

WISCONSIN WOMEN, INFANTS & CHILDREN
NUTRITION PROGRAM

SHOPPING GUIDE

EFFECTIVE APRIL 2026



SHOPPING TIPS

WELCOME TO THE WIC PROGRAM!

This is your WIC shopping guide. It shows what foods WIC approves. WIC provides healthy food benefits every month that you are enrolled and eligible for the program. These nutritious foods are specifically chosen to promote good health, growth, and development. With your eWIC card, you can only buy foods that are approved by WIC and in your current benefits. Your nutritionist can give you additional tips and ways to cook and prepare your WIC foods.

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THINGS TO KNOW ABOUT YOUR WIC FOOD BENEFITS

- WIC food benefits expire every 30 days. Shop early during your benefit period to prevent unused benefits from expiring. Food benefits can't be replaced after the expiration date.
- Up to three months of food benefits may be issued at a time. The next benefits are not automatically added. Contact your WIC office as directed to receive more benefits.
- Keep your card to receive your next food benefits.
- Make sure to keep your card safe and report damaged, lost, or stolen cards to your WIC office.
- WIC food benefits can be spent at any Wisconsin WIC authorized grocery store. Ask your WIC office for a list of local stores.

RESPONSIBILITIES

- No substitutions, rain checks, or IOUs are allowed.
- Only purchase the foods and formula you need.
- Return unused food and formula to your WIC office.
- WIC foods and formulas cannot be returned or exchanged for cash, credit, or other items.
- WIC foods and formula cannot be offered for sale, sold, traded, or given away.



BEFORE YOU SHOP

- Find your current balance by using the Wisconsin MyWIC app, website or phone number on the back of the card, WIC Shopping List, or your most recent store receipt.
- Plan which foods to buy and review the information in this guide.
- When possible, avoid shopping around midnight. Cash register systems often update during this time, preventing you from making an eWIC purchase.

AS YOU SHOP

- To prevent problems at checkout, use this guide, the MyWIC app, or your WIC shopping list to help you choose the right brands, varieties, and sizes of foods.
- Only the foods in your benefit balance and listed in this guide may be purchased with your eWIC card.



AT THE CHECKOUT

- Tell the cashier you are using your eWIC card and ask if you need to separate your groceries.
- Use your eWIC card first, then FoodShare or any other forms of payment.
- Some cash register systems print a mid-purchase receipt, listing which foods will be deducted from your WIC benefits. Carefully review this receipt.
- If there are food items you thought would be covered by WIC benefits but are not, ask to have them removed if you do not want to buy them with another form of payment. Swipe your eWIC card again and approve the purchase.



- You may use coupons for WIC purchases. If the coupon is for a non-WIC item, it is recommended that you use it in a separate purchase.
- Keep your receipt to review benefit information, if needed.

IF YOU HAVE A PROBLEM OR A FOOD IS NOT ALLOWED

- Ask for assistance. If the cashier is unable to help, ask for the store manager.
- The store can't force the cash register system to allow eWIC payment for foods that come up as not WIC approved.
- Select another WIC approved brand or variety.
- Check the final receipt before leaving the store. Ask customer service to remove any unwanted items not paid by WIC.
- WIC is not able to repay you for any food you choose to buy with another form of payment.
- Keep any receipts and take a picture of the food or write down the UPC barcode.
- Contact your local WIC office as soon as possible. Reporting issues or foods not allowed helps to prevent future problems.



CONTACT YOUR WIC OFFICE IF YOU

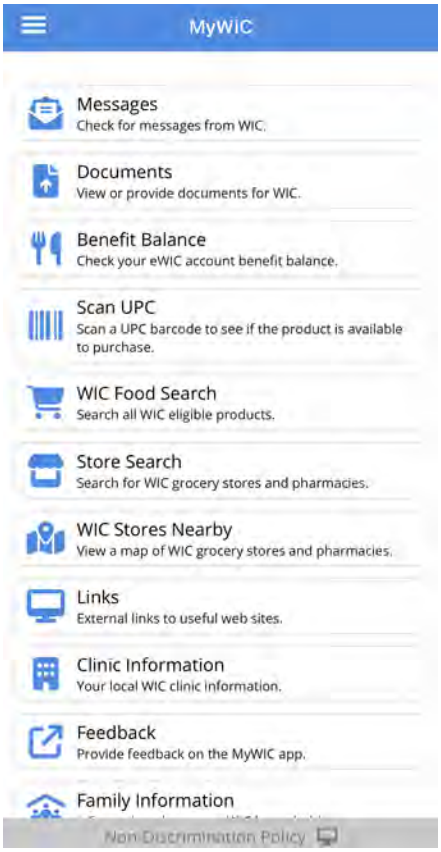
- Have questions about shopping for WIC foods.
- Were not able to buy a food that you think is WIC approved.
- Have a damaged, lost, or stolen card.
- Had foods incorrectly removed from your benefits or your receipt doesn't match what you bought.
- Have a complaint about how you were treated by store staff.

PIN TIPS

- If you have not already set your PIN, set it before shopping. Choose a number that is easy to remember and hard for others to guess.
- Keep your PIN secure. Call the number on the back of the card or go to the website to change your PIN if you feel it is no longer safe.
- If you enter your PIN wrong four times, it will lock. To unlock your PIN, take one of these actions:
  - Call the number or go to the website on the back of the WIC card. Set your new PIN. You may shop after your PIN unlocks at midnight.
  - Call your WIC office to unlock your PIN. You may shop right away after your PIN is unlocked. You can use your current PIN or set a new PIN at your WIC office.

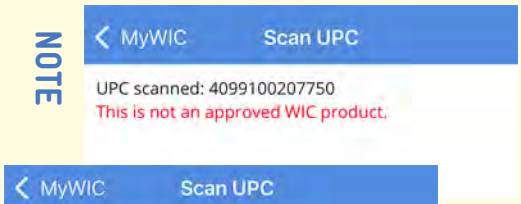
DOWNLOAD* THE WISCONSIN MYWIC APP TO

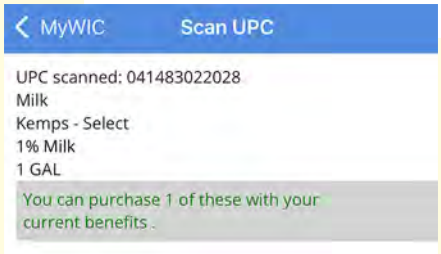
- Check your benefit balance.
- Receive reminders before your benefits expire.
- Scan barcodes to check for approved foods.
- Search WIC foods.
- Find WIC approved store locations.
- Receive appointment reminders.



*Available from the Apple App Store or Google Play

NOTE





Not sure if an item is WIC-approved? Scan the barcode with the MyWIC app.



FRUITS & VEGETABLES

- Any brand, any size, and organic may be purchased.
- You have the entire benefit period to use all of your fruit and vegetable dollars.

FRESH

BUY:

- Any variety of fresh fruits, vegetables, or herbs (fresh garlic and ginger root allowed)
- May be whole, cut, bagged, or packaged



DO NOT BUY:

Nuts; bags of salads with topping/dressing; items from the salad bar; party trays with dips, nuts, or custom ordered; fruit baskets; dried fruit; decorative fruits and vegetables

NOTE

- Using the MyWIC app or buying fruits and vegetables sold by the piece and weighed is your best option. The UPC barcodes on packaged fresh fruits and vegetables change often. Carefully check the printed receipt before approving your purchase. If it's not listed, ask to remove it or you will pay for it.
- You can pay the difference if the fruits and vegetables cost more than your benefit amount.

CANNED

BUY:

Any container type or size



Fruits:

- Any variety of fruit
- Unsweetened applesauce (with cinnamon allowed)

Vegetables:

- Any variety of vegetables, including green (sweet) peas, green/snap/wax/yellow beans, mixed vegetables with lima beans and sprouts
- Whole, diced, crushed, or stewed tomatoes; tomato sauce, paste, or puree (with herbs or seasoning allowed)
- Chopped garlic in water

DO NOT BUY:

Fruits:

With syrup, added sugar, artificial sweetener, or stevia

Vegetables:

With any oil or brine; vinegar; pickles and pickled vegetables (for example, sauerkraut); creamed vegetables (for example, cream-style corn); beans, peas, lentils (for example, black-eyed peas, lima, pinto, kidney, and butter beans); baked beans, pork and beans, refried beans; ketchup, relishes, olives; pizza, lasagna, spaghetti sauce, or salsa

FROZEN

BUY:

Any container type or size



Fruits:

- Any variety of fruit

Vegetables:

- Any variety of vegetables
- Any bean or mixture with beans or peas (for example, mixed vegetables with lima beans)

DO NOT BUY:

Fruits:

With syrup, added sugar, artificial sweetener, or stevia; fruit bars; smoothies containing other ingredients, for example, yogurt

Vegetables:

With added sugar (dextrose), butter, oil, sauces, or glaze; with pasta, noodles, nuts, rice, cheese, or meat; sweet potato fries, french fries, or shaped potatoes



JUICE

NON-REFRIGERATED JUICE

BUY 100% JUICE:

- Any brand of ***100% Orange, Grapefruit (white, pink, or red), or Pineapple Juice***
- Only the brands and flavors of other 100% juices listed
- 64 ounce plastic bottle, not refrigerated

DO NOT BUY:

Cocktails, beverages, drinks, sweetened juices, cider; organic; unpasteurized; low-acid; glass bottles; light or reduced calorie



Juicy Juice:
all flavors



Langers:
all flavors (except pomegranate blends)



Northland:
all flavors



Welch's grape:
white, red & purple (except unfiltered, or light)



Tree Top:
all flavors (except pure pressed)



Old Orchard:
all flavors (except Tart Cherry, Plain Pomegranate and Kids)



Indian Summer:
apple



Musselman's:
apple (except with calcium)



Motts:
all flavors (except natural 100% apple, Mott's Tots, Mott's Mighty)



Apple & Eve:
all flavors
Sesame Street



Apple & Eve:
all flavors
Original



Ocean Spray:
all flavors



V8:
100% vegetable juice - all flavors



Campbell's:
tomato juice any variety (except organic)



Store Brand: apple, grape, tomato/vegetable

Only: Always Save, Best Choice, Essential Everyday, Food Club, Freedom's Choice, Great Value, Hy-Vee, IGA, Kroger, Market Pantry, Meijer, Our Family, That's Smart,Tipton Grove

REFRIGERATED ORANGE JUICE



BUY 100% JUICE:

- 59-64 oz only
- With or without added calcium
- Plastic or paper container

Example brands include but are not limited to:
Dairy Fresh, Dean's, Essential Everyday, Food Club, Good & Gather, Great Value, Hy-Vee, IGA, Kemps, Kroger, Land O Lakes, Minute Maid, Nature's Touch, Our Family, Prairie Farms, Tree Ripe



BEANS, PEAS, LENTILS

The following are types of beans, peas, and lentils that may be purchased with the benefit that specifies canned or dried beans. The fruit and vegetable dollar benefit cannot be used to buy these items.

BUY:

- Canned: 15 – 16 oz cans only
- Dried: 16 oz bag only
- Plain or low sodium
- Any brand



Examples Include:

Black
Black-eyed peas
Butter
Garbanzo (Chickpeas)
Great Northern
Kidney (red or white)
Lentils
Lima
Navy
Pink
Pinto
Red
Split peas
Fat-free refried beans only
Mixed types



DO NOT BUY:

Immature varieties such as canned green beans, snap beans, yellow beans, wax beans, and sweet peas; fresh or frozen beans and peas (purchase allowed with the fruit and vegetable dollar benefit); added sugars (for example, baked beans); added fats, oils or meat (for example, pork and beans, refried beans with added fats); added sauces or flavors (for example, chilies, jalapeno, lime, garlic); in brine; organic; soups; dried varieties in bulk or store packaged

REMEMBER

Canned green beans and sweet peas cannot be bought with this benefit. Use your fruit and vegetable dollar benefit for those options.

NUT BUTTERS

BUY:

- Creamy, crunchy, extra crunchy, natural, or old-fashioned
- Low sodium/salt, reduced/no sugar, Omega-3

DO NOT BUY:

Spread (for example Jif Natural, Skippy Natural, Peter Pan Natural); flavored; reduced fat; individual servings; specialty (for example, whipped, organic, with flaxseed or added protein and vitamins); from refrigerated section or health food, diet (for example, Fifty 50)

PEANUT BUTTER

- 15.5 – 18 oz containers
- Any brand of peanut butter



ALMOND BUTTER AND CASHEW BUTTER

- 12 – 16 oz containers
- Choose from these brands only: Good & Gather, Sam's Choice, Simple Truth

BUYING TIPS

If your WIC Shopping List shows:
1.00 CTR Beans or Nut Butters, you can buy:



16 oz package
dry beans, lentils, peas

– OR –



12-18 oz jar
nut butter

– OR –



4 cans, 15-16 oz
beans or peas

4 cans of beans = 1 container (CTR)
So, 1 can of beans = 0.25 container (CTR)



COLD CEREALS

BUY:

- Combination of cold and hot
- Only the brands and flavors listed
- 8 ounce package or larger
- Boxes or bags

DO NOT BUY:

Organic

KEY:

WG 51% or more whole grain

FA 100% of daily folic acid per serving

GF Gluten free



Honey Bunches of Oats
Honey Roasted ..... FA
Maple and Pecans .... FA
Vanilla ..... FA
Almond ..... FA
Cinnamon Bunches ..... FA
Strawberry ..... FA



Chex
Blueberry ..... WG GF
Cinnamon .... WG GF
Strawberry Vanilla ..... WG GF
Corn ..... WG GF
Rice ..... WG GF
Wheat ..... WG



Frosted Mini Wheats
Original ..... WG FA
Bite Size Strawberry ..... WG FA
Blueberry Muffin ..... WG FA
Cocoa ..... WG FA
Little Bites ..... WG FA



Cheerios
Original ..... WG GF
Multi-Grain .. WG FA GF
Hearty Nut Medley ..... WG FA



Great Grains
Banana Nut Crunch .. WG
Crunchy Pecan ..... WG
Raisins, Dates, & Pecans ..... WG FA
Cranberry Almond ..... WG FA
Red Berry Almond ..... WG FA



Special K
Original ..... FA
Cinnamon & Pecan ..... WG
Protein ..... WG



Crispix



Rice Krispies



Life
Original ..... WG
Mixed Berry .. WG
Very Vanilla ... WG



Corn Flakes



Oatmeal Squares
Brown Sugar . WG
Honey Nut ..... WG



Kix WG



Motts
Apple Cinnamon ..... WG
Very Berry ..... WG



Bluey WG



Fiber One
Honey Clusters ..... WG



Wheaties WG



Grape Nuts
Original ..... WG
Flakes ..... WG



Frosted Mini Spooners WG



Bran Flakes WG FA



Total WG FA



Kellogg's
Raisin Bran .. WG



Post
Raisin Bran ... WG FA



Malt-O-Meal
Raisin Bran ..... WG FA



STORE BRANDS



Bran Flakes WG



Tasteeos/ Toasted Oats WG



Frosted Mini Wheats Original WG

Only the following:

Always Save, Best Choice, Best Yet, Essential Everyday, Food Club, Freedom's Choice, Great Value, Hy-Vee, IGA, Kiggins, Kroger, Life Everyday, Market Pantry, Meijer, Our Family, Shoppers Value, That's Smart

CEREAL COMBINATION EXAMPLES
hot and cold cereals

Your benefits state the number of ounces of cereal. For benefits stating 36 ounces of cereal, the following are examples of possible cereal size combinations:

12 oz | 12 oz | 12 oz = **36 oz**

18 oz | 18 oz = **36 oz**

12 oz | 14.5 oz | 8.9 oz = **35.4 oz**

15.8 oz | 16 oz = **31.8 oz**

24 oz | 11.8 oz = **35.8 oz**

HOT CEREALS

BUY:

- Combination of cold and hot
- Only the brands and flavors listed
- Any size, except individual cups

DO NOT BUY:

Canisters, organic



Quaker Instant Oatmeal Plain, packets WG



Quaker Instant Grits Original, packets



Malt-O-Meal Original Hot Wheat (plain)



Malt-O-Meal Co Co Wheats



Cream of Rice GF



Cream of Wheat Instant Regular, packets



Cream of Wheat Whole Grain WG

STORE BRANDS



Plain WG: in packets only

Only the following:

Best Choice, Best Yet, Essential Everyday, Food Club, Great Value, Hy-Vee, IGA, Kroger, Meijer, Our Family



WHOLE GRAINS

SHOPPING FOR WHOLE GRAINS

WIC offers:

- 100% whole wheat bread products
- Brown rice, wild rice, and quinoa
- Whole wheat pasta
- Soft corn tortilla
- Whole wheat tortillas
- Corn masa flour
- Oats

You can buy more than one type of product at a time with your whole grain benefit.

For example, if your benefit list says you have **24 oz of whole grains** you could buy:



12 oz of whole wheat English muffins

AND



12 oz of wild rice

And if your benefit list says you have **48 oz of whole grains** you could buy:



16 oz of whole wheat bread

AND



32 oz of corn masa flour

WHOLE WHEAT BREAD PRODUCTS

BUY:

- Any brand labeled "100% whole wheat"
- 100% whole wheat bread, buns, rolls, bagels, English muffins, and pitas
- 12 – 24 oz packages

DO NOT BUY:

In-store bakery brand; multigrain; muffins; frozen bread and rolls; sugar-free or with Splenda; double fiber; with flaxseed; gluten-free; organic

Things to look for when buying whole wheat bread products:

STEP 1:

Check the Label "100% Whole Wheat"

STEP 2:

Check Ounces in Product



RICE AND QUINOA

BUY:

- 12 – 32 oz package
- Any brand, dry
- Plain brown rice, wild rice, quinoa, or blends of these products
- Regular, instant, and boil-in-bag type

DO NOT BUY:

White rice; rice with flavors, herbs or seasonings; rice with beans, lentils or pasta; frozen, canned, microwavable packages; organic: store packaged





WHOLE WHEAT PASTA



BUY:

- 13 – 16 oz package
- 100% whole wheat
- Any shape

Only the following brands are allowed:

Barilla
DeCecco
Essential Everyday
Food Club
Gia Russa
Good & Gather
Great Value
Heartland
Hy-Vee
Kroger
Our Family
Racconto
Ronzoni 100% Whole Grain

DO NOT BUY:

Pasta made from rice, quinoa, flax, corn, or vegetables; organic; with added sugar, fats, oils, or salt

OATS/OATMEAL



BUY:

- 16 – 42 oz packages, any brand
- Quick
- Old fashioned
- Gluten free

DO NOT BUY:

Steel cut, instant, organic, individual serving containers, added sugar

TORTILLAS/WRAPS

BUY:

- 8 – 48 oz package
- White or yellow soft corn
- 100% whole wheat

Only the following brands are allowed:

100% Whole Wheat:

Best Choice
Chi-Chi's
Essential Everyday
Food Club
Frescados
Great Value
Guerrero
Hy-Vee
IGA
Kroger
La Banderita
Mission
Ortega
Our Family
Tio Santi



Corn:

Best Choice
Chi-Chi's
El Milagro
El Rey
Essential Everyday
Food Club
Frescados
Guerrero
Hy-Vee
IGA
La Banderita
La Espiga
La Tortilla Factory
Mission
Our Family



DO NOT BUY:

Hard corn tortillas/taco shells; low-carb/carbohydrate; organic

CORN MASA FLOUR

BUY:

- 32 – 64 oz package
- Any color, instant or regular, corn masa flour

Only the following brands are allowed:

Maseca
Great Value
Goya





MILK

BUY:

- White milk in gallon or half gallon container
- Plastic, cartons, bags
- rBGH & rBGH-free, rBST & rBST-free

Must be specified on your WIC Shopping List:

- Whole milk or reduced fat 2% milk
- Lactose-free, including calcium fortified: Half-gallon, 3 quart (96 oz), gallon, and quart container
- Non-fat dry: 25.6 oz (8 qt) boxes or pouches only
- Evaporated: 12 oz can
- Kosher

DO NOT BUY:

Flavored; goat's milk; acidophilus; buttermilk; specialty (for example, organic or certified humane); nut or grain beverage (for example, almond, rice); low cholesterol; UHT; milk with added ingredients (for example, Omega-3, EPA/DHA); protein-fortified; filled evaporated milk; ultra-filtered (for example, Fairlife); A2 milk

This is how your receipt shows your milk benefit.

gallon



= 1.0 gallon

1/2 gallon



= .5 gallon

PLANT-BASED MILK

BUY:

- 48-64 oz, refrigerated container
- Only the brands and flavors listed
- Only if specified on your WIC Shopping List



8th Continent:
Original Only



Silk:
Original, Vanilla, Unsweet



Better Goods
Original only



Ripple Kids:
Original



Ripple Kids:
Unsweetened



Ripple:
Original



Ripple:
Unsweetened



Silk Kids
Original only



YOGURT

BUY:

- 32 oz container, 4 oz 4-pack, 4 oz 8-pack
- Regular or Greek
- Only the type listed on your WIC shopping list. For example; non fat, low-fat or whole milk yogurt
- Only the brands and flavors listed

DO NOT BUY:

Organic; with artificial sweetener or stevia; with added cream; with mix-in ingredients like granola, candy, or nuts; drinkable yogurts; bottles or pouches; dairy free

WHOLE MILK YOGURT

Best Choice: Greek (plain)	bettergoods: Greek (plain)	Brown Cow: Plain, Vanilla, Maple
Chobani: Greek (plain)	Dannon: Plain, Vanilla	Essential Everyday: Greek (plain)
Fage: 5% Greek (plain)	Good & Gather: Greek (plain)	HyVee: Plain, Greek (plain)
Kroger: Plain, Greek (plain)	La Yogurt Probiotic: Plain	meijer: Plain, Greek (plain, vanilla)
Mountain High: Plain, Vanilla, Strawberry	Old Home: Plain, Greek (plain, vanilla)	Our Family: Greek (plain)

LOW FAT YOGURT

Activia: All flavors	Essential Everyday: Plain	meijer: Plain
Cabot Creamery: Greek (plain)	Fage: 2% Greek (plain)	Mountain High: Plain, Vanilla
Chobani: Greek (plain, vanilla and cinnamon)	Kroger: Plain	Yoplait: All flavors
Coburn Farms: Plain	La Yogurt Probiotic: Plain, Vanilla	
Dannon: Plain, Vanilla	Lala: Plain, Vanilla, Strawberry, Mango	

NONFAT YOGURT

Best Choice: Plain, Greek (plain)	Chobani: Greek (plain, vanilla, strawberry)	Coburn Farms: Greek (plain, vanilla)
Dannon: Plain	Essential Everyday: Plain, Greek (plain, vanilla)	Fage: 0% Greek (plain)
food club: Plain, Greek (plain)	Good & Gather: Greek (plain, vanilla)	Great Value: Plain, Greek (plain)
HyVee: Plain, Greek (plain, vanilla, strawberry)	Kroger: Greek (plain)	La Yogurt Probiotic: Plain
meijer: Greek (vanilla, strawberry)	Mountain High: Plain	Old Home: Plain
Our Family: Plain, Greek (plain)	Yoplait: Plain	

KOSHER YOGURT

Only if specified on your WIC shopping list.

Mehadrin: Low fat (plain), Nonfat, Greek (plain)	Norman's: Reduced fat Greek (plain), Nonfat Greek (plain)



CHEESE



BUY:

- 8 oz or 16 oz packages only
- Block, shredded, sliced, cheese curds, string cheese (not individually wrapped)
- Kosher (must be specified on shopping list)

Allowed types:
American (block or sliced but not individually wrapped)
Brick
Cheddar (all types)
Colby
Monterey Jack
Mozzarella (except fresh)
Muenster
Provolone
Swiss
Mixtures of cheese listed (such as cojack)

DO NOT BUY:

Packages not 8 oz or 16 oz; crumbled, cubes, sticks, and other shapes; fresh mozzarella; cheese foods, spreads, products; specialty; cheese from deli; goat cheese, smoked, herbed, flavored, imported, or organic; reduced sodium, reduced cholesterol, lactose-free, dairy free; Kosher (unless specified on WIC Shopping List)

TOFU



BUY:

- 12 - 16 oz package
- Choose from these brands: Azumaya, Franklin Farms, House Foods

DO NOT BUY:

Added fats, sugars, oils; organic; silken

EGGS



BUY:

- White, any grade, any size
- One dozen carton
- Regular or cage free eggs

DO NOT BUY:

Brown eggs, vegetarian, organic, natural, free-range, or pasture raised; low cholesterol, reduced fat; increased vitamin E (for example, Eggland's Best) or any other modified or specialty eggs; pasteurized in shell, hard-boiled, duck eggs and quail eggs

FISH

BUY:

- Any size cans, cups, or pouches
- Any brand or type of chunk light tuna, pink salmon, mackerel, or sardines unless listed as DO NOT BUY
- Any combination of types of fish and sizes
- Packed in water or oil
- Added sauce or flavorings, such as tomato sauce, mustard, lemon, herbs, etc. are allowed
- May include bones or skin
- With or without added sugar

DO NOT BUY:

Albacore, white or yellowfin tuna; red salmon; jack or king mackerel; fillet or brisling sardines; gourmet or premium brands like Blue Harbor, Fishwife, King Oscar, Mina, Reese, Safecatch, Wild Planet; organic; packaged with beans, rice or pasta; salad.





INFANT FRUITS & VEGETABLES

BUY:

- Regular, natural or organic
- 4 oz containers (no squeeze pouches)
- 2-pack, 4 oz each (equals 8 oz); variety packs allowed
- Any plain variety of fruits or vegetables
- Any mixture of fruits and/or vegetables

Only the following brands are allowed:


Gerber


Beech-Nut


Parent's Choice


Good & Gather


Wild Harvest


Tippy Toes


Meijer


Earth's Best


Happy Baby

DO NOT BUY:

2-pack, 2 oz each; squeeze pouch; any with added cereal, granola, yogurt; fruit and juice blend; puddings; cobbler; meat or poultry, rice or pasta (for example, dinner, soup or stew); casseroles; creamed vegetables; Beech Nut Naturals Immunity

INFANT CEREALS

BUY:

- Regular or organic
- 8 or 16 oz containers
- Any grain, mixed grains (except quinoa)
- With added vitamins or minerals

Only the following brands are allowed:


Gerber



Earth's Best

DO NOT BUY:

Quinoa; added DHA, prebiotics, probiotics; added fruit,yogurt or formula; jars, single serving packets; lil' bits, hearty bits

INFANT MEATS

Only for breastfed infant not receiving formula from WIC.

BUY:

- Regular or organic
- 2.5 oz containers
- Any plain infant meat or poultry with broth or gravy

Only the following brands are allowed:


Gerber


Beech-Nut


Earth's Best Organics

DO NOT BUY:

Added fruit, vegetables, rice or pasta (for example dinner,casseroles, soups or stews); meat or poultry sticks

Food	Amount Listed	Is Equal To
Infant Fruits & Vegetables	64 oz 128 oz	16 4-oz containers 32 4-oz containers
Infant Meats	40 oz	16 2.5-oz containers

WIC RIGHTS AND RESPONSIBILITIES

We want to make sure that you understand the rights and responsibilities of a WIC participant. The WIC rights and responsibilities also apply if you receive WIC Farmers' Market Nutrition Program (FMNP) checks. FMNP rights and responsibilities include but are not limited to, respectful and courteous treatment from FMNP sellers, and using the farmers' market checks as instructed on the checks, and as instructed by WIC staff.

SHARED INFORMATION

Your information may be shared:

- With other WIC programs if you transfer.
- With other public programs that can assist you. You may ask to see a list of these programs.
- As required by law.

MY RESPONSIBILITIES

I agree to give true and complete information about:

- My identity, pregnancy status, breastfeeding status, address, and phone number.
- My household income.
- The number of people living in my household.
- Being on Medicaid, FoodShare (food stamps), TANF (Temporary Assistance to Needy Families), or FDPIR (Food Distribution Program on Indian Reservations).

I agree to follow the rules below. I will:

- Get benefits from only one WIC clinic each month.
- Report my lost or stolen eWIC card or WIC breast pump to WIC staff.
- Make sure any person I name to use my eWIC card knows the WIC rules. I will teach him or her how to use my eWIC card correctly.
- Keep my WIC appointments or call the clinic to reschedule.
- Use WIC foods and formula only for the person on WIC and make sure the foods go with the person on WIC in cases of joint custody, foster care, etc.
- Not sell, give away, or offer my eWIC card, WIC foods or formula, or breast pump. If I have WIC items I can't use, I will return them to the clinic.
- Not trade/exchange or return my eWIC card, WIC foods or formula, or breast pump for money, credit, rain checks or other items.
- Not post WIC items on the internet.
- Follow the rules in the WIC Shopping Guide.
- Not swear, yell, harass, threaten or physically harm WIC or store staff.
- Not complete my own transaction, except in self-checkout lanes, if I am employed by a WIC authorized store.

Agreement: I must agree to these items to be on WIC:

- All of the information I have given WIC is true. I will tell WIC staff right away if there are any changes.
- WIC can verify my household size and all sources of my household income.
- If I break WIC rules, I, or my child, can be taken off WIC.
- If I lie or hide facts to get WIC foods or do not return a loaned breast pump, I may have to repay WIC the cash value of those items.
- WIC is a federal assistance program. If I break WIC rules, I may be subject to civil or criminal prosecution under state and federal law.

MY RIGHTS

- WIC foods: If I qualify for WIC, I will get an eWIC card to buy healthy foods. WIC provides some, but not all, of the food/formula each participant needs.
- Nutrition information: I will get information about healthy eating and active living.
- Breastfeeding support: WIC will help and support me with breastfeeding.
- Health care information: I will get information about immunizations, finding healthcare, and other services I may be interested in.
- Fair treatment: The rules for getting on WIC are the same for everyone. I can ask for a Fair Hearing if someone tells me I can't be on WIC and I don't agree.
- Common courtesy: WIC and store staff will treat me with courtesy and respect. I can tell WIC staff if I'm not treated with respect.
- Transfer information: I can transfer my WIC to another clinic. I can ask for a transfer paper.

WIC Nutrition Program does not discriminate:

In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation), disability, age, or reprisal or retaliation for prior civil rights activity.

Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotape, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: https://www.usda.gov/sites/default/files/documents/USDA-OASCR%20P-Complaint-Form-0508-0002-508-11-28-17Fax2Mail.pdf, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

(1) mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or

(2) fax: (833) 256-1665 or (202) 690-7442; or

(3) email: program.intake@usda.gov

This institution is an equal opportunity provider.

Foods are approved even if the product package design changes.

To report concerns of possible WIC Program fraud and abuse, call Wisconsin WIC Fraud Hotline 1-866-260-1727

Wisconsin Department of Health Services
Division of Public Health
P-44578 (04/2026)
Federal Regulations 246

Visit our website: www.dhs.wisconsin.gov/wic/index.htm