

Foods that are Authorized

- I. WIC supplementary foods are those foods containing nutrients that are determined by nutritional research to be lacking in the diets of pregnant, breastfeeding and postpartum women, infants and children and foods that promote the health of the population served by the WIC Program as indicated by relevant nutrition science, public health concerns, and cultural eating patterns, as prescribed by the Secretary of Agriculture.
- II. Foods that are authorized for the Utah WIC Program must be based on the USDA defined categories, nutrition criteria and cost specifications listed below.
- III. USDA approval. Products must meet the requirements outlined in the USDA Federal regulations Part 246, "Special Supplemental Nutrition Program for Women, Infants and Children, as well as all requirements outlined in the Final Food Rule.
- IV. Nutritional Criteria
 - a. The application for inclusion needs to include printed information regarding the nutrient content as specified in the Department of Agriculture Federal Register 7 CFR Part 246 (Table 4).
 - b. Infant formulas must have 10 mg iron per liter and 20 kcals per fluid ounce at standard dilution.
 - c. Infant cereals must have 45 mg iron per 100 gm dry cereal.
 - d. Cereal must have > 28 mg iron per 100 gm dry cereal; < 21.2 gm sucrose and other sugars per 100 gm dry cereal.
 - e. Juice must be 100 % unsweetened fruit juice and have 30 mg vitamin C per 100 ml of juice.
 - f. If milk has Vitamin A and Vitamin D added, then these shall be present in each quart of product at not less than 2,000 IU and 400 IU, respectively.
 - g. Foods with artificial sweeteners are not allowed.
 - h. With the exception of fresh fruits and vegetables, organic products are not allowed.
- V. Cost
 - a. Except for cereal, specific brand name food items cannot cost more than 5% above the current average cost of similar (size and type) brand name food items presently allowed by the State.

- b. Private label food items cannot cost more than the current average cost of similar (size and type) brand name food items presently allowed by the State.
- c. WIC food items should encourage economical shopping habits.
- d. Increased packaging of items increases food costs, therefore packaging is a consideration. e.g.—individually packaged string cheeses are more expensive than bulk cheeses.

VI. Store brand/Private Label

- a. Must be authorized by WIC and stocked by the vendor.
- b. A store brand (also called a private label) **MUST** be purchased when indicated in the Authorized WIC Foods booklet. Some examples of store brands/private labels include: Western Family, Kroger, Albertsons/Essential Everyday, Great Value, Market Pantry, Hy-Top, (Malt-O-Meal cereals are authorized under this definition), other store brands/private labels may be available. If a store carries more than one store brand/private label then either product may be purchased regardless of price. If the store does not carry a store brand/private label for the WIC food item, then the cheapest brand name food item (such as Skippy, Kraft, Meadow Gold, etc.) can be purchased.
- c. For cold cereal, full strength juice and frozen juice only, the WIC client **MUST** purchase an authorized store brand or private label (Western Family, Kroger, Albertsons/Essential Everyday, Great Value, Market Pantry, Hy-Top, Malt-O-Meal cereals are authorized under this definition) and cannot substitute a brand name (Kellogg's, General Mills, Post, Quaker Oats, Juicy Juice, Welch's, etc.). If a retailer is determined by the State WIC Office that they cannot obtain a store brand or private label cereal or juice, then a separate card will be given to the WIC participant indicating what can be purchased at those retailers.

VII. Cold cereal size and type

- a. Package sizes less than 12 ounces are not allowed, except those sizes needed for a homeless food package.
- b. At least half of the cereals must have whole grain as the primary ingredient and meet labeling requirements for making a health claim as a "whole grain food with moderate fat content."

VIII. Availability

- a. WIC products must meet at least a 70% distribution and availability rate throughout the State for all brand name food items.
- b. Items that are private label must be stocked by 70% of the stores affiliated with these specific brands.
- c. Exceptions
 - i. Products needed for a homeless food package.
 - ii. Specific nutrition risk factor.
 - iii. Special food products.
 - iv. Special conditions due to unsanitary water.
 - v. Participants who have low comprehension of preparing food items or formula.
 - vi. Items needed to serve WIC participants in an expedient manner.

IX. Utah WIC Program Authorized WIC Foods List

- a. Pictorially shows the foods authorized by the Utah WIC Program.
- b. Given to all WIC participants to help them know which foods are WIC approved.
- c. Is an aid to assist clients in identifying and purchasing WIC approved foods.
- d. The State office will notify manufacturers, for whom contact information is on file in the State office, in December of each year regarding the application process for foods to be approved for the Utah WIC Program Authorized Food List. The Authorized Food List will be updated every year.
- e. The deadline for manufacturers to submit nutrient content information, using USDA spreadsheets, price, and distribution data to the State office is March 31 of each year. This information must be submitted for all foods including new foods that have not been previously approved/authorized and foods that have been previously approved.
- f. The State office will review all manufacturer applications for nutrient content requirements, established by USDA, price and distribution data from April 1 through June 30 of each year.
- g. The State office will notify manufacturers of the foods that meet the USDA nutrient content requirements, price and distribution criteria by August 1 of each year to be published in the Utah WIC Program Authorized Food List, effective October 1.

- h. A new store with its own private label food products can submit their food applications at the time of authorization to become a Utah WIC Vendor.
- i. Price, distribution criteria and the application deadline may be waived for new food products that must be made available to meet the WIC participants' needs.