

# MASSACHUSETTS WIC APPROVED FOOD GUIDE



**GOOD FOOD *and*  
A WHOLE LOT MORE!**

July 2025

# Shopping with your WIC Card

- Buy what you need. You do not have to buy all your foods at one time!
- Have your card ready at check out.
- Before scanning any of your foods, tell the cashier you are using a WIC Card.
- When the cashier tells you, slide your WIC Card in the Point of Sale (POS) machine or hand your WIC Card to the cashier.
- Enter your PIN and press the enter button on the keypad.
- The cashier will scan your foods.
- The amount of approved food items and dollar amount of fruits and vegetables you purchase will be deducted from your WIC account.
- The cashier will give you a receipt which shows your remaining benefit balance and the date benefits expire. Save this receipt for future reference.
- It's important to swipe your WIC Card **before** any other forms of payment. Any remaining balance can be paid with either cash, EBT, SNAP, or other form of payment accepted by the store.



# Table of Contents

## Fruits and Vegetables

1-2

Fresh  
Frozen  
Canned

## Whole Grains

2-6

Whole Wheat Pasta  
Bread  
Tortillas  
Brown Rice  
Oatmeal

## Dairy

7-11

Milk  
Cheese  
Tofu  
Yogurt  
Eggs  
Soy milk

## Peanut Butter and Beans

12-13

Peanut Butter  
Dried Beans, Lentils, and Peas  
Canned Beans

## Cereal

14-19

Hot Cereal  
Cold Cereal

## Juice

20-23

Bottled Juice - Shelf Stable  
Frozen Juice

## Infant Foods

24-26

Infant Fruits and Vegetables  
Infant Cereal  
Infant Formula  
For Fully Breastfeeding Moms and Babies Only  
(Infant Meats, Canned Fish)

# Fruits & Vegetables

## FRESH

- Any size
- Any brand
- Whole, cut, bagged or packaged
- Organic allowed



### SHOPPING TIP

Please be aware that fresh produce does not scan on the WICShopper app.

If a fresh produce item does not go through at checkout let the store know so it can be added as an approved item.

### Not allowed

#### DO NOT BUY:

- ⊘ Added sugars, fats or oils
- ⊘ Dried fruits or vegetables
- ⊘ Fruit baskets
- ⊘ Party trays with added food items (dip, dressing, nuts, etc.)
- ⊘ Salad bar items
- ⊘ Salad kits

## FROZEN

- Any size
- Any brand
- Any package type (bag, box, etc.)
- Any plain fruit or vegetable, or plain mixtures
- Organic allowed



### Not allowed

#### DO NOT BUY:

- ⊘ Added fats, oils or salt
- ⊘ Added sugar, dextrose or artificial sweetener
- ⊘ Non-fruit or non-vegetable ingredients (pasta, rice, cheese, etc.)
- ⊘ Vegetables with sauce

## CANNED

- Any size
- Any brand
- Any container (can, jar, plastic)
- Any plain fruit or fruit mixtures packed in water or juice
- Any plain vegetable or vegetable mixtures
- Organic allowed



### Not allowed

#### DO NOT BUY:

- ⊗ Canned fruit packed in syrup
- ⊗ Sauce (pizza, spaghetti)
- ⊗ Items with added sugars, fats or oils
- ⊗ Pickled vegetables
- ⊗ Salsa

## Whole Grains



### SHOPPING TIP

Whole grain benefit includes choices of:

**Pasta:** Whole wheat & whole grain

**Bread:** Whole wheat & whole grain

**Tortillas:** Whole wheat & corn

**Brown Rice**

**Oatmeal**

## WHOLE WHEAT PASTA

- 16 ounce (1 pound) packages
- 100% Whole Wheat
- 100% Whole Grain
- Any shape



## 16 Ounce (1 pound) packages



Barilla



Bionature



Delallo



Luigi Vitelli



Ronzoni

### Store Brands

365

Bowl & Basket

Essential Everyday

Full Circle

Good & Gather

Great Value

Hannaford

Market Basket

O Organics

Stop & Shop

Signature Select

Wegmans



## BREAD

- 16 ounce (1 pound) packages
- Whole Wheat
- Whole Grain



### SHOPPING TIP

Choose only 16 oz (1lb) loaves of bread

Many bread loaves are larger than 16 ounces (1 pound). They are not WIC-approved. Check the weight carefully.

### Store Brands

Big Y

Bowl & Basket

Gold Medal

Hannaford

Krasdale

Market Basket

Roche Bros

Signature Select

Stop & Shop

Town Talk

Trucchi's

Urban Meadows

## 16 Ounce (1 pound) packages



Arnold

- Stone Ground Wheat
- Select Wheat Sandwich rolls



Bimbo

- 100% Whole Wheat

## 16 Ounce (1 pound) packages



### Holsum

- 100% Wheat
- All Natural
- 100% Wheat



### Nature's Own

- Sugar Free



### Pepperidge Farm

- Light Style
- Soft Wheat



### Pepperidge Farm

- Swirl 100% Whole Wheat Cinnamon with Raisins



### Pepperidge Farm

- 100% Whole Wheat
- Very Thin



### Sara Lee

- Classic 100% Whole Wheat



### Stern's

- 100% Whole Wheat



### Wonder

- 100% Whole Wheat

## TORTILLAS

- 16 ounce (1 pound) packages
- 100% Whole Wheat
- Corn



### Store Brands

**Guerrero:** Corn, Whole Wheat

**Hannaford:** Corn, Whole Wheat

**Market Basket:** Corn, Whole Wheat

**Market Pantry:** Whole Wheat

**Nature's Promise:** Whole Wheat

**Pics by Price Chopper:** Corn, Whole Wheat

**Signature Select:** Whole Wheat

**Stop & Shop:** Corn, Whole Wheat



### SHOPPING TIP

Looking for tortillas?  
Try the bread aisle, the cooler section or with the taco supplies

## 16 Ounce (1 pound) packages



### Chi-Chi's

- White corn, Taco Style
- Whole Wheat, Fajita Style



### La Banderita

- Corn
- Whole Wheat, Fajita



### Mayan Farms

- Whole Wheat Soft Taco



### Mission

- Whole Wheat, Soft Taco
- Whole Wheat, Fajita
- Yellow Corn, Extra Thin



### Ortega

- Whole Wheat

## BROWN RICE

- 14–16 ounce packages
- Bags, boxes and plastic jars
- Regular
- Instant-cooking
- Quick-cooking
- Boil-in-bag



**Not allowed**

**DO NOT BUY:**

- ⊘ Added sugars, fats, oils or salt

# OATMEAL

## • 16 ounce packages



**McCann's  
Irish Oatmeal**



**Mom's Best  
Quick Oats**



**Silver Palate Thick  
& Rough Oatmeal**



### SHOPPING TIP

You can choose a mix of bread, pasta, tortillas, rice, and oatmeal to add up to the total number of packages of Bread/Whole Grains on your Family Foods Benefit list. Here are two examples:



**ONE (1)**  
16 ounce  
loaf bread

+



**ONE (1)**  
16 ounce  
package tortillas

**= TWO (2)**  
**PACKAGES of**  
**16 oz. Bread/  
Whole Grains**



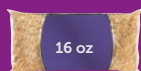
**ONE (1)**  
16 ounce  
loaf bread

+



**ONE (1)**  
16 ounce  
package tortillas

+



**ONE (1)**  
16 ounce  
package rice

**= THREE (3) PACKAGES of 16 oz. Bread/Whole Grains**

# Dairy



## MILK

- Fluid: Least expensive brand
- Evaporated or Dry Milk: Any brand
- Long-Life Milk: Any brand
- Lactose Free Milk: Any brand



### SHOPPING TIP

Choose only what is approved for you.

- Whole milk for children 12-24 months
- Low-fat (1%) and nonfat (skim) milk for women and children 2-5 years

**Not allowed**

**DO NOT BUY:**

- ❌ Organic
- ❌ Flavored

## Fluid



### Least Expensive Brand

- Fat-free, 1%, Low-fat, 2% Reduced fat, Whole

## Long-life/Self-stable



### Quart

- Any Brand

## Nonfat dry milk power



### 16 and 32 ounce boxes

- Any Brand

## Lactose-free



### 96 ounce and half gallons

- Any Brand

## Evaporated Milk



### 12 ounce cans, Whole, Low-fat or Fat-free

- Any Brand

## CHEESE

- 16 oz. packages only
- Blocks
- American slices
- String, Shredded
- Regular, Low-fat
- Any brand: American, Colby, Cheddar, Monterey Jack, Mozzarella or Muenster



### Not allowed

#### DO NOT BUY:

- ❌ Imported or deli cheese
- ❌ Sliced cheese (except American)
- ❌ Cheese food/product spread
- ❌ Individually wrapped slices
- ❌ Flavored
- ❌ Organic

## TOFU

- 16 oz. packages only
- Organic allowed



**Azumaya**  
• Silken Tofu



**Franklin Farms**  
• Extra Firm Tofu  
• Firm Tofu  
• Medium Firm Tofu  
• Soft Tofu



**Heiwa**  
• Organic



**House Foods**  
• Extra Firm Tofu  
• Firm Tofu  
• Medium Firm Tofu



**Jadeite Foods**  
• Soft Tofu



**Nasoya**  
• Lite Silken Tofu  
• Organic Silken Tofu  
• Organic Super Firm Tofu



**O Organics**  
• Silken Tofu



**SoyBoy**  
• Organic Firm Tofu

# YOGURT

- 32 ounce tubs
- 8-packs and 16-packs of 2 oz. tubes
- 8-packs multipack of 4 oz. containers
- Greek allowed
- Organic allowed



## SHOPPING TIP

Choose only what is approved for you.

- Whole milk yogurt for children 12-24 months
- Low-fat and nonfat yogurt for women and children 2-5 years

**Not allowed**

**DO NOT BUY:**

- ☞ Artificial Sweeteners

## 32 ounce tubs



**Activia**

- Any flavor



**Brown Cow**

- Any flavor



**Cabot & Cabot Greek**

- Any flavor



**Chobani**

- Any flavor



**Dannon**

- Any flavor



**FAGE**

- Any flavor



**Green Mountain Creamery**

- Any flavor



**Greek Gods**

- Any flavor



**LALA**

- Any flavor



**Light & Fit**

- Plain Only



**Maple Hill**

- Any flavor



**Mehadrin**

- Any flavor



### Oikos Greek

- Any flavor



### Stonyfield Organic, Greek

- Any flavor



### Two Good

- Any flavor



### Yoplait

- Any flavor

## 32 ounce tubs: Store Brands

365

Best Yet

Bettergoods

Bowl & Basket

Butterworks Farm

Essential Everyday

Food Club

Good & Gather

Great Value

Hannaford

Lucerene Dairy

Market Basket

Nature's Promise

Pics by Price Chopper

Stop & Shop

Wegmans

## Tubes



### Stonyfield Kids Tubes

- 8 pack – 2 oz. tubes (1LB package)\*
- 16 pack – 2 oz. tubes (2LB package)



### Yoplait GO-GURT Tubes

- 8 pack – 2 oz. tubes (1LB package)\*
- 16 pack – 2 oz. tubes (2LB package)

## Multipacks



### Activia Multipack

- 4 pack (1LB package)\*



### Yoplait Multipack 4 oz.

- 8 pack (2LB package)

\*Can purchase two (2) 1LB packs to equal 32 oz.

## EGGS

- Whole dozen
- Medium, Large, Extra Large and Jumbo
- Brown and white
- Least expensive brand

**Dozen, Grade A Medium, Large, Extra Large and Jumbo**



**Not allowed**

**DO NOT BUY:**

- ⊗ Organic
- ⊗ Enhanced or specialty (Omega-3)

## SOY MILK BEVERAGE

- Refrigerated: 64 ounce (1/2 gallon)
- Shelf-stable: 32 ounce (1 quart)

**Refrigerated: 64 ounce (1/2 gallon)**



**8th Continent**

- Original
- Vanilla



**Bettergoods**

- Original



**Silk**

- Original

**Shelf-stable: 32 ounce (1 quart)**



**Pacific**

- Ultra Soy Original
- Ultra Soy Vanilla

**Not allowed**

**DO NOT BUY:**

- ⊗ Organic

# Peanut Butter & Beans



## SHOPPING TIP

One (1) 18 oz Peanut Butter/Dry Beans on your Family Food Benefits list means you can buy:

**A**

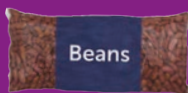


**ONE (1)**

16–18 oz jar of  
peanut butter

**OR**

**B**



**ONE (1)**

16 oz package of dry  
beans, lentils, peas

**A**

## PEANUT BUTTER

- 16–18 ounce jars
- Smooth/Creamy
- Chunky/Crunchy
- Plastic or glass jars



### 16–18 ounce jars



**Any  
brand**



**Jif**



**Peter  
Pan**

### Not allowed

#### DO NOT BUY:

- ⊗ Reduced fat
- ⊗ Organic
- ⊗ Specialty peanut butters
- ⊗ Peanut butter spreads
- ⊗ Flavored



Reese's



Skippy



Smuckers



Teddie

## B

## DRIED BEANS, LENTILS & PEAS

- Any brand
- 16 ounce (1 pound) packages
- Any type of mature beans, lentils or peas

**Not allowed**

**DO NOT BUY:**

⊘ Organic



## CANNED BEANS

- 15–16 ounce cans
- Any brand
- Plain mature beans, peas or lentils

**Not allowed**

**DO NOT BUY:**

- ⊘ Organic
- ⊘ Green or wax beans\*
- ⊘ Green peas or green pigeon peas\*

\*These items can be purchased with fruit & vegetable benefits



# Cereal



## SHOPPING TIP

Combine hot or cold cereal packages to add up to the total ounces on your Family Food Benefits list. Here are three ways to buy up to 36 ounces of cereal:



**ONE (1)**  
12 oz cereal

+



**ONE (1)**  
12 oz cereal

+



**ONE (1)**  
12 oz cereal

**= 36 oz of cereal**



**ONE (1)**  
14.5 oz cereal

+



**ONE (1)**  
18 oz cereal

**= 32.5 oz of cereal**



**ONE (1)**  
18 oz cereal

+



**ONE (1)**  
18 oz cereal

**= 36 oz of cereal**

# HOT CEREAL

- 10 ounce or larger packages

## Key



Whole grain



Gluten-free



### Cream of Rice

- Ⓜ Gluten Free



### Cream of Wheat

- 1 Minute
- 2½ Minute



### Farina

- Original Hot Wheat Cereal



### Maypo

- Ⓜ Maple Oatmeal
- Ⓜ Vermont Style Oatmeal



### Quaker Instant Grits



### Quaker Instant Oatmeal Packets

- Ⓜ Maple Oatmeal

## Store Brands



### Food Club

- Ⓜ Instant Oatmeal (Regular)



### Hannaford

- Ⓜ Instant Oatmeal (Regular)



### Pic's by Price Chopper

- Ⓜ Instant Oatmeal (Regular)



### Signature Select

- Ⓜ Instant Oatmeal (Regular)



### Stop & Shop

- Ⓜ Instant Oatmeal (Regular)

# COLD CEREAL

- 10 ounce or larger packages

## Key

-  Whole grain
-  Gluten-free

## General Mills



-  Bluey












## Cheerios

-   Multigrain
-  Oat Crunch Berry
-   Original
-  Vanilla Spice
- Veggie Blends:
  -  Apple Strawberry
  -  Blueberry Banana



## Chex

-   Blueberry
-   Cinnamon
-   Corn
-   Rice
-  Wheat



## Fiber One

-  Honey Clusters



## Kix



-  Berry Berry
-  Honey
-  Original



-  Total



## Wheaties

-  Regular
-  Protein Honey Pecan
-  Protein Maple Almond

## Kellogg's



### All Bran

- Complete Wheat Flakes



### Corn Flakes

- Cinnamon
- Honey
- Original



### Crispix

- Original



### Frosted Mini Wheats

- Cinnamon Roll
- Golden Honey
- Little Bites: Original, Chocolate
- Touch of Fruit: Blueberry, Raspberry, Strawberry



### Rice Krispies

- Original



### Special K

- Banana
- Multigrain: Touch of Cinnamon
- Protein Cinnamon
- Protein Honey Almond
- Protein Original

## Post



### Grape Nuts

- Flakes
- Original



### Great Grains

- Banana Nut Crunch
- Crunchy Pecan



### Honey Bunches Of Oats

- Cinnamon Bunches
- Honey Roasted
- Maple & Pecans
- Vanilla
- With Almonds

## Quaker



### Life

- Original
- Vanilla



### Oatmeal Squares

- Golden Maple
- Hint of Brown Sugar
- Hint of Cinnamon
- Honey Nut

## Store Brands



**365**

- 🌾 365 Frosted Wheat Squares



**Best Yet**

- 🌾 Bite Size Frosted Shredded Wheat
- 🌾 Bran Flakes
  - Corn Flakes
- Crispy Rice
- 🌾 Frosted Shredded Wheat
  - Honey Oats & Flakes
  - Toasted Oats



**Bowl & Basket**

- 🌾 Bran Flakes
  - Corn Flakes
  - Crispy Rice
  - Frosted Shredded Wheat
- 🌾 Multi Grain Toasted Oats
- 🌾 Toasted Oats



**Essential Everyday**

- 🌾 Bran Flakes
  - Crispy Rice
- 🌾 Frosted Shredded Wheat
  - Honey Oats & Almonds
  - Honey Oats & Flakes



**Food Club**

- 🌾 Bran Flakes
  - Corn Flakes
  - Corn Squares
  - Crisp Rice
- Honey & Oats with Almonds
- Rice Squares
- Toasted Oats



**Great Value**

- 🌾 Bran Flakes
  - Corn Flakes
  - Corn Squares
- 🌾 Crunchy Nugget
- 🌾 Frosted Shredded Wheat
- Honey Oats with Almonds
- 🌾 O's
  - Rice Crisps
  - Rice Squares



**Hannafood**

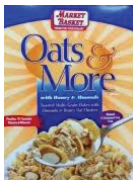
- 🌾 Bran Flakes
- 🌾 Bite Size Frosted Shredded Wheat
- 🌾 Bite Size Strawberry Frosted Shredded Wheat
  - Corn Flakes
  - Crispy Hexagons
  - Crispy Rice
- 🌾 Easy Living Oat Squares
- 🌾 Frosted Shredded Wheat
- 🌾 Multigrain Tasteos
- 🌾 Nutty Nuggets
  - Oats & More with Almonds
  - Oats & More with Honey
  - Tasteos
  - Toasted Corn Squares
  - Toasted Rice Squares
- 🌾 Toasted Wheat
- 🌾 Wheat Flakes

## Store Brands (Continued)



### Krasdale

- Corn Flakes
- Crispy Rice
- 🌾 Toasted Oats



### Market Basket

- 🌾 Bran Flakes
- Corn Biscuits
- Corn Flakes
- Crispy Hexagons
- 🌾 Frosted Shredded Wheat
- Oats & More with Almonds
- Oats & More with Honey
- Rice Biscuits
- Tasteo's



### Pics by Price Chopper

- 🌾 Bran Flakes
- Corn Flakes
- Crispy Rice
- 🌾 Frosted Shredded Wheat
- Honey Oats & Flakes with Almonds
- 🌾 Toasted Oats
- Toasted Rice Crisps



### Signature Select

- 🌾 Bran Flakes
- 🌾 Bite Sized Frosted Wheat
- Corn Flakes
- Corn Pockets
- Crispy Rice
- Oats & More with Almonds
- Oats & More with Honey
- Rice Pockets
- 🌾 Toasted Oats



### Stop & Shop

- 🌾 Bite Sized Frosted Shredded Wheat
- 🌾 Bran Flakes
- Corn Flakes
- Corn & Rice Hexagons
- Crispy Rice



### Wegmans

- 🌾 Bite Size Shredded Wheat
- 🌾 Bran Flakes
- Corn Flakes
- Corn Squares
- 🌾 Frosted Shredded Wheat
- Oat Crisps
- Oats & Honey
- Oats & Honey with Almonds
- Rice Squares
- 🌾 Toasted Oats
- 🌾 Wheat Crunch

# Juice



## SHELF-STABLE

### • Shelf-stable 100% Juice: 64 ounce bottles



#### Apple & Eve

- Apple
- Big Birds Apple
- Cookie Monsters Berry
- Cranberry and More
- Cranberry Apple
- Cranberry Grape
- Cranberry Pomegranate
- Cranberry Raspberry
- Elmo & Tangos Punch
- Grovers White Grape
- Mango Strawberry
- Natural Style Apple
- Naturally Cranberry



#### Best Yet

- Apple Juice
- Apple Kiwi
- Strawberry
- Cranberry
- Grape
- Pineapple
- White Grape
- White Grapefruit



#### Campbell's

- Tomato
- Tomato Low Sodium



#### Essential Everyday

- Apple Cider
- Apple
- Cranberry
- Grape
- Orange
- Pineapple Juice
- Vegetable
- White Grape
- White Grapefruit



#### Food Club

- Apple
- Grape
- Grapefruit
- White Grape
- Vegetable

### Not allowed

#### DO NOT BUY:

- ⊗ Organic
- ⊗ Light
- ⊗ Fiber added



## Great Value

- Apple
- Cranberry
- Cranberry Pomegranate
- Grape
- Orange
- Pineapple
- Tomato
- Vegetable
- White Grape
- White Grape Peach



## Hannaford

- Apple
- Cherry
- Cranberry
- Cranberry Grape
- Fruit Punch
- Grape
- Pineapple
- Tomato
- Vegetable
- Vegetable Low Sodium
- White Grape
- White Grapefruit



## Juicy Juice

- Any flavor



**Kedem**

- Grape



## Krasdale

- Apple
- Grape
- White Grape



## Langers

- Apple
- Apple Berry Cherry
- Apple Cranberry
- Apple Grape
- Apple Kiwi
- Strawberry
- Apple Orange
- Pineapple
- Apple Peach
- Mango
- Cranberry Plus
- Cranberry
- Cranberry Grape Plus
- Cranberry Raspberry Plus
- Disney Apple
- Cranberry Grape
- Disney Berry
- Disney Grape
- Disney Punch
- Grape
- Grape Plus
- Orange
- Pomegranate
- Cranberry Plus
- Pineapple
- Tomato Juice
- White Grape



## Market Basket

- Apple
- Cranberry
- Cranberry & Grape
- Grape
- White Grape
- White Grape Peach



## Market Pantry

- Apple
- Cranberry
- Grape
- Tomato
- White Grape



## Motts

- Apple
- Apple Cherry
- Apple Mango
- Apple White Grape
- Fruit Punch
- Kiwi Strawberry



### Ocean Spray

- Apple
- Concord Grape
- Cranberry
- Cranberry Blackberry
- Cranberry Cherry
- Cranberry Elderberry
- Cranberry Concord Grape
- Cranberry Mango
- Cranberry Pineapple
- Cranberry Pomegranate
- Cranberry Raspberry
- Cranberry Watermelon



### Pic's by Price Chopper

- Apple
- Berry
- Cherry
- Cranberry Grape
- Cranberry Raspberry
- Grape
- Grapefruit
- Pineapple
- Tomato
- Vegetable
- Vegetable Low Sodium
- White Grape
- White Grape Peach



### Signature Select

- Apple
- Berry Blend
- Cranberry
- Cranberry Grape
- Cranberry Raspberry
- Grape
- Grapefruit
- Orange
- Pineapple
- Tomato
- Vegetable Low Sodium
- White Grapefruit
- White Grape



### Stop & Shop

- Apple
- Grape
- Tomato
- White Grape



### V8 Vegetable

- Original Vegetable
- Spicy Hot Vegetable
- Low Sodium



### Welch's 100%

- Grape
- Orange Pineapple
- White Grape
- White Grape Peach
- Red Grape
- Tropical Trio



### Wegmans

- Apple
- Berry
- Cherry
- Cranberry
- Cranberry Apple
- Cranberry Grape
- Cranberry Peach
- Cranberry Raspberry
- Fruit Punch
- Grape
- Ruby Red Grapefruit
- White Grape
- White Grape Cranberry
- White Grape Peach
- White Grape Raspberry

# FROZEN

- Frozen concentrate:  
11.5–12 ounce cans

**Not allowed**

**DO NOT BUY:**

🚫 Organic



**Any store brand  
Orange Juice**



**Best Yet**  
• Apple  
• Grape  
• Grapefruit



**Dole**  
• 100 % juice,  
Any flavor



**Essential  
Everyday**  
• Apple



**Great Value**  
• Apple  
• Grape



**Hannaford**  
• Apple  
• Grape  
• Pineapple Orange



**Market  
Basket**  
• Apple  
• Grape



**Old Orchard**  
• Green peel strip,  
Any flavor



**Pics by Price  
Chopper**  
• Apple  
• Apple Raspberry  
• Grape  
• White Grape



**Seneca**  
• Apple



**Signature  
Select**  
• Apple  
• Berry Blend  
• Cranberry  
• Grape  
• Pineapple



**Stop & Shop**  
• Apple  
• Grape  
• Grapefruit



**Wegmans**  
• Apple

# Infant Foods



## FRESH FRUIT & VEGETABLE OPTION

At 9 months of age, half of the jarred infant food benefit can be replaced with fresh fruits and vegetables:

- \$10 for partially breastfeeding or fully formula feeding infants
- \$20 for fully breastfeeding infants



If this option is not already on your Shopping List and you would like it, contact your local WIC office.

## INFANT FRUITS & VEGETABLES

- Any variety fruit or vegetables
- Any variety mixed fruits and mixed vegetables

### 4 ounce jars



**Beech-Nut  
Naturals**  
(Stage 1 & Stage 2)



**Beech-Nut  
Organics**  
(Stage 1 & Stage 2)



**Beech-Nut**  
(Stage 2)



**Earth's Best**  
(Stage 2)



**Gerber Naturals**  
(1st & 2nd Foods)



**Gerber Organic**  
(1st & 2nd Foods)



**Good & Gather**



**Happy Baby  
Organics**  
(Stage 1 & Stage 2)

### Not allowed

#### DO NOT BUY:

- ❌ Mixtures with cereal or food combinations
- ❌ Dinners
- ❌ Pouches
- ❌ Desserts



Nature's Promise



Once Upon a Farm



O Organics

Parent's Choice  
(Stage 1 & Stage 2)Tippy Toes  
(Stage 2)

## 2nd Foods/Stage 2 (2-packs of 4 ounce tubs)

\*Must have benefits for the 2-packs to purchase the tubs.



Bowl &amp; Basket

Gerber  
(2nd Foods)Tippy Toes  
(Stage 2)

## INFANT CEREAL

- 8 ounce packages only
- Single and multigrain
- Organic allowed



### Beech-Nut

- Golden Corn
- Multigrain
- Oatmeal
- Organic Multigrain
- Organic Oatmeal

**Not allowed**

**DO NOT BUY:**

⊘ Added fruit, formula or vegetables



### Earth's Best Organic

- Whole Grain Multigrain
- Whole Grain Oatmeal



### Gerber

- Multigrain
- Oatmeal
- Organic Oatmeal
- Organic Rice
- Rice

## INFANT FORMULA

- Purchase size and type shown on WIC Shopping List



## For Fully Breastfeeding Moms and Babies ONLY

## INFANT MEATS

- 2.5 ounce jars
- Stage 1 or Stage 2

**Not allowed**

**DO NOT BUY:**

- ⊗ Added sugar or salt
- ⊗ Dinners



**Beech-Nut  
Classics  
(Stage 1)**



**Earth's Best  
(Stage 1)**



**Gerber  
(Stage 2)**

## CANNED FISH

- Sizes and varieties shown
- Packed in water
- Sardines may include bones and skin

**Not allowed**

**DO NOT BUY:**

- ⊗ Albacore tuna

### Chunk Light Tuna



**Any brand**  
• 5 ounce

### Sardines



**Any brand**  
• 3.75 ounce

### Salmon



**Any brand**  
• 5 ounce

# Common Questions about your Card

## **What should I do if my card is lost or stolen?**

Call your local WIC Program right away!  
They will stop anyone from using your food  
benefits and help you get a new card.

## **Is there a fee to replace my WIC Card?**

Massachusetts WIC will replace your card  
free of charge.

## **What happens if I can't do my own shopping and need someone else to shop for me?**

You may have someone else shop for  
you if you wish. You can give them your  
WIC Card and PIN. Just make sure this  
is someone you can trust!





## **What if I forgot my PIN or want to change it?**

You can contact your local WIC office to change your PIN.

## **What if I enter the wrong PIN?**

DO NOT try to guess your PIN. After several incorrect attempts, your PIN will be locked. This is done as a protection from someone guessing your PIN and getting your food benefits.

**There are three ways to unlock your card:**

- call your local program
- call the 800 number on the back of your card
- wait until midnight and your account will automatically unlock



# Simplify your shopping



## Download the 'WIC Shopper' App!

- Check your WIC balance
- Locate a WIC authorized store
- Scan a product to determine if it's WIC approved
- Access WIC recipes

    @MassWIC

**1-800-WIC-1007**

Retail Stores call:

1-800-552-9425 – Retail Hotline

**mass.gov/wic**



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