WISCONSIN WOMEN, INFANTS & CHILDREN NUTRITION PROGRAM

SHOPPING GUIDE

EFFECTIVE NOVEMBER 1, 2019 TO OCTOBER 31, 2022

SHOPPING TIPS

WELCOME TO THE WIC PROGRAM!

This is your WIC shopping guide. It shows what foods WIC approves. WIC provides healthy food benefits every month that you are enrolled and eligible for the program. These nutritious foods are specifically chosen to promote good health, growth, and development. With your eWIC card, you can only buy foods that are approved by WIC and in your current benefits. Your nutritionist can give you additional tips and ways to cook and prepare your WIC foods.

CONTENTS

- Shopping Tips 2
- Fruits and Vegetables 8
- Juice 10
- Beans, Peas, Lentils 12
- Peanut Butter 13
- Cereals 14
- Breads, Buns, Rolls 18
- Rice, Pasta 20
- Tortillas, Wraps 21
- Milk, Soy Beverage 22
- Yogurt 24
- Cheese, Tofu 26
- Eggs, Canned Fish 27
- Infant Foods 28
- Rights and Responsibilities 30

THINGS TO KNOW ABOUT YOUR WIC FOOD BENEFITS

- WIC food benefits expire every 30 days. Shop early during your benefit period to prevent unused benefits from expiring. Food benefits can't be replaced after the expiration date.
- Up to three months of food benefits may be issued at a time. The next benefits are not automatically added. Contact your WIC office as directed to receive more benefits.
- Keep your card to receive your next food benefits.
- Make sure to keep your card safe and report damaged, lost, or stolen cards to your WIC office.
- WIC food benefits can be spent at any Wisconsin WIC authorized grocery store. Ask your WIC office for a list of local stores.

RESPONSIBILITIES

- No substitutions, rain checks, or IOUs are allowed.
- Only purchase the foods and formula you need.
- Return unused food and formula to your WIC office.
- WIC foods and formulas cannot be returned or exchanged for cash, credit, or other items.
- WIC foods and formula cannot be offered for sale, sold, traded, or given away.

BEFORE YOU SHOP

- Find your current balance by using the Wisconsin MyWIC app, website, or phone number on the back of the card, WIC Shopping List, or your most recent store receipt.
- Plan which foods to buy and review the information in this guide.
- When possible, avoid shopping around midnight. Cash register systems often update during this time, preventing you from making an eWIC purchase.

AS YOU SHOP

- To prevent problems at checkout, use this guide, the MyWIC app, or your WIC shopping list to help you choose the right brands, varieties, and sizes of foods.
- Only the foods in your benefit balance and listed in this guide may be purchased with your eWIC card.

AT THE CHECKOUT

- Tell the cashier you are using your eWIC card and ask if you need to separate your groceries.
- Use your eWIC card first, then FoodShare or any other forms of payment.
- Some cash register systems print a mid-purchase receipt, listing which foods will be deducted from your WIC benefits. Carefully review this receipt.
- If there are food items you thought would be covered by WIC benefits but are not, ask to have them removed if you do not want to buy them with another form of payment. Swipe your eWIC card again and approve the purchase.

- You may use coupons for WIC purchases. If the coupon is for a non-WIC item, it is recommended that you use it in a separate purchase.
- Keep your receipt to review benefit information, if needed.

IF YOU HAVE A PROBLEM OR A FOOD IS NOT ALLOWED

- Ask for assistance. If the cashier is unable to help, ask for the store manager.
- The store can't force the cash register system to allow eWIC payment for foods that come up as not WIC approved.
- Select another WIC approved brand or variety.
- WIC is not able to repay you for any food you choose to buy with another form of payment.
- Keep any receipts and take a picture of the food or write down the UPC barcode.
- Contact your local WIC office as soon as possible to let them know.

CONTACT YOUR WIC OFFICE IF YOU

- Have questions about shopping for WIC foods.
- Were not able to buy a food that you think is WIC approved.
- Have a damaged, lost, or stolen card.
- Had foods incorrectly removed from your benefits or your receipt doesn't match what you bought.
- Have a complaint about how you were treated by store staff.

PIN TIPS

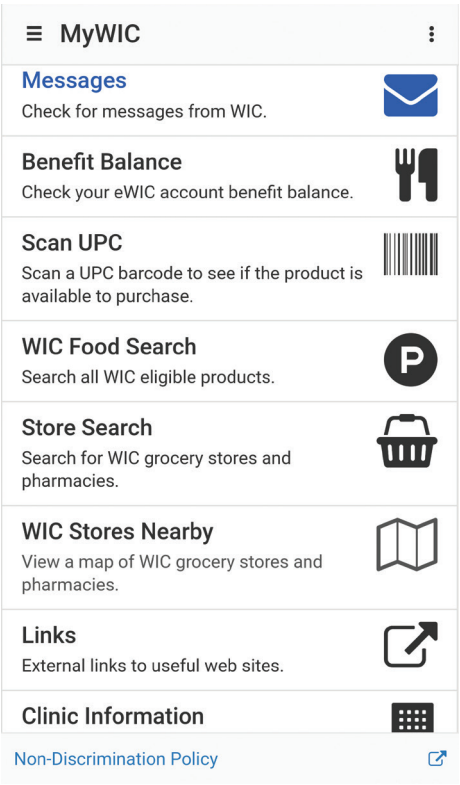
- If you have not already set your PIN, set it before shopping. Choose a number that is easy to remember and hard for others to guess.
- If you enter your PIN incorrectly four times, your PIN will lock.
- If you know the PIN, call the number on the back of the card or go to the website to enter the correct PIN. Your account will unlock at midnight.

- If you don't know the correct PIN, call your local WIC office to unlock your PIN. You may shop immediately after your PIN is unlocked and a new PIN is selected.
- Keep your PIN secure. Call the number on the back of the card or go to the website to change your PIN if you feel it is no longer safe.

DOWNLOAD* THE WISCONSIN MYWIC APP TO

- Check your benefit balance.
- Receive reminders before your benefits expire.
- Scan barcodes to check for approved foods.
- Search WIC foods.
- Find WIC approved store locations.
- Receive appointment reminders.

*Available from the Apple App Store or Google Play



FRUITS & VEGETABLES

- Any brand, any size, and organic may be purchased.
- Your WIC Shopping list shows your fruit and vegetable dollar benefit.
- You have the entire benefit period to use all of your fruit and vegetable dollars.
- You can pay for fruits and vegetables that cost more than your benefit with cash, credit, or FoodShare.

FRESH

BUY:

- Any variety of fresh fruits or vegetables (fresh garlic and ginger root allowed)
- May be whole, cut, bagged, or packaged

DO NOT BUY:

Herbs; nuts; bags of salads with topping/dressing; items from the salad bar; party trays, fruit baskets; dried fruit; decorative fruits and vegetables

NOTE

Sometimes buying fresh fruits and vegetables can be tricky because UPC barcodes change often. The new UPC barcode may not be in the WIC system and therefore the fruit or vegetable is not yet an approved item.

CANNED

BUY:

Any container type or size

Fruits:

- Any variety of fruit
- Unsweetened applesauce (with cinnamon allowed)

Vegetables:

- Any variety of vegetables (without lima beans), including green (sweet) peas, green/snap/wax/yellow beans, and sprouts
- Whole, diced, crushed, or stewed tomatoes; tomato sauce, paste, or puree (with herbs or seasoning allowed)
- Chopped garlic in water

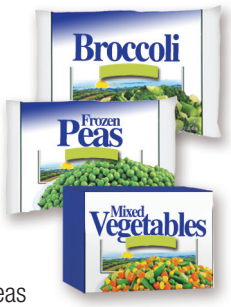
DO NOT BUY:

Fruits: With syrup, added sugar, artifical sweetener, or stevia

Vegetables: With any oil or brine; vinegar; pickles and pickled vegetables (for example, sauerkraut); creamed vegetables (for example, cream-style corn); beans, peas, lentils (for example, black-eyed peas, lima, pinto, kidney, and butter beans); baked beans, pork and beans, refried beans; ketchup, relishes, olives; pizza, lasagna, spaghetti sauce, or salsa

FROZEN

BUY:



Any container type or size

Fruits:

- Any variety of fruit

Vegetables:

- Any variety of vegetables
- Any bean or mixture with beans or peas (for example, mixed vegetables with lima beans)

DO NOT BUY:

Fruits: With syrup, added sugar, artifical sweetener, or stevia; fruit bars; smoothies containing other ingredients, for example, yogurt

Vegetables: With added sugar (dextrose), butter, oil, sauces, or glaze; with pasta, noodles, nuts, rice, cheese, or meat; sweet potato fries, french fries, or shaped potatoes

JUICE

BUY 100% JUICE:

- Only the size specified on your WIC Shopping List
- Any brand of 100% Orange, Grapefruit (white, pink, or red), or Pineapple Juice
- Only the brands and flavors of other 100% juices listed

DO NOT BUY: Cocktails, beverages, drinks, sweetened juices, cider; organic; unpasteurized; low-acid; infant juice; glass bottles; light or reduced calorie

48 oz & FROZEN JUICE for women only

48 oz plastic bottle, not refrigerated; or 12 oz frozen containers

Juicy Juice:
all flavors
(except organic)

Store Brand Apple Juice
Only:
Essential Everyday, Shurfine, Freedom's Choice

Northland:
100% Cranberry

Shurfine: grape

Frozen 12 oz Store Brand - Apple and Grape Juice
Only: Always Save, Best Choice, Essential Everyday, Food Club, Great Value, Hy-Top, Hy-Vee, IGA, Kroger, Market Pantry, Meijer, Our Family, Shurfine, Tipton Grove

Seneca: apple

Old Orchard:
all flavors with green caps

Dole: all flavors

64 oz JUICE - for children only

64 oz plastic bottle, not refrigerated

Juicy Juice:
all flavors

Langers:
all flavors (except pomegranate blends)

Northland:
all flavors (except Raspberry Pomegranate Goji)

Welch's grape: white, red & purple
(except unfiltered, added fiber, or light)

Tree Top:
all flavors
(except pure pressed)

Old Orchard:
all flavors (except Tart Cherry, Plain Pomegranate and Kids)

Indian Summer:
apple

Motts:
Original apple (except Tots)

Musselman's apple:
(except with calcium)

Campbell's: tomato juice
any variety (except organic)

V8: 100% Vegetable
Juice - all flavors

Any 64 oz (half gallon) refrigerated orange juice
With or without added Calcium

Example brands include but are not limited to:

Dean, Essential Everyday, Food Club, Great Value, Hy-Vee, IGA, Kemps, Kroger, Land O Lakes, Market Pantry, Orchard Pure, Prairie Farms, Shurfine

Store Brand
Apple, Grape, Tomato/Vegetable

Only: Always Save, Best Choice, Essential Everyday, Food Club, Great Value, Hy-Top, Hy-Vee, IGA, Kroger, Market Pantry, Meijer, Our Family, Parade, Sam's Choice, Shurfine, Tipton Grove

100% JUICE

BEANS, PEAS, LENTILS

The following are types of beans, peas, and lentils that may be purchased with the benefit that specifies canned or dried beans. The fruit and vegetable dollar benefit cannot be used to buy these items.

BUY:

- Canned: 15 – 16 oz cans only
- Dried: 16 oz bag only
- Plain or low sodium
- Any brand

Examples Include:

Black
Black-eyed peas
Butter
Garbanzo (Chickpeas)
Great Northern
Kidney (red or white)
Lima
Navy
Pink
Pinto
Red
Fat-free refried beans only
Mixed types

DO NOT BUY: Immature varieties such as canned green beans, snap beans, yellow beans, wax beans, and sweet peas; fresh or frozen beans and peas *(purchase allowed with the fruit and vegetable dollar benefit)*; added sugars (for example, baked beans); added fats, oils or meat (for example, pork and beans, refried beans with added fats); added sauces or flavors (for example, chilies, jalapeno, lime, garlic); in brine; organic; soups; dried varieties in bulk or store packaged

REMEMBER

Canned green beans and sweet peas cannot be bought with this benefit. Use your fruit and vegetable dollar benefit for those options.

PEANUT BUTTER

BUY:

- 16 – 18 oz container
- All brands of creamy, crunchy, extra crunchy, natural, or old-fashioned
- Low sodium/salt, reduced/no sugar, Omega-3

DO NOT BUY: Spread (for example Jif Natural, Skippy Natural, Peter Pan Natural); flavored; reduced fat; individual servings; specialty (for example, whipped, organic, with flaxseed or added vitamins); from refrigerated section or health food, diet (for example, Fifty 50)

BUYING TIPS

If your WIC Shopping List shows:
1.00 CTR Beans or Peanut Butter, you can buy:

16 oz package
dry beans, lentils, peas

— OR —

16-18 oz jar
peanut butter

— OR —

4 cans, 15-16 oz
beans or peas

4 cans of beans = 1 container (CTR)
So, 1 can of beans = 0.25 containers (CTR)

Beans & peas are a good source of protein and iron!

COLD CEREALS

BUY:

- Combination of cold and hot
- Only the brands and flavors listed
- 12 ounce package or larger
- Boxes or bags

KEY:

- 51% or more whole grain
- * Provide 100% of daily value folic acid.
- GF Gluten-Free

DO NOT BUY: Organic

GF Blueberry

GF Vanilla

GF Cinnamon

GF Corn

GF Rice

* Wheat

Touch of Fruit Raspberry

Original

Little-Bites

Plain GF

Multigrain GF *

Cinnamon

Almond

Vanilla

Honey Roasted

Peacan & Maple Brown Sugar

Honey Crunch

Almond Crunch

Brown Sugar *

Cinnamon *

Plain

Honey

Plain

Berry Berry

Plain

Plain *

Plain

Plain

Plain

*

Simple Granola

Banana Nut

GF

*

Plain *

continued...

COLD CEREALS continued...

store brands

Plain frosting only

Plain

Plain

Plain

Only the following:

Always Save, Best Choice, Centrella, Clear Value, Essential Everyday, Food Club, Great Value, Hy-Top, Hy-Vee, IGA, Kiggins, Kroger, Market Pantry, Meijer, Our Family, Parade, Red & White, Shoppers Value, Shurfine, That's Smart

CEREAL COMBINATION EXAMPLES

hot and cold cereals

Your benefits state the number of ounces of cereal. For benefits stating 36 ounces of cereal, the following are examples of possible cereal size combinations:

12 oz | 12 oz | 12 oz = **36 oz**

18 oz | 18 oz = **36 oz**

24 oz | 11.8 oz = **35.8 oz**

15.8 oz | 16 oz = **31.8 oz**

HOT CEREALS

BUY:

- Combination of cold and hot
- Only the brands and flavors listed
- Any size, except individual cups

DO NOT BUY: Canisters, organic

Plain: ⚘ in packets only

Original & all flavors in packets only

Plain *

Chocolate *

*

*

GF

2.5 minutes

1 minute

Instant

Whole Grain ⚘

store brands

Plain: ⚘ in packets only

Only the following:
Best Choice, Essential Everyday, Food Club, Great Value, Hy-Top, Hy-Vee, IGA, Kroger, Meijer, Our Family, Shurfine

BREADS, BUNS, ROLLS

BUY:

16 oz (1lb) package only

- Any brand labeled “100% whole wheat” and lists whole wheat flour as the first ingredient
- 100% whole wheat bread, buns, and rolls

The following are examples of allowed brands:

Any store brand
Bimbo Bread
Butternut Bread
Family Choice Bread
Brownberry (Burger and Hot Dog Rolls)
Pepperidge Farm Bread
    Stone Ground
    Very Thin Sliced,
    100% Whole Wheat Cinnamon with Raisin Swirl
    Light Style
Sara Lee Bread (Classic)
Village Hearth Bread

DO NOT BUY:

In-store bakery brand;
multigrain;
Healthy Life 100% whole wheat
(high fiber or sugar free);
bagel bread, bagels, pita bread;
muffins, English muffins;
frozen bread and rolls;
sugar-free or with Splenda;
double fiber;
with flaxseed;
gluten-free;
organic

Things to look for when buying whole wheat bread:

Step 1: Check the Label
"100% Whole Wheat"

Step 2: Check Ounces in Product
Make sure it says, "16 oz"

Step 3: Check the Ingredient List
Whole wheat flour is the first ingredient listed

Nutrition Facts

Serving Size: 1 Slice (28g)
Servings Per Container: 16

Calories 60
Calories from Fat 5

Amount/serving	%DV*	Amount/serving	%DV*
Total Fat .5g	1%	**Total Carbohydrate** 14g	5%
Saturated Fat 0g	0%	Dietary Fiber 2g	10%
Trans Fat 0g		Sugars 2g	
Cholesterol 0mg	0%	**Protein** 3g	
Sodium 150mg	6%		

Vitamin A 0% • Vitamin C 0% • Calcium 4% • Iron 4%
Thiamine 10% • Riboflavin 6% • Niacin 4% • Folic Acid 2%

*Percent
2,000 ca
higher or

Nutrient
Total Fa
Saturat
Cholest
Sodium
Total Ca
Dietary

INGREDIENTS: WHOLE WHEAT FLOUR, WATER, SUGAR, YEAST, CONTAINS 2% OR LESS OF THE FOLLOWING: WHEAT GLUTEN, SOYB
(MONOGLYCERIDES, SODIUM STEAROYL LACTYLATE, ASCORBIC ACID, CALCIUM SULFATE, ENZYMES), MONOCALCIUM PHOSPHATE, C
CONTAINS: WHEAT.

BROWN RICE

BUY:

14-16 oz (1lb) box or bag only

- Any brand, dry
- Plain brown rice without added herbs, seasonings or beans
- Regular, instant, and boil-in-bag type

DO NOT BUY: White rice, flavored rice, wild rice, rice mixes; frozen brown rice; tubs, microwavable pouches; organic, store packaged

WHOLE WHEAT PASTA

BUY:

16 oz (1lb) package only

- 100% whole wheat
- Any shape

Only the following brands are allowed:

Barilla
Essential Everyday
Food Club
Gia Russa
Great Value
Heartland
Hodgson Mill
Hy-Vee
Kroger
Our Family
Racconto
Ronzoni 100% Whole Grain
Shurfine

DO NOT BUY: Pasta made from rice, quinoa, flax, corn, or vegetables; organic; with added sugar, fats, oils, or salt

TORTILLAS/WRAPS

BUY:

16 oz (1lb) package only

- White or yellow soft corn
- 100% whole wheat

Only the following brands are allowed:

100% Whole wheat:

Best Choice
Bucky Badger
Chi Chi
Don Pancho
Essential Everyday
Food Club
Frescados
Great Value
Herdez
Hy-Vee
IGA
Kroger
La Banderita
Market Pantry
Meijer
Mission
Ortega
Our Family
Roundy's,
Shurfine
Tio Santi

Corn:

Best Choice
Bucky Badger
Chi-Chi's
El Rey
Essential Everyday
Food Club
Hy-Vee
IGA
La Banderita
La Burrita
Mission
Our Family
Shurfine

DO NOT BUY: Hard corn tortillas/taco shells; low-carb/carbohydrate; organic

MILK

BUY:

- White milk in gallon container
- Plastic, cartons, gallon bags, half gallons or gallon clipped together by manufacturer
- rBGH & rBGH-free, rBST & rBST-free

Must be specified on your WIC Shopping List:

- Whole milk or reduced fat 2% milk
- Half-gallon container
- Lactose-free, including calcium fortified: 3 quart (96 oz), half-gallon, and quart container
- Non-fat dry: 25.6 oz (8 qt) boxes or pouches only
- Evaporated: 12 oz can
- Kosher

DO NOT BUY:

Flavored; goat's milk; acidophilus; buttermilk; specialty (for example, organic or certified humane); nut or grain beverage (for example, almond, rice, oat); low cholesterol; UHT; milk with added ingredients (for example, Omega-3, EPA/DHA); protein-fortified; filled evaporated milk; ultra-filtered (for example, Fairlife); A2 milk

SOY BEVERAGE

BUY:

- Half-gallon, refrigerated carton
- Only the brands and flavors listed
- *Only if specified on your WIC Shopping List*

8th Continent: Original and Vanilla Only

Silk: Original Only
2-pack available

Great Value

YOGURT

BUY:

- 32 oz container
- Plain or flavored
- Kosher (must be specified on WIC shopping list)
- Only the type listed on your WIC shopping list
- Only the brands listed

DO NOT BUY:

Organic; Greek; with artificial sweetener;
with mix-in ingredients like granola, candy, or nuts;
single serve containers; drinkable yogurts

WHOLE MILK YOGURT

Only for 1-year-old children

Only the following brands are allowed:

Brown Cow
Dannon
Essential Everyday
La Yogurt
Meijer
Mountain High
Old Home

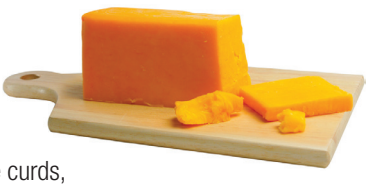
LOW FAT YOGURT

Only for children over the age of 2 and women

Only the following brands are allowed:

Best Choice
Coburn Farms
Dannon *except light & fit*
Essential Everyday
Food Club *except light*
Great Value *except light*
Hy-Vee *except light*
Kroger
La Yogurt *except Mango*
Lala Yogurt *only Plain and Vanilla*
Market Pantry *except light*
Meijer
Mountain High
Nuestra Cocina *only plain*
Old Home
Our Family *except light*
Prairie Farms
Yoplait

CHEESE



BUY:

- 16 oz package only
- Block, shredded, cheese curds, string cheese (not individually wrapped)
- Kosher (must be specified on shopping list)

Allowed types:
American (block or sliced but not individually wrapped)
Brick
Cheddar (mild or medium)
Colby
Monterey Jack
Mozzarella (except fresh)
Muenster
Provolone
Mixtures of cheese listed (such as cojack)

DO NOT BUY: Packages not 16 oz; sliced (except American), crumbled, cubes, sticks, and other shapes; sharp or extra sharp cheddar, swiss, fresh mozzarella; cheese foods, spreads, products; specialty; cheese from deli; goat cheese, smoked, herbed, flavored, imported, or organic; reduced sodium, reduced cholesterol, lactose-free; Kosher (unless specified on WIC Shopping List)

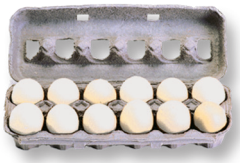
TOFU

BUY:

- 16 oz (1 lb.) container only
- Choose from these refrigerated brands
  - Azumaya Tofu: Silken, Firm, Extra Firm
  - House Foods: Medium, Firm, Extra Firm

DO NOT BUY: Packages not 16 oz; added fats, sugars, oils; organic

EGGS



BUY:

- White, any grade, any size
- One dozen carton

DO NOT BUY: Brown eggs, vegetarian, organic, natural, cage free, free-range, or pasture raised; low cholesterol, reduced fat; increased vitamin E (for example, Eggland's Best) or any other modified or specialty eggs; pasteurized in shell, hard-boiled

CANNED FISH

Only for breastfeeding women whose infants are not receiving formula from WIC.

BUY: In oil or water

Light Tuna:

- 5 oz cans (3 oz if printed on WIC Shopping List)

Pink Salmon:

- 5 oz cans
- 14.75 oz cans
- May include bones or skin

DO NOT BUY: Albacore or white tuna, sustainable harvested tuna, red salmon; solid, fillet, select; pouches; reduced or low-sodium; specialty; organic

Exclusively breastfeeding mothers and their babies receive extra food benefits

Breastmilk is the perfect food for your baby:

- Ideal nutrition for growth and health
- Easy for baby to digest
- Changes over time to meet baby's growing needs
- Protects baby from illness
- Is always the perfect temperature

INFANT CEREALS

BUY:

- 8 or 16 oz containers
- Any grain, mixed grains (except quinoa)
- With added vitamins or minerals

Only the following brands are allowed:

Gerber

Beech-Nut

Tippy Toes

DO NOT BUY: Organic; quinoa; added DHA, prebiotics, probiotics; added fruit, yogurt or formula; jars, single serving packets; lil' bits, hearty bits

BUYING BABY FOODS

Your WIC Shopping List and store receipt will list the total number of ounces of baby food for the month. Divide your total amount of ounces listed by container size (4 oz for fruits and vegetables, or 2.5 oz for meats) to find how many containers you have left.

EXAMPLE: 64 total ounces ÷ 4 oz container = 16 containers

Food	Amount Listed	Is Equal To
Infant Fruits & Vegetables	128 oz	32 4-oz containers
	256 oz	64 4-oz containers
Infant Meats	77.5 oz	31 2.5-oz containers

INFANT FRUITS & VEGETABLES

BUY:

- 4 oz containers (except squeeze pouches)
- 2-pack, 4 oz each (equals 8 oz)
- Any plain variety of fruits or vegetables
- Any mixture of fruits and/or vegetables

Only the following brands are allowed:

Gerber
(only 2-pack, 4 oz each)

Tippy Toes
(4 oz jar or 2-pack, 4 oz each)

Parent's Choice

Meijer

Beech-Nut Classics

DO NOT BUY: Natural; organic; squeeze pouch; any with added cereal, granola, yogurt; fruit and juice blend; puddings; cobbler; meat or poultry, rice or pasta (for example, dinner, soup or stew); casseroles; creamed vegetables; 2-pack, 2 oz each

INFANT MEATS

Only for breastfed infant not receiving formula from WIC

BUY:

- 2.5 oz containers
- Any plain infant meat or poultry with broth or gravy

Only the following brands are allowed:

Gerber

Beech-Nut

Tippy Toes

DO NOT BUY: Organic; added fruit, vegetables, rice or pasta (for example dinner, casseroles, soups or stews); meat or poultry sticks

WIC RIGHTS AND RESPONSIBILITIES

We want to make sure that you understand the rights and responsibilities of a WIC participant. The WIC rights and responsibilities also apply if you receive WIC Farmers' Market Nutrition Program (FMNP) checks. FMNP rights and responsibilities include but are not limited to, respectful and courteous treatment from FMNP sellers, and using the farmers' market checks as instructed on the checks, and as instructed by WIC staff.

SHARED INFORMATION

Your information may be shared:

- With other WIC programs if you transfer.
- With other public programs that can assist you. You may ask to see a list of these programs.
- As required by law.

MY RESPONSIBILITIES

I agree to give true and complete information about:

- My identity, pregnancy status, breastfeeding status, address, and phone number.
- My household income.
- The number of people living in my household.
- Being on Medicaid, FoodShare (food stamps), TANF (Temporary Assistance to Needy Families), or FDPIR (Food Distribution Program on Indian Reservations).

I agree to follow the rules below. I will:

- Get benefits from only one WIC clinic each month.
- Report my lost or stolen eWIC card or WIC breast pump to WIC staff.
- Make sure any person I name to use my eWIC card knows the WIC rules. I will teach him or her how to use my eWIC card correctly.
- Keep my WIC appointments or call the clinic to reschedule.
- Use WIC foods and formula only for the person on WIC and make sure the foods go with the person on WIC in cases of joint custody, foster care, etc.
- Not sell, give away, or offer my eWIC card, WIC foods or formula, or breast pump. If I have WIC items I can't use, I will return them to the clinic.

- Not trade/exchange or return my eWIC card, WIC foods or formula, or breast pump for money, credit, rain checks or other items.
- Not post WIC items on the internet.
- Follow the rules in the WIC Shopping Guide.
- Not swear, yell, harass, threaten or physically harm WIC or store staff.
- Not complete my own transaction, except in self-checkout lanes, if I am employed by a WIC authorized store.

Agreement: I must agree to these items to be on WIC:

- All of the information I have given WIC is true. I will tell WIC staff right away if there are any changes.
- WIC can verify my household size and all sources of my household income.
- If I break WIC rules, I, or my child, can be taken off WIC.
- If I lie or hide facts to get WIC foods or do not return a loaned breast pump, I may have to repay WIC the cash value of those items.
- WIC is a federal assistance program. If I break WIC rules, I may be subject to civil or criminal prosecution under state and federal law.

MY RIGHTS

- **WIC foods:** If I qualify for WIC, I will get an eWIC card to buy healthy foods. WIC provides some, but not all, of the food/formula each participant needs.
- **Nutrition information:** I will get information about healthy eating and active living.
- **Breastfeeding support:** WIC will help and support me with breastfeeding.
- **Health care information:** I will get information about immunizations, finding healthcare, and other services I may be interested in.
- **Fair treatment:** The rules for getting on WIC are the same for everyone. I can ask for a Fair Hearing if someone tells me I can't be on WIC and I don't agree.
- **Common courtesy:** WIC and store staff will treat me with courtesy and respect. I can tell WIC staff if I'm not treated with respect.
- **Transfer information:** I can transfer my WIC to another clinic. I can ask for a transfer paper.

- **WIC Nutrition Program does not discriminate:**

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotape, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at: https://www.usda.gov/oascr/filing-program-discrimination-complaint-usda-customer, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

(1) mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;
(2) fax: (202) 690-7442; or
(3) email: program.intake@usda.gov

This institution is an equal opportunity provider.

Foods are approved even if the package design changes.

To report concerns of possible WIC Program fraud and abuse, call Wisconsin WIC Fraud Hotline 1-866-260-1727

Department of Health Services
Division of Public Health
P-44578 (Rev. 11/2019)
Federal Regulations 246

Visit our website: http://dhs.wisconsin.gov/wic/index.htm