



MEMORANDUM

MEMO TO: All Authorized Utah WIC Vendors

FROM: Nicole Reames, Benefits Delivery and Integrity Coordinator

DATE: September 11, 2017

MEMO #: FY 2018-01

SUBJECT: **New Authorized WIC Foods Booklet**

Enclosed is the new Utah WIC Program Authorized Food Booklet that will become effective October 1, 2017 (the beginning of the new federal fiscal year). You may begin using this new food booklet at that time. Since the WIC participants will be given this new booklet over a three (3) month period beginning October 2017 through December 2017, do not discard your previous food booklet until January 1, 2018. For vendors who maintain a UPC database for Utah WIC authorized food items, please ensure that the new food items are added on October 1, 2017 and the deleted food items are removed on January 1, 2018 (not earlier) as both the new food items and old food items will be allowed to be purchased between October 1, 2016 and December 31, 2016.

The following is a summary of the changes to the new food booklet:

- Page 5, Under Infant Cereal: Parent's Choice Infant cereal is no longer an approved WIC item. Beechnut Infant Cereal is now called Beechnut complete. Beechnut Sensitive is a new product that is approved. Beechnut Infant Cereal has a new plastic packaging. Under Baby Food: The stages of infant baby food are no longer listed. All stages are WIC approved. Wording under the do not buy list on the infant fruits and vegetables and infant meats has been changed to include "no other added ingredients." Under Baby Food Meat: Yummy Naturals Infant Fruits and Vegetables and Infant Meats are no longer approved.
- Page 6, new wording has been added to the "Do Not Buy" list for cheese that states, "any other variety of cheese not listed (i.e., Pepper Jack).
- Page 7, we added more varieties of yogurt have been added to the approved list. The wording under whole fat yogurts has been changed so that any size container of whole fat yogurt is approved as long as the total purchase is at 32 oz. or less.
- Page 8-9, Market Pantry Grape Juice has been discontinued. Great Value Prune Juice is no longer an approved WIC product. WinCo Orange Juice is now approved. Signature Kitchens 12 oz. frozen concentrate has been discontinued.

- Page 10, we added fresh ginger and garlic as being allowed for purchase.
- Page 12, Winco Toasted Oats and Corn Flakes are no longer approved.
- Page 13, Great Value Toasted Oats is now called O's Oat Cereal. Great Values Multigrain O's has been added as an approved product.
- Page 14, Market Pantry Frosted Shredded Wheat (Original or Strawberry) and Honey Oat Mixers (Original or Almonds) are no longer approved. Malt-O-Meal Oat Blenders with Honey (Original and Almonds) are no longer approved.
- Page 15, Kroger Instant Grits Original is no longer approved. Malt-O-Meal Co Co Wheats is now approved.
- Page 16, 16oz. WinCo 100% Whole Wheat Bread is now approved.
- Page 17, 16oz. Harmons and WinCo 100% whole wheat pastas are now approved.
- Page 18, La Victoria Whole Wheat Tortillas have been discontinued. Rancho Market 16oz. Corn Tortillas and Market Pantry 16oz. Whole Wheat Tortillas are no longer approved.

Please make sure that your cashiers are aware of these changes and that the food booklets are available at the point of purchase.

If you have any questions or concerns please feel free to contact the State WIC office at 1-877-WIC-KIDS.

cc: Local WIC Clinic Vendor Coordinators