

CEREAL

12 ounce boxes or larger. NO single serving packets. These brands only:

Bran Flakes: Bestway, Big Y, DeMoulas, Food Club, Great Value, Hannaford, IGA, Kellogg's Complete Wheat Bran Flakes, Nature's Best, Parade, Post Natural, Price Chopper, Ralston, Red & White, Shaw's, Shurfine

Cheerios: (plain, Multi Grain)

Chex: (General Mills - Corn, Rice, Wheat, Multi Bran)

Square-Shaped Corn Cereal/ Rice Cereal: Big Y, DeMoulas, Flavorite, Great Value, Hannaford, IGA, Price Chopper, Shaw's, Shurfine, Stop & Shop

Cream of Wheat: (1 minute, 2 1/2 minute, 10 minute)

Crisp Rice: Bestway, Big Y, DeMoulas, Finast, Flavorite, Food Club, Great Value, Grocers Pride, Hannaford, IGA, Krasdale, Nature's Best, Parade, Price Chopper, Ralston, Red & White, Richfood, Shaw's, Shoppers Value, Shurfine, Stop & Shop, White Rose

Corn Flakes: Bestway, Big Y, Country Corn Flakes, DeMoulas, Finast, Flavorite, Food Club, Grocers Pride, Hannaford, IGA,

Kellogg's (plain only), Krasdale, Nature's Best, Parade, Price Chopper, Ralston, Red & White, Richfood, Shaw's, Shurfine, Stop & Shop, White Rose

Farina

Frosted Shredded Wheat: Market Basket, Finast, Hannaford, Ralston, Shaws, Shurfine, Stop & Shop

Grape Nuts, Grape Nut Flakes

Kellogg's Complete Oat Bran Flakes

Kellogg's Crispix

Kellogg's Mini Wheats Frosted, bite size

Kellogg's Mini Wheats Frosted, original

Kellogg's Product 19

Kellogg's Raisin Mini Wheats

Kellogg's Strawberry Mini Wheats

Kellogg's Special K (plain only)

Kix (plain only)

Maltex

Maypo: (Maple, Instant, Vermont Style)

Nutty Nuggets: DeMoulas, Finast, Great Value, Hannaford, IGA, Nature's Best, Parade, Price Chopper, Ralston, Red & White, Shaw's, Shurfine, Stop & Shop, Richfood

Oats & More with Almonds: DeMoulas, Hannaford, IGA, Price Chopper, Shaws, Shurfine, Stop & Shop

Oats & More with Honey: Great Value, Hannaford, Price Chopper, Shaws

Post Banana Nut Crunch

Post Honey Bunches of Oats (Honey Roasted, with Almonds)

Quaker Instant Grits (original flavor)

Quaker Life (plain only)

Quaker Crunchy Corn Bran

Quaker Oat Bran

Quaker Squares (plain only)

Square-Shaped Wheat Biscuits: Great Value, IGA

Tasteeo's/Toasted Oats: Bestway, Big Y, DeMoulas, Finast, Flavorite, Great Value, Hannaford, Krasdale, IGA, Nature's Best, Parade, Price Chopper, Ralston, Red & White, Richfood, Shaw's, Shurfine, Sunny Square, Stop & Shop, Thorofare, White Rose

Total (Whole Grain, Country Corn Flakes)

Wheaties (plain only)

Whole Grain 100: Hannaford, Market Basket, Price Chopper, Stop & Shop

JUICE

100% fruit juice only. Type specified on check:

Frozen

11.5 or 12 ounce cans:

Apple: Big Y, DeMoulas, Flavorite, Hannaford, IGA, Parade, Red & White, Richfood, Shaw's, Shurfine, Seneca (red cans, Granny Smith, Country Style), Stop & Shop, White Rose

Grapefruit: Any brand

Grape: Big Y, Hannaford, Seneca, Stop & Shop, Shurfine, Welch's (yellow pull-strip can only)

Mixed blend: Dole 100% juice - Pineapple Orange Banana, Pineapple Orange

Strawberry, Orange Peach Mango, Orange Strawberry Banana

Orange: Any brand. Calcium fortified orange juice allowed if specified on check

Pineapple: DeMoulas, Dole, Stop & Shop

Pineapple/Orange: Any brand

White Grape/White Grape Blends: Welch's (yellow pull-strip can only)

Canned

46 ounce

Apple: IGA, Seneca, Shurfine

Grapefruit: Any brand

Grape/White Grape: Seneca, Welch's

Mixed blend: Juicy Juice (any flavor)

Orange: Any brand

Pineapple: Dole, DeMoulas, or any can labeled "100% HAWAIIAN U.S.A" on can lid

Pineapple/Orange: Any brand

Vegetable: Big Y, Campbell's V-8, Flavorite, DeMoulas, Richfood, Shaw's, Shurfine, Stop & Shop

Liquid Concentrate

11.5 ounce cans

Welch's 100% Juice: 100% - Apple, Grape, Cherry Sensation, Fruit Fantastic, Strawberry Raspberry, Tropical Passion, White Grape, Wild Berry

Juicy Juice: Any flavor

INFANT CEREAL:

- Dry iron fortified. Beechnut, Gerber or Heinz
- NO added fruit

INFANT FORMULA

- Brand and type listed on check

EGGS

- Least expensive brand, Grade A large, brown or white

MILK

Type and size specified on check:

- Least expensive brand: whole, lowfat, skim/nonfat

- Evaporated/Dry milk: whole or skim, any brand
- Long-life milk: whole or lowfat, any brand
- NO flavored milk or buttermilk

CHEESE

- Regular, reduced or lowfat, one Package only, up to 16 ounces, any brand, American, Colby, Cheddar, Monterey Jack, Mozzarella, or Muenster
- NO sliced or deli cheese (except American)
- NO string, shredded or imported cheese; cheese food/product/spread; individually wrapped slices or snack packs; or flavored cheese

*NOTE: NO organic foods allowed

PEANUT BUTTER

- Creamy or chunky, jars only, any brand
- NO flavored or reduced fat

DRIED PEAS/BEANS

- 1 pound bag, any brand or type

FOR BREASTFEEDING WOMEN ONLY

- TUNA** Chunk light packed in water, any brand
- CARROTS** Fresh or canned, any brand
NO baby carrots

USDA is an equal opportunity provider and employer.

Cashier's Guide to Successful WIC Transactions



WIC Retail Store Hotline:
1-800-552-9425
www.mass.gov/wic

WHAT IS WIC?

WIC is a nutrition program that provides checks for free healthy foods, nutrition and health education and other services to Massachusetts families who qualify. WIC's goal is to help keep pregnant and breastfeeding women and children under age 5 healthy. WIC stands for Women, Infants and Children.

HOW TO PERFORM A WIC TRANSACTION

1. Separate WIC items from other food items
2. Make sure the customer has their WIC Gold Card and a valid WIC check
3. Only accept WIC checks presented within the dates on the WIC check
4. Only accept WIC checks with a WIC validation stamp
5. Make sure the types and quantities of foods listed on the WIC check have been selected
6. Total the WIC items and deduct any coupons the customer might have
7. Enter the total amount of the WIC items—using pen—in the designated space on the WIC check
8. Have the customer sign the WIC check
9. Verify signature with the WIC Gold Card

WIC
GOOD FOOD
and
A WHOLE LOT MORE

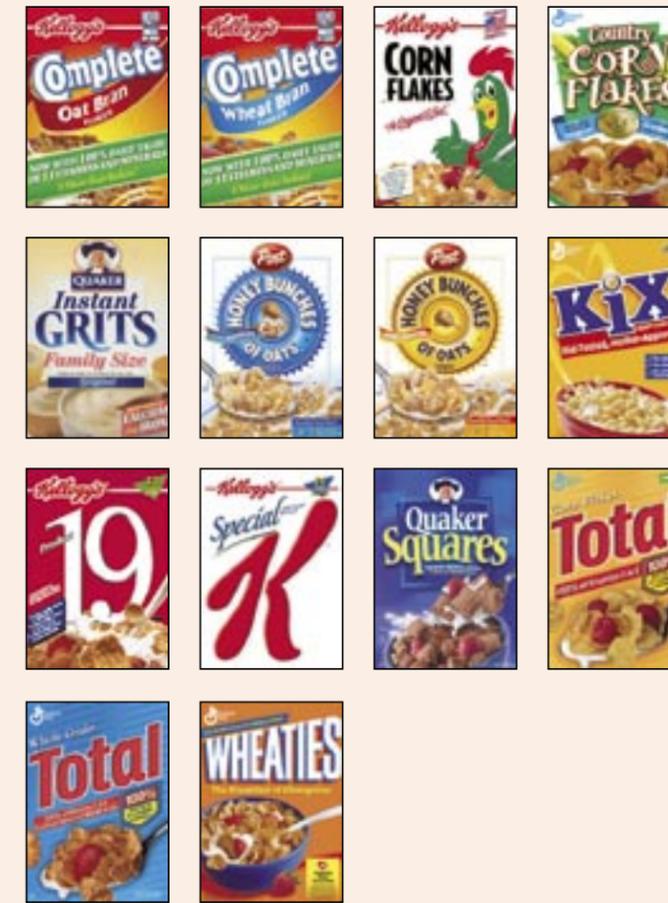
WIC Approved Food Guide

Note: This is not a complete list. See food list (on back) for all approved brands.

Cereals



12 ounce boxes or larger. NO single serving packets.



Juice

100% fruit juice only.
Type specified on check:

Canned

46 ounce cans



Liquid Concentrate

11.5 ounce cans



Frozen

11.5 or 12 ounce cans



Cheese



- Regular, reduced or lowfat
- ONE PACKAGE ONLY, up to 16 ounces
- Any brand, American, Colby, Cheddar, Monterey Jack, Mozzarella, or Muenster
- NO sliced or deli cheese (except American)
- NO string, shredded or imported cheese; cheese food/product/spread; individually wrapped slices or snack packs; or flavored cheese

Infant Cereal



- Dry iron fortified
- Beechnut, Gerber or Heinz
- NO added fruit

Infant Formula



- Brand and type listed on check

Milk



Type and size specified on check:

- **Least expensive brand:** whole, lowfat, skim/nonfat
- **Evaporated/Dry milk:** whole or skim, any brand
- **Long-life milk:** whole or lowfat, any brand
- NO flavored milk or buttermilk

Eggs



- Least expensive brand
- Grade A large
- Brown or white

Dried Peas/Beans



- 1 pound bag
- Any brand or type

Peanut Butter



- Creamy or chunky
- Jars only
- Any brand
- NO flavored or reduced fat

FOR BREASTFEEDING WOMEN ONLY

Tuna



- Chunk light packed in water

Carrots



- Fresh or canned
- Any brand
- NO baby carrots

*NOTE: NO organic foods allowed