
Apple & Eve	Cranberry Wild Berry Juice	64
Apple & Eve	Naturally Cranberry Juice	48, 64
Best Choice	100% Juice Apple	64
Best Choice	100% Juice Berry	64
Best Choice	100% Juice Cherry	64
Best Choice	100% Juice Grape	64
Best Choice	100% Juice Punch	64
Best Choice	100% Juice Tomato Juice	64
Best Choice	Apple Juice	64
Best Choice	Grape Juice	64
Best Choice	Pineapple Juice	64
Best Choice	Vegetable Juice	64
Best Choice	White Grape Juice	64
Campbell's	Tomato Juice	64
Campbell's	Tomato Juice-Low Sodium	64
Diane's Garden	100% Vegetable Juice	64
Food Club	100% Apple Juice	64
Food Club	100% Tomato Juice	64
Food Club	100% Vegetable Juice	64
Food Club	Juice A-Lot Grape Juice	64
Food Lion	100% Juice Berry	64
Food Lion	100% Juice Cherry	64
Food Lion	100% Juice Fruit Punch	64

North Carolina WIC Program Approved Foods

Single Strength Juice: Must be an approved brand as specified on list below and size as specified on the food instrument		
Brand Name	Product Name	Unit Container Size (ounces)
Food Lion	Apple Juice	64
Food Lion	Cranberry Juice Blend	64
Food Lion	Grape Juice	64
Food Lion	Pineapple Juice	64
Food Lion	Tomato Juice	64
Food Lion	White Grape Juice	64
Great Value	100% Grape Juice	64
Great Value	100% Tomato Juice	64
Great Value	100% Vegetable Juice	64
Great Value	100% White Grape Juice	64
Hannaford	100% Juice Berry	64
Hannaford	100% Juice Cherry	64
Hannaford	100% Juice Fruit Punch	64
Hannaford	Apple Juice	64
Hannaford	Cranberry Juice	64
Hannaford	Grape Juice	64
Hannaford	Pineapple Juice	64
Hannaford	Tomato Juice	64
Hannaford	Vegetable Juice	64
Hannaford	White Grape Juice	64
Harris Teeter	Apple Juice	64
Harris Teeter	Cranberry & Concord Grape Flavored Juice	64
Harris Teeter	Cranberry & Red Delicious Apple Flavored Juice	64
Harris Teeter	Cranberry Flavored Juice	64
Harris Teeter	Cranberry Raspberry Flavored Juice	64
Harris Teeter	Grape Juice	64
Harris Teeter	Tomato Juice	64
Harris Teeter	White Grape Juice	64
Harris Teeter	White Grape Peach Juice Blend	64
Harvest Classic	Apple Juice	64
HY·TOP	100% Juice Apple	64
HY·TOP	100% Juice Grape	64
HY·TOP	100% Juice Tomato	64
HY·TOP	100% Juice Vegetable	64
HY·TOP	100% Juice White Grape	64
IGA	100% Apple Juice	64
IGA	100% Grape Juice	64
IGA	White Grape Juice	64
Kroger	100% Tomato juice	64
Kroger	Apple Juice	64
Kroger	Berry Juice	64
Kroger	Blueberry Juice	64

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Single Strength Juice: Must be an approved brand as specified on list below and size as specified on the food instrument		
Brand Name	Product Name	Unit Container Size (ounces)
Kroger	Cranberry Juice	64
Kroger	Fruit Punch Juice	64
Kroger	Grape Juice	64
Kroger	Pineapple Juice	64
Kroger	White Grape Juice	64
Kroger	White Grape/Peach Juice	64
Langers	Apple Berry Cherry 100% Juice	64
Langers	Apple Cranberry 100% Juice	64
Langers	Apple Grape 100% Juice	64
Langers	Apple Juice	64
Langers	Apple Kiwi Strawberry 100% Juice	64
Langers	Apple Orange Pineapple 100% Juice	64
Langers	Apple Peach Mango 100% Juice	64
Langers	Disney 100% Juice Berry	64
Langers	Disney 100% Juice Grape	64
Langers	Disney Apple Cranberry Grape 100% Juice	64
Langers	Disney Fruit Punch 100% Juice	64
Langers	Grape Juice	64
Langers	Harvest Apple Plus 100% Juice	64
Langers	Pineapple Juice	64
Langers	Red Grape Juice	64
Langers	Spicy Vegetable 100% Juice with Serrano Chili Peppers	64
Langers	Tomato Juice	64
Langers	Vegetable Juice	64
Langers	Vegetable Juice Low Sodium	64
Langers	White Grape Juice	64
Laura Lynn	100% Juice Blend Berry	64
Laura Lynn	100% Juice Blend Cherry Punch	64
Laura Lynn	100% Juice Blend Cranberry	64
Laura Lynn	100% Juice Blend Fruit Punch	64
Laura Lynn	100% Juice Blend Grape	64
Laura Lynn	Grape Juice	64
Laura Lynn	Tomato Juice	64
Laura Lynn	White Grape Juice	64
Laura Lynn	White Grape-Peach Juice	64
Lowe's Foods	100% Juice Cranberry Blend	64
Lowe's Foods	Grape Juice	64
Lowe's Foods	White Grape Juice	64
Lucky Leaf	100% Apple Juice	64
Market Pantry	100% Juice-Apple	64
Market Pantry	100% Juice-Grape	64
Market Pantry	100% Juice-Tomato	64

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Single Strength Juice: Must be an approved brand as specified on list below and size as specified on the food instrument		
Brand Name	Product Name	Unit Container Size (ounces)
Market Pantry	100% Juice-Vegetable	64
Market Pantry	100% Juice-White Grape	64
Mott's	100% Apple Juice	64
My Essentials	100% Apple Juice	64
Nestle Juicy Juice	100% Juice Apple	48, 64
Nestle Juicy Juice	100% Juice Apple Raspberry	64
Nestle Juicy Juice	100% Juice Berry	64
Nestle Juicy Juice	100% Juice Cherry	64
Nestle Juicy Juice	100% Juice Grape	48, 64
Nestle Juicy Juice	100% Juice Kiwi Strawberry	48, 64
Nestle Juicy Juice	100% Juice Mango	64
Nestle Juicy Juice	100% Juice Orange Tangerine	48, 64
Nestle Juicy Juice	100% Juice Punch	48, 64
Nestle Juicy Juice	100% Juice Strawberry Banana	64
Nestle Juicy Juice	100% Juice Tropical	64
Nestle Juicy Juice	100% Juice White Grape	64
Northland	100% Juice Cranberry	48
Northland	100% Juice Cranberry Grape	48
Old Orchard	100% Apple Juice	64
Old Orchard	100% Grape Juice	64
Old Orchard	100% Juice-Acai Pomegranate	64
Old Orchard	100% Juice-Apple Cranberry	64
Old Orchard	100% Juice-Berry Blend	64
Old Orchard	100% Juice-Blueberry Pomegranate	64
Old Orchard	100% Juice-Cherry Pomegranate	64
Old Orchard	100% Juice-Cranberry Pomegranate	64
Old Orchard	100% Juice-Kiwi Strawberry	64
Old Orchard	100% Juice-Peach Mango	64
Old Orchard	100% Juice-Red Raspberry	64
Old Orchard	100% Juice-Wild Cherry	64
Old Orchard	100% White Grape Juice	64
Our Family	100% Juice Blend-Berry	64
Our Family	100% Juice Blend-Cherry Punch	64
Our Family	100% Juice Blend-Fruit Punch	64
Our Family	100% Juice Blend-Grape	64
Our Family	100% Tomato Juice	64
Our Family	100% Vegetable Juice	64
Our Family	Apple Juice	64
Our Family	Fresh Pressed Apple Juice	64
Our Family	Grape Juice	64
Our Family	White Grape Juice	64
Our Family	100% Juice Blend-Orange Tangerine	64

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Single Strength Juice: Must be an approved brand as specified on list below and size as specified on the food instrument		
Brand Name	Product Name	Unit Container Size (ounces)
Piggly Wiggly	Apple Juice	64
Piggly Wiggly	Grape Juice	64
Piggly Wiggly	White Grape Juice	64
Private Selection	Apple Juice	64
Richfood	100% Juice-Berry	64
Richfood	100% Juice-Cherry	64
Richfood	100% Juice-Cranberry	64
Richfood	100% Juice-Grape	64
Richfood	100% Juice-Punch	64
Richfood	Apple Juice	64
Richfood	Grape Juice	64
Richfood	White Grape Juice	64
Seneca	100% Apple Juice	48, 64
Sesame Street	100% Juice Bert & Ernie's Berry	64
Sesame Street	100% Juice Big Bird's Apple	64
Sesame Street	100% Juice Elmo's Punch	64
Sesame Street	100% Juice Grover's White Grape	64
Southern Home	100% Apple Juice	64
Southern Home	100% Apple Juice with Calcium	64
Southern Home	100% Grape Juice	64
Southern Home	100% Juice Blend Cranberry	64
Southern Home	100% White Grape Juice	64
Southern Home	Juice A Lot Berry- 100% Juice	64
Southern Home	Juice A Lot Cherry- 100% Juice	64
Southern Home	Juice A Lot Grape- 100% Juice	64
Southern Home	Juice A Lot Punch- 100% Juice	64
Tipton Grove	100% Apple Juice	64
Tipton Grove	100% Grape Juice	64
Tree Top	Apple Juice	64
V8	V8 100% Vegetable Juice	64
ValuTime	Grape Juice	64
Welch's	100% Grape Juice	64
Welch's	100% White Grape Juice	64
Welch's	Red 100% Grape Juice	64

North Carolina WIC Program Approved Foods

Cereal: Must be an approved brand as specified on list below			
Approved	Not Approved		
<ul style="list-style-type: none"> ▪ 12 oz. or larger size box or bag ▪ At least 28 mg iron per 100 g dry cereal ▪ Less than or equal to 6 gm. Sugar per dry oz. cereal ▪ Includes whole grain as the primary ingredient by weight AND meets labeling requirements for making a health claim as a “whole-grain food with moderate fat content” 	<ul style="list-style-type: none"> ▪ Single serving packets ▪ Cereals with artificial sweeteners ▪ Cereals with added DHA/ARA and/or omega-3 fats ▪ Organic cereals 		
Brand Name	Product Name	Unit Container Type	Unit Container Size (ounces)
Always Save	Toasted Oats	Bag	32
Best Choice	Enriched Bran Flakes	Box	17.3
Best Choice	Frosted Shredded Wheat Bite Size	Box	19
Best Choice	Happy O’s	Box	15
Best Choice	Live Life @ 100%	Box	21
Best Choice	Nutty Nuggets	Box	24
Best Choice	Wheat Crisps	Box	14
Best Choice	Wheat Flakes	Box	18
Better Valu	Toasted Oats	Bag	35
Cream of Wheat	Whole Grain	Box	18
Essential Everyday	Bran Flakes	Box	17.3
Essential Everyday	Crunchy Oat Squares	Box	15
Essential Everyday	Crunchy Wheat & Barley	Box	24
Essential Everyday	Toasted Oats	Box	14
Flavorite	Crunchy Oat Squares	Box	15
Flavorite	Crunchy Wheat & Barley	Box	24
Flavorite	Enriched Bran Flakes	Box	17.3
Flavorite	Toasted Oats	Box	14
Food Club	Bite Size Frosted Shredded Wheat	Box	18
Food Club	Essential Choice Bran Flakes	Box	17.3
Food Club	Toasted Oats	Box	14
Food Lion	Bite-Sized Frosted Shredded Wheat	Box	18
Food Lion	Enriched Bran Flakes	Box	17.3
Food Lion	Frosted Strawberry Shredded Wheat	Box	18
Food Lion	Simple Living	Box	21
Food Lion	Tasteeos	Box	14
General Mills	Berry Berry Kix	Box	12
General Mills	Cheerios	Box	14, 18
General Mills	Corn Chex	Box	14
General Mills	Fiber One Frosted Shredded Wheat	Box	15.1
General Mills	Honey Kix	Box	12
General Mills	Kix	Box	12, 18
General Mills	Multi-Bran Chex	Box	14
General Mills	MultiGrain Cheerios	Box	12.8, 16.2

North Carolina WIC Program Approved Foods

Cereal: Must be an approved brand as specified on list below			
Brand Name	Product Name	Unit Container Type	Unit Container Size (ounces)
General Mills	Rice Chex	Box	12.8
General Mills	Total Whole Grain	Box	16
General Mills	Wheat Chex	Box	14
General Mills	Wheaties	Box	15.6
Great Value	Bran Flakes	Box	17.3
Great Value	Crunchy Nuggets	Box	24
Great Value	Frosted Shredded Wheat	Box	24
Great Value	Toasted Wheat	Box	14
Great Value	Toasted Whole Grain Oat	Box	14, 15, 18
Hannaford	Bite Size Frosted Shredded Wheat	Box	18
Hannaford	Bran Flakes	Box	17.3
Hannaford	Nutty Nuggets	Box	24
Hannaford	Tasteos	Box	14
Hannaford	Toasted Wheat	Box	14
Hannaford	Wheat Flakes	Box	18
Harris Teeter	Enriched Bran Flakes	Box	17.3
Harris Teeter	Toasted O's	Box	15
HY·TOP	Bran Flakes	Box	20
HY·TOP	Bite Size Frosted Shredded Wheat	Box	20.4
HY·TOP	Old Fashioned Oats	Box	18
HY·TOP	Quick Oats	Box	18
HY·TOP	Toasted Oats	Box	15
IGA	Bite Size Frosted Shredded Wheat	Box	18, 19
IGA	Enriched Bran Flakes	Box	17.3
IGA	Nutty Nuggets	Box	24
IGA	Tasteos	Box	14
IGA	Toasted Oats	Box	15
Kellogg	All-Bran Complete Wheat Flakes	Box	17.3
Kellogg	Frosted Mini-Wheats Touch of Fruit in the Middle Mixed Berry	Box	18
Kellogg	Frosted Mini-Wheats Big Bite	Box	16, 20.4
Kellogg	Frosted Mini-Wheats Bite Size	Box	18, 24
Kellogg	Frosted Mini-Wheats Little Bites	Box	15.8
Kellogg	Bite Size Mini-Wheats Unfrosted	Box	18
Kroger	Bran Flakes	Box	17.3
Kroger	Living Well	Box	15
Kroger	Nutty Nuggets	Box	24
Kroger	Toasted Oats	Box	14
Laura Lynn	Enriched Bran Flakes	Box	17.3
Laura Lynn	Nutty Nuggets	Box	24
Laura Lynn	Tasteos	Box	14
Lowe's	Bran Flakes	Box	17.3
Lowe's	Frosted Shredded Wheat	Box	18

North Carolina WIC Program Approved Foods

Cereal: Must be an approved brand as specified on list below			
Brand Name	Product Name	Unit Container Type	Unit Container Size (ounces)
Lowes	Nutty Nuggets	Box	24
Lowes	Tasteos	Box	14
Market Pantry	Toasted Oats	Box	14
My Essentials	Bite-Sized Frosted Shredded Wheat	Box	18
My Essentials	Tasteos	Box	14
Nature's Crunch	Frosted Shredded Wheat	Box	16
Nature's Crunch	Enriched Bran Flakes	Box	17.3
Our Family	4 Corner Crunch	Box	21
Our Family	Bran Flakes	Box	17.3
Our Family	Nutty Nuggets	Box	24
Our Family	Toasted Oats	Box	14
Our Family	Wheat Biscuits	Box	14
Piggly Wiggly	Toasted Oats	Box	15
Post Cereal	Banana Nut Crunch	Box	15.5
Post Cereal	Bran Flakes	Box	16
Post Cereal	Grape-Nuts	Box	24, 32
Post Cereal	Grape-Nuts Flakes	Box	18
Post Cereal	Honey Bunches of Oats- Vanilla Bunches	Box	18
Post Cereal	Shredded Wheat Vanilla Almond	Box	19.5
Quaker	Life	Box	13, 15, 18, 21
Quaker	Oatmeal Squares-Cinnamon	Box	16, 24
Quaker	Oatmeal Squares-Brown Sugar	Box	16, 21, 24
Ralston Foods	Enriched Bran Flakes	Box	17.3
Ralston Foods	Oat Wise	Box	21
Ralston Foods	Tasteos	Box	14
Richfood	Bran Flakes	Box	17.3
Richfood	Crunchy Oat Squares	Box	15
Richfood	Crunchy Wheat & Barley	Box	24
Richfood	Toasted Oats	Box	14
Rollin' Oats	Toasted Rollin' Oats	Box	15
Shurfine	Crunchy Wheat Cereal	Box	14
Shurfine	Enriched Bran Flakes	Box	17.3
Shurfine	Frosted Bite Size Shredded Wheat	Box	18
Shurfine	Nutty Nuggets	Box	24
Shurfine	Toasted Oats	Box	14
Shurfine	Oat Wise	Box	21
Southern Home	Bran Flakes	Box	17.3
Southern Home	Frosted Shredded Wheat	Box	18
Southern Home	Bite Size Strawberry Frosted Shredded Wheat	Box	18
Southern Home	Toasted Oats	Box	14

North Carolina WIC Program Approved Foods

Bread: Must be an approved brand as specified on list below		
Approved		Not Approved
<ul style="list-style-type: none"> ▪ 16 oz. loaf ▪ 100% whole-grain and/or whole-wheat bread 		<ul style="list-style-type: none"> ▪ Bagels, buns or rolls ▪ Bread with artificial sweeteners ▪ Bread with added DHA/ARA and/or omega-3 fats ▪ Organic bread
Brand Name	Product Name	Unit Container Size (ounces)
Bimbo	100% Whole Wheat Bread	16
Food Lion	100% Whole Wheat Sliced Bread	16
Hannaford	100% Whole Wheat Sliced Bread	16
Harris Teeter	100% Whole Wheat Bread	16
Nature's Own	100% Whole Wheat with Honey Bread	16
Pepperidge Farm	Stone Ground 100% Whole Wheat Bread	16
Pepperidge Farm	Very Thin Sliced 100% Whole Wheat Bread	16
Roman Meal	Sungrain 100% Whole Wheat Bread	16
Sara Lee	Classic 100% Whole Wheat Bread	16
Wonder	Soft 100% Whole Wheat Bread	16

Brown Rice: Must be an approved brand as specified on list below			
Approved		Not Approved	
<ul style="list-style-type: none"> ▪ 14 oz. -16 oz. bag or box ▪ Plain, whole-grain brown rice ▪ Instant, quick or regular cooking 		<ul style="list-style-type: none"> ▪ Mixtures of rice ▪ Seasoned or flavored rice ▪ Brown rice with added sugar, fats, oils or salt (sodium) ▪ Brown rice with artificial sweeteners ▪ Brown rice with added DHA/ARA and/or omega-3 fats ▪ Organic brown rice 	
Brand Name	Product Name	Unit Container Type	Unit Container Size (ounces)
Best Choice	Instant Rice Brown Rice	Box	14
Best Choice	Long Grain Brown Rice	Bag	16
Best Yet	Instant Brown Rice	Box	14
Flavorite	Premium Brown Rice	Box	14
Food Club	Boil-in-Bag Instant Brown Rice	Box	14
Food Club	Instant Rice Brown Rice	Box	14
Food Club	Long Grain Brown Rice	Bag	16
Great Value	Brown Rice	Bag	16
Great Value	Instant Brown Rice	Box	14
Gulf Pacific	Long Grain Brown Rice	Bag	16
Harris Teeter	Instant Brown Rice	Box	14
HY·TOP	Instant Precooked Brown Rice	Box	14

North Carolina WIC Program Approved Foods

Brown Rice: Must be an approved brand as specified on list below			
HY·TOP	Long Grain Brown Rice	Bag	16
Hy-Vee	Instant Brown Rice	Box	14
Kroger	Boil-in-Bag Brown Rice	Box	14
Kroger	Brown Rice	Box	14
Laura Lynn	Brown Rice Premium Long Grain	Bag	16
Laura Lynn	Instant Rice Brown Rice	Box	14
Lowe's	Instant Brown Rice	Box	14
Lundberg Family Farms	Long Grain Brown Rice	Bag	16
Lundberg Family Farms	Short Grain Brown Rice	Bag	16
Lundberg Family Farms	Wehani	Bag	16
Mahatma	Brown Rice	Bag	16
Market Pantry	Long Grain Brown Rice	Bag	16
Minute	Brown Rice	Box	14
My Essentials	Long Grain Natural Brown Rice	Bag	16
Our Family	Brown Rice	Bag	16
Richfood	Long Grain Brown Rice	Bag	16
Shurfine	Instant Brown Rice	Box	14
Southern Home	Instant Brown Rice	Box	14
Success	Boil-in-Bag Whole Grain Brown Rice	Box	14
Uncle Ben's	Fast & Natural Whole Grain Instant Brown Rice	Box	14
Uncle Ben's	Natural Whole Grain Brown Rice	Box	16
Uncle Ben's	Whole Grain Boil-in-Bag Brown Rice	Box	14
Western Family	Instant Brown Rice	Box	14

North Carolina WIC Program Approved Foods

Tortillas: Must be an approved brand as specified on list below		
Approved		Not Approved
<ul style="list-style-type: none"> ▪ 16 oz. package ▪ Soft corn (yellow or white) tortillas ▪ Whole wheat tortillas 		<ul style="list-style-type: none"> ▪ Hard-shelled corn tortillas ▪ Tortillas with artificial sweeteners ▪ Tortillas with added DHA/ARA and/or omega-3 fats ▪ Organic tortillas
Brand Name	Product Name	Unit Container Size (ounces)
Soft Corn Tortillas (yellow or white)		
Carlita	Corn Tortillas	16
Celia's	Corn Tortillas	16
Chi-Chi's	White Corn Tortillas	16
Don Pancho	White Corn Tortillas	16
Don Pancho	Yellow Corn Tortillas	16
Food Club	White Corn Tortillas	16
La Banderita	Corn Tortillas	16
La Burrita	Corn Tortillas	16
Mission	Yellow Corn Tortillas Extra Thin	16
Pepito	Corn Tortillas	16
Whole Wheat Tortillas		
Best Choice	100% Whole Wheat Tortillas Soft Taco Size	16
Best Choice	Whole Wheat Tortillas Fajita Style	16
Celia's	Whole Wheat Flour Tortillas	16
Chi-Chi's	Whole Wheat Tortillas	16
Don Pancho	Whole Wheat Tortillas	16
Food Club	Whole Wheat Tortillas	16
Hannaford	Whole Wheat Tortillas	16
IGA	Whole Wheat Fajita Style Flour Tortillas	16
La Banderita	Whole Wheat Tortillas	16
Lowe's	Whole Wheat Tortillas	16
MiCasa	Wheat Tortillas	16
Mission	100% Whole Wheat Flour Tortillas	16
My Essentials	Whole Wheat Tortillas	16
Ortega	Whole Wheat Tortillas	16
Pepito	Whole Wheat Flour Tortillas	16

North Carolina WIC Program Approved Foods

Peanut Butter: Must be an approved brand as specified on list below		
Approved <ul style="list-style-type: none"> ▪ 16 oz. – 18 oz. containers ▪ Less-sugar varieties ▪ Lower-sodium, sodium-free or salt-free varieties ▪ Plain, creamy, crunchy or chunky ▪ Reduced-fat varieties ▪ Natural varieties 	Not Approved <ul style="list-style-type: none"> ▪ Freshly ground peanut butter ▪ Peanut butter combinations (such as jelly, chocolate, marshmallow) ▪ Peanut butter spread ▪ Peanut butter with artificial sweeteners ▪ Peanut butter with added DHA/ARA and/or omega-3 fats ▪ Organic peanut butter 	
Brand Name	Product Name	Unit Container Size (ounces)
Always Save	Creamy Peanut Butter	18
Always Save	Crunchy Peanut Butter	18
Bama	Creamy Peanut Butter	18
Bama	Crunchy Peanut Butter	18
Best Choice	Peanut Butter Creamy	18
Best Choice	Peanut Butter Crunchy	18
Clear Value	Creamy Peanut Butter	18
Clear Value	Crunchy Peanut Butter	18
Food Club	Creamy Peanut Butter	18
Food Lion	Creamy Peanut Butter	18
Food Lion	Crunchy Peanut Butter	18
Great Value	Creamy Peanut Butter	18
Great Value	Crunchy Peanut Butter	18
Hannaford	Creamy Peanut Butter	18
Hannaford	Crunchy Peanut Butter	18
Harris Teeter	Creamy Peanut Butter	18
Harris Teeter	Crunchy Peanut Butter	18
HY·TOP	Creamy Peanut Butter	18
HY·TOP	Crunchy Peanut Butter	18
IGA	Peanut Butter Creamy	18
IGA	Peanut Butter Crunchy	18
Jif	Creamy Peanut Butter	18
Jif	Extra Crunchy Peanut Butter	18
Jif	Simply Creamy Peanut Butter Less Sugar Low Sodium	17.3
Kroger	Creamy Peanut Butter	18
Kroger	Crunchy Peanut Butter	18
Laura Lynn	Creamy Low Glycemic Peanut Butter	18
Laura Lynn	Creamy Peanut Butter	18
Laura Lynn	Creamy Reduced Sugar Peanut Butter	17.3
Laura Lynn	Crunchy Peanut Butter	18
Laura Lynn	Natural Creamy Peanut Butter	18
Lowes	Creamy Peanut Butter	18
Lowes	Crunchy Peanut Butter	18
Market Pantry	Peanut Butter Creamy	18
Market Pantry	Peanut Butter Creamy – All Natural	16

North Carolina WIC Program Approved Foods

Peanut Butter: Must be an approved brand as specified on list below		
Brand Name	Product Name	Unit Container Size (ounces)
Market Pantry	Peanut Butter Crunchy – All Natural	16
Market Pantry	Peanut Butter Extra Crunchy	18
My Essentials	Creamy Peanut Butter	18
My Essentials	Crunchy Peanut Butter	18
Our Family	Creamy Peanut Butter	18
Our Family	Crunchy Peanut Butter	18
Our Family	Reduced Sugar Creamy Peanut Butter	17.3
Panner	Creamy Peanut Butter	18
Panner	Crunchy Peanut Butter	18
Peter Pan	Creamy Peanut Butter	16.3
Peter Pan	Crunchy Peanut Butter	16.3
Piggly Wiggly	Creamy Peanut Butter	18
Piggly Wiggly	Crunchy Peanut Butter	18
Reese's	Creamy Peanut Butter	18
Richfood	Creamy Peanut Butter	18
Richfood	Extra Crunchy Peanut Butter	18
Skippy	Creamy Peanut Butter	16.3
Skippy	Roasted Honey Nut Creamy Peanut Butter	16.3
Skippy	Roasted Honey Nut Super Chunk Peanut Butter	16.3
Skippy	Super Chunk Peanut Butter	16.3
Southern Home	Natural Peanut Butter Creamy	16
Southern Home	Natural Peanut Butter Crunchy	16
Southern Home	Peanut Butter Creamy	18
Southern Home	Peanut Butter Crunchy	18
ValuTime	Creamy Peanut Butter	18

North Carolina WIC Program Approved Foods

Mature Legumes (Beans, Peas, Lentils): Size and type as listed on food instrument	
<p>Approved</p> <ul style="list-style-type: none"> ▪ 16 oz. bag or box ▪ 15 oz. - 16 oz. cans <p>DRY BEANS, PEAS, LENTILS</p> <ul style="list-style-type: none"> ▪ Any type of plain, unseasoned mature dry beans, peas or lentils <p>CANNED BEANS, PEAS, LENTILS</p> <ul style="list-style-type: none"> ▪ Any type of plain, unseasoned mature canned beans, peas or lentils ▪ Low-sodium mature canned beans, peas or lentils 	<p>Not Approved</p> <ul style="list-style-type: none"> ▪ Canned beans with meat or added sugars, fat or oils ▪ Green beans or green peas * ▪ Organic dry beans, peas or lentils ▪ Soup mixes <p>* May obtain with cash-value vouchers – not allowed with food instruments</p>

Eggs: Size and type as listed on food instrument	
<p>Approved</p> <ul style="list-style-type: none"> ▪ One dozen container ▪ Least expensive brand available ▪ Large, white, grade A chicken eggs 	<p>Not Approved</p> <ul style="list-style-type: none"> ▪ Brown eggs ▪ Powdered, liquid or hard boiled eggs ▪ Specialty eggs such as low-cholesterol, cage-free, stress-free, free-range, vitamin-enriched, antibiotic-free, vegetarian-fed-hen, no-growth-hormones, fertile or organic eggs

Canned Fish: Size and type as listed on food instrument	
<p>Approved</p> <ul style="list-style-type: none"> ▪ 5 oz.- 6 oz. cans or foil packs ▪ Pink Salmon: Any brand, plain unseasoned packed in water and with or without bones ▪ Chunk-Light Tuna: Any brand, plain unseasoned packed in water 	<p>Not Approved</p> <ul style="list-style-type: none"> ▪ Fish with added ingredients ▪ Lunch packs or kits

North Carolina WIC Program Approved Foods

Formulas or Nutritional Products
Approved
<ul style="list-style-type: none"> ▪ Only the brand, size, type and quantity specified on the food instrument

Infant Cereal: Must be an approved brand as specified on list below		
Approved	Not Approved	
<ul style="list-style-type: none"> ▪ 8 oz. box ▪ Plain, dry infant cereal 	<ul style="list-style-type: none"> ▪ Infant cereal with added fruit or formula ▪ Infant cereal with artificial sweeteners ▪ Infant cereal with added DHA/ARA, omega-3 fats, prebiotics and/or probiotics ▪ Organic infant cereal 	
Brand Name	Product Name	Unit Container Size (ounces)
Beech-Nut	Multigrain Cereal	8
Beech-Nut	Oatmeal Cereal	8
Beech-Nut	Rice Cereal	8
Gerber	Barley Cereal	8
Gerber	Mixed Grain Cereal	8
Gerber	Oatmeal Cereal	8
Gerber	Rice Cereal	8
Gerber	Whole Wheat Cereal	8
Home 360 Baby	Rice Cereal	8

Infant Meats: Must be an approved brand as specified on list below		
Approved	Not Approved	
<ul style="list-style-type: none"> ▪ 2.5 oz. containers ▪ Plain meat with gravy or with broth 	<ul style="list-style-type: none"> ▪ Meat and pasta mixtures ▪ Meat and vegetable mixtures ▪ Infant meats with added sugars or salt (sodium) ▪ Infant meats with added DHA/ARA, omega-3 fats, prebiotics and/or probiotics ▪ Organic infant meats 	
Brand Name	Product Name	Unit Container Size (ounces)
Beech-Nut	Stage 1 Beef and Beef Broth	2.5
Beech-Nut	Stage 1 Chicken and Chicken Broth	2.5
Beech-Nut	Stage 1 Turkey and Turkey Broth	2.5
Gerber	2nd Foods Beef and Beef Gravy	2.5
Gerber	2nd Foods Chicken and Chicken Gravy	2.5
Gerber	2nd Foods Ham and Ham Gravy	2.5
Gerber	2nd Foods Turkey and Turkey Gravy	2.5

North Carolina WIC Program Approved Foods

Infant Fruits: Must be an approved brand as specified on list below		
Approved <ul style="list-style-type: none"> ▪ 4 oz. jar ▪ 3.5 oz. - 4 oz. container ▪ Single fruit or blend of fruits 	Not Approved <ul style="list-style-type: none"> ▪ Infant fruit and vegetable mixtures ▪ Infant fruits with added sugar, starches or salt (sodium) ▪ Infant fruits with artificial sweeteners ▪ Infant fruits with added DHA/ARA, omega-3 fats, prebiotics and/or probiotics ▪ Organic infant fruits 	
Brand Name	Product Name	Unit Container Size (ounces)
Beech-Nut	Stage 2 Apples & Bananas	4
Beech-Nut	Stage 2 Apples & Blueberries	4
Beech-Nut	Stage 2 Apples & Cherries	4
Beech-Nut	Stage 2 Apples, Mango & Kiwi	4
Beech-Nut	Stage 2 Apples, Pears & Bananas	4
Beech-Nut	Stage 2 Applesauce	4
Beech-Nut	Stage 2 Apricots with Pears & Apples	4
Beech-Nut	Stage 2 Chiquita Bananas	4
Beech-Nut	Stage 2 Chiquita Bananas & Strawberries	4
Beech-Nut	Stage 2 Peaches	4
Beech-Nut	Stage 2 Pears	4
Beech-Nut	Stage 2 Pears & Pineapple	4
Beech-Nut	Stage 2 Pears & Raspberries	4
Gerber	2nd Foods Apple Blueberry	3.5 (2 pk.)
Gerber	2nd Foods Apple Blueberry	4
Gerber	2nd Foods Apple Strawberry Banana	3.5 (2 pk.)
Gerber	2nd Foods Apple Strawberry Banana	4
Gerber	2nd Foods Apples	3.5 (2 pk.)
Gerber	2nd Foods Apples & Cherries	3.5 (2 pk.)
Gerber	2nd Foods Applesauce	4
Gerber	2nd Foods Apricot with Mixed Fruit	3.5 (2 pk.)
Gerber	2nd Foods Banana Mixed Berries	3.5 (2 pk.)
Gerber	2nd Foods Banana Orange Medley	3.5 (2 pk.)
Gerber	2nd Foods Banana Plum Grape	3.5 (2 pk.)
Gerber	2nd Foods Bananas	3.5 (2 pk.)
Gerber	2nd Foods Bananas	4
Gerber	2nd Foods Bananas with Apples & Pears	3.5 (2 pk.)
Gerber	2nd Foods Peaches	3.5 (2 pk.)
Gerber	2nd Foods Pear Pineapple	3.5 (2 pk.)
Gerber	2nd Foods Pears	3.5 (2 pk.)
Gerber	2nd Foods Pears	4
Gerber	2nd Foods Prunes with Apples	3.5 (2 pk.)
Home 360 Baby	2nd Stage Apple	4 (2 pk.)
Home 360 Baby	2nd Stage Banana	4 (2 pk.)
Home 360 Baby	2nd Stage Banana Berry	4 (2 pk.)

North Carolina WIC Program Approved Foods

Infant Fruits: Must be an approved brand as specified on list below		
Brand Name	Product Name	Unit Container Size (ounces)
Home 360 Baby	2 nd Stage Mixed Fruit	4 (2 pk.)
Home 360 Baby	2 nd Stage Peach	4 (2 pk.)
Home 360 Baby	2 nd Stage Pear	4 (2 pk.)
Home 360 Baby	2 nd Stage Tropical Fruit	4 (2 pk.)
Mother's Choice	2 Apple Sauce	4 (2 pk.)
Mother's Choice	2 Bananas	4 (2 pk.)
Mother's Choice	2 Berry Banana	4 (2 pk.)
Mother's Choice	2 Mixed Fruit	4 (2 pk.)
Mother's Choice	2 Pears	4 (2 pk.)
Mother's Choice	2 Tropical Fruit	4 (2 pk.)
Parent's Choice	2 nd Stage Apple Pie Dessert	4 (2 pk.)
Parent's Choice	2 nd Stage Mixed Fruit	4 (2 pk.)
Parent's Choice	2 nd Stage Real Apples	4 (2 pk.)
Parent's Choice	2 nd Stage Real Bananas	4 (2 pk.)
Parent's Choice	2 nd Stage Real Pears	4 (2 pk.)
Parent's Choice	2 nd Stage Tropical Medley	4 (2 pk.)
Parent's Choice	2 nd Stage Very Berry Banana	4 (2 pk.)
Parent's Choice	2 nd Stage Wild Berry Blend	4 (2 pk.)
Up & Up	Baby Food 2 nd Stage Apple	4 (2 pk.)
Up & Up	Baby Food 2 nd Stage Banana	4 (2 pk.)
Up & Up	Baby Food 2 nd Stage Mixed Fruit	4 (2 pk.)
Up & Up	Baby Food 2 nd Stage Peach	4 (2 pk.)
Up & Up	Baby Food 2 nd Stage Pear	4 (2 pk.)

North Carolina WIC Program Approved Foods

Infant Vegetables: Must be an approved brand as specified on list below		
Approved <ul style="list-style-type: none"> ▪ 4 oz. jar ▪ 3.5 oz. - 4 oz. container ▪ Single vegetable or blend of vegetables 		Not Approved <ul style="list-style-type: none"> ▪ Infant vegetable and fruit mixtures ▪ Infant vegetables with added sugar, starches or salt (sodium) ▪ Infant vegetables with added DHA/ARA, omega-3 fats, prebiotics and/or probiotics ▪ Organic infant vegetables
Brand Name	Product Name	Unit Container Size (ounces)
Beech-Nut	Stage 2 Corn & Sweet Potatoes	4
Beech-Nut	Stage 2 Country Garden Vegetables	4
Beech-Nut	Stage 2 Mixed Vegetables	4
Beech-Nut	Stage 2 Squash	4
Beech-Nut	Stage 2 Tender Golden Sweet Potatoes	4
Beech-Nut	Stage 2 Tender Sweet Carrots	4
Beech-Nut	Stage 2 Tender Sweet Peas	4
Beech-Nut	Stage 2 Tender Young Green Beans	4
Gerber	2nd Foods Carrots	3.5 (2 pk.)
Gerber	2nd Foods Carrots	4
Gerber	2nd Foods Garden Vegetables	3.5 (2 pk.)
Gerber	2nd Foods Green Beans	3.5 (2 pk.)
Gerber	2nd Foods Green Beans	4
Gerber	2nd Foods Mixed Vegetables	3.5 (2 pk.)
Gerber	2nd Foods Peas	3.5 (2 pk.)
Gerber	2nd Foods Peas	4
Gerber	2nd Foods Squash	3.5 (2 pk.)
Gerber	2nd Foods Squash	4
Gerber	2nd Foods Sweet Potatoes	3.5 (2 pk.)
Gerber	2nd Foods Sweet Potatoes	4

North Carolina WIC Program Approved Foods

Cash-value Vouchers: Fruits and Vegetables	
<p>Approved</p> <p>FRUITS with no added sugar, fats, oils or salt</p> <ul style="list-style-type: none"> ▪ Canned fruit, juice-packed or water-packed in cans, glass or plastic containers ▪ Single serving packets ▪ Fresh fruit ▪ Frozen fruit ▪ Organic fruit ▪ Pre-cut, diced or sliced fruit <p>VEGETABLES with no added sugar, fats or oils</p> <ul style="list-style-type: none"> ▪ Canned vegetables in cans, glass or plastic containers ▪ Single serving packets ▪ Fresh vegetables ▪ Frozen vegetables ▪ Low-sodium vegetables ▪ Organic vegetables ▪ Pre-cut, diced, sliced or shredded vegetables ▪ Salsa, canned tomato sauce or canned tomato paste 	<p>Not Approved</p> <ul style="list-style-type: none"> ▪ Breaded vegetables ▪ Canned fruit with artificial sweeteners ▪ Catsup or other condiments ▪ Dried fruits ▪ Dried vegetables ▪ Fruit and/or vegetable juices * ▪ Fruit baskets ▪ Fruit leathers and fruit roll-ups ▪ Fruit or vegetable items on party trays ▪ Fruit or vegetable items on salad bars ▪ Fruits or vegetables mixed with sauces or foods other than other fruits and vegetables ▪ Fruits or vegetables with added corn syrup, high-fructose corn syrup, maltose, dextrose, sucrose, honey, and maple syrup ▪ Herbs used for flavoring ▪ Infant fruits and vegetables ▪ Mature legumes (dry beans, peas or lentils)* ▪ Mixed vegetables containing white potatoes ▪ Ornamental and decorative fruits and vegetables ▪ Pickled vegetables, olives ▪ Soups ▪ White potatoes <p>* May obtain when listed on food instruments – not allowed with cash-value vouchers.</p>