



OFFICE OF THE INSPECTOR GENERAL
WIC VENDOR AND INTEGRITY UNIT
1 WEST WILSON STREET
P O BOX 309
MADISON WI 53701-0309

Scott Walker
Governor

Kitty Rhoades
Secretary

State of Wisconsin
Department of Health Services

Telephone: 608-266-6912
FAX: 608-266-1514
TTY: 711 or 800-947-3529
dhs.wisconsin.gov

Date: May 2014

From: Chris Grover, Vendor Relations Manager
Wisconsin WIC Program

Re: New WIC Approved Foods Booklet & Other Information

New WIC Approved Foods Booklets

Here are the new *WIC Approved Foods* booklets that are effective June 1, 2014. Please replace the previous booklets that were dated November 1, 2013 - March 31, 2014, at your registers.

The significant changes are noted in the infant foods section. Effective June 1st, retailers may choose the brand(s) of infant cereals, fruits, vegetables and meats that are stocked. Refer to the *WIC Approved Foods* booklet for more information on the allowed types. There are no changes in the minimum stock requirements. These are some examples of allowed brands:

- Beech-Nut, Beech-Nut Goya
- Gerber
- Private label brands (for example, Parent's Choice, Tippy Toes)

New Fruit and Vegetable Shelf Talkers

You will find our new *Fruit and Vegetable Shelf Talkers* enclosed! They use the same logo as our other shelf talkers but are green and orange colored and state "Approved Fruit/Vegetable." You may use these to identify any approved fruits and vegetables. Using the shelf talkers by the canned green beans and green (sweet) peas reminds WIC shoppers that these may only be purchased with a WIC fruit and vegetable check. They may also help WIC shoppers find the canned fruit packed in 100% fruit juice or water. Contact Ben at 608-266-6912 if you need more shelf talkers.

New BeechNut Infant Foods Labels and Products

Several changes are occurring in the BeechNut infant foods. New labels began appearing on grocery shelves in April. They are "rebranding" their products with a new logo and redesigned label. The 4 ounce WIC approved products are labeled "BeechNut Classics." The UPC numbers are not changed. The criteria listed in the *WIC Approved Foods* booklet are still accurate. However, the Stage 2 ½ foods will become less available as they are being discontinued.

BeechNut is also now offering infant foods in 4 ounce pouches and in 4.25 oz. honey pot shaped jars with clear labels. These do *not* meet WIC's criteria and are *not* allowed. These cost approximately twice as much as the "BeechNut Classics" and allowing these items will cause WIC checks to be returned for high prices. Please be sure that these items are not identified as allowed by your scanning systems.

New 100% Breads and Buns

New WIC approved 16 oz. whole wheat bread products are available and listed below.

- 16 oz. Wonder whole wheat bread loaf (UPC = 071315050330)
- 16 oz. Healthy Life whole wheat hot dog buns (UPC = 024126016691)
- 16 oz. Healthy Life whole wheat sandwich buns (UPC = 024126016684)
- 16 oz. Butternut whole wheat bread loaf (UPC = 02412601670)