

Slide 1: WIC Approved Foods



WIC Approved Foods

Slide 2: WIC Approved Foods



Let's talk about WIC approved foods. One important part of your job is to assure that WIC customers are buying the correct foods.

Slide 3: Why foods are chosen



NARRATOR: WIC checks are unique because they specify the foods that can be purchased.

CASHIER: Why is that?

NARRATOR: Well, the WIC program provides nutritious foods that are selected based on science and research for good health, growth, and development.

Slide 4: WIC Foods Booklet



This is the WIC Approved Foods booklet. WIC customers use it while shopping to select their foods and you use it to verify that the correct foods are purchased. Please take out the WIC Approved Foods booklet. You will be asked to refer to the booklet frequently; however, we will not be covering everything. You should review all the information in each section before moving to the next. Just know that the content of the WIC Approved Foods booklet may be revised as well as product labels.

Slide 5: Allowed/Not Allowed



ALLOWED CEREALS:
Combinations of cold, hot, and/or allowed WIC infant cereals not to exceed amount stated on check. Boxes or bags allowed.

NOT ALLOWED:
Single serving packets (unless stated), canisters, low-carb/carbohydrate, organic.

COLD CEREALS
9 ounce packages or larger

No Substitutions!

KEY:
✦ primary (first) ingredient is a whole grain.
★ provide 100% of daily value folic acid.

Each category of foods has information about the allowed and not allowed foods. The information about the allowed foods describes the types of foods that may be purchased with WIC checks.

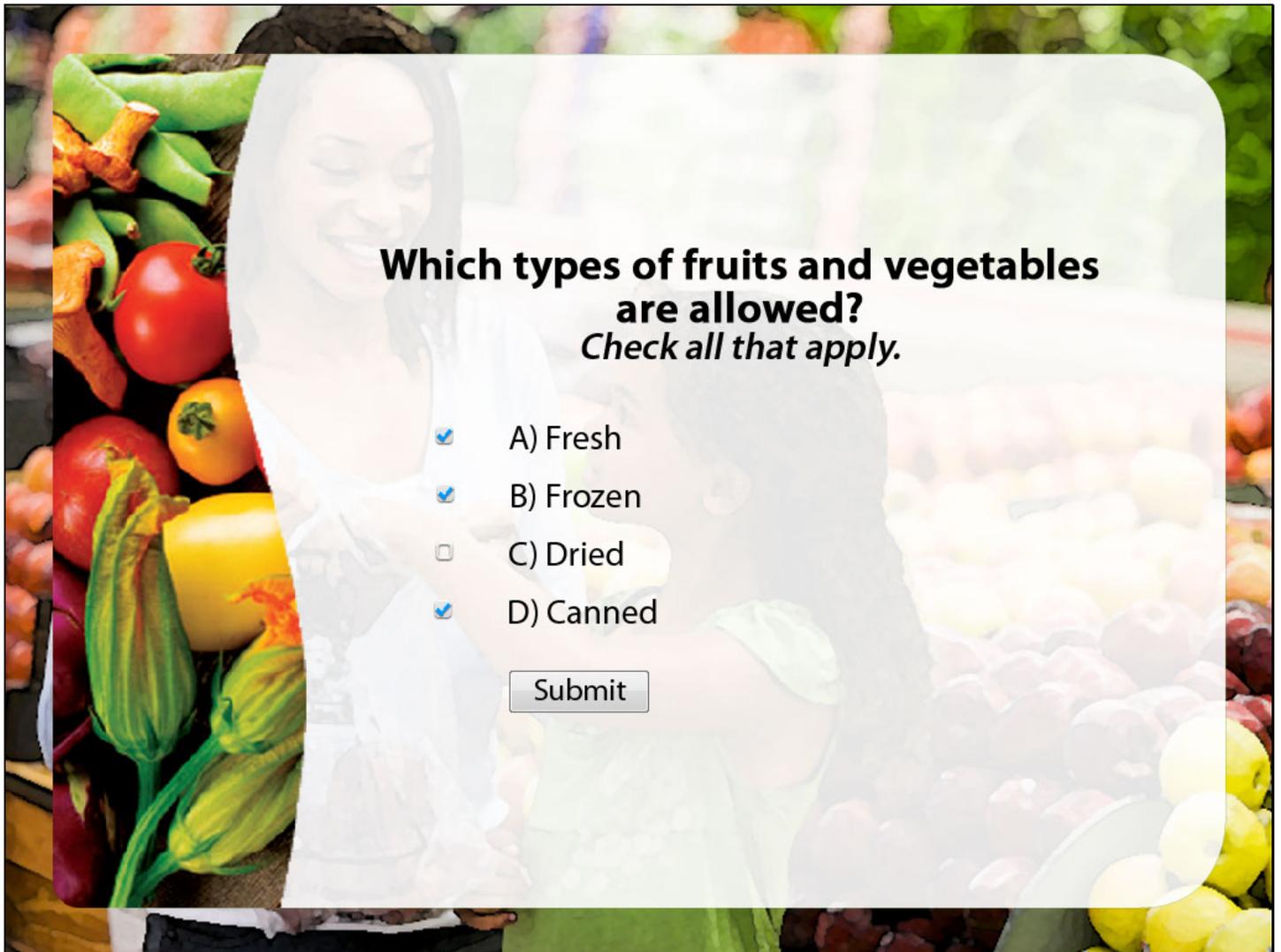
You can't substitute or make any exceptions for these foods.

Slide 6: Fruit & Vegetables



Now, we will be looking at each food category starting with fruits and vegetables. Go to your booklet and review the fruits and vegetables section.

Slide 7: Fresh/Frozen Question



Check which types are allowed.

- Fresh
- Frozen
- Canned

Slide 8: Canned/Fresh/Frozen Allowed



WIC customers are allowed to purchase fresh, frozen or canned fruit and vegetables. Dried fruit is not allowed. They may choose to buy one type or they may buy a combination. All brands and any container size are allowed. Cut fresh fruits and vegetables are ok if they're prepackaged. They just can't be from the salad bar or in a party tray.

Slide 9: Ingredients not allowed



What ingredients are NOT allowed in canned and frozen fruits?

HINT: Choose two answers.

- A) Fruit juice concentrate
- B) Sugar
- C) Sugar substitutes like Splenda or Nutrasweet
- D) Water

Submit

What ingredients are not allowed in canned and frozen fruits?

- Sugar
- Sugar substitutes like Splenda or NutraSweet

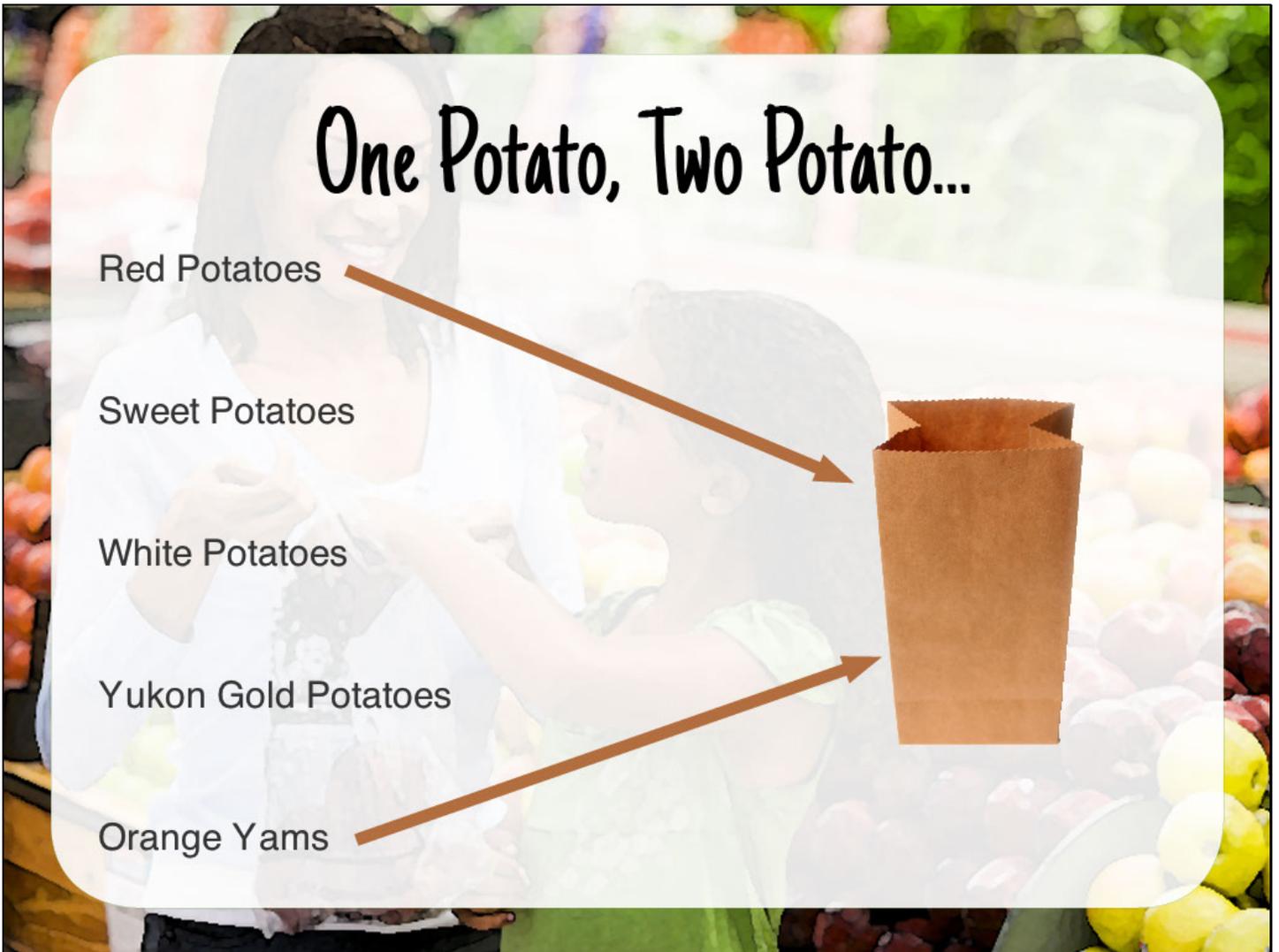
Slide 10: Check cans/labels



It's important to check the label to identify the liquid that the fruit is packed in before deciding if the product is allowed. Canned fruits are allowed if they are packed in water, juice or fruit juice concentrate. Canned fruit in any type of syrup or with Splenda are not allowed.

Because no sugar was added, unsweetened applesauce is allowed. Frozen fruits in bags are allowed as they have no added sugar.

Slide 11: One potato, two potato



Now look in your booklet and then drag and drop the types of fresh potatoes that are allowed into the grocery bag.

Slide 12: Spag. sauce T/F



Spaghetti sauce is allowed.

- A) True
- B) False

True or False? False.

Slide 13: Fire roasted T/F



Tomatoes with green pepper, celery and onion are allowed.

- A) True
- B) False

Submit

Fire Roasted tomatoes are allowed: True

Slide 14: Sauce/Olive oil T/F



Tomatos with olive oil are NOT allowed.

- A) True
- B) False

Submit

Tomato sauce with olive oil is NOT allowed: True

Slide 15: Tomato Feedback



Many canned tomato products are allowed. WIC customers may choose whole, diced, crushed or stewed tomatoes. They could also select tomato sauce, paste or puree. Tomato products with added herbs or seasonings are allowed. Ketchup, spaghetti, lasagna, or pizza sauces are not allowed.

Slide 16: Canned beans/peas

Canned Green Beans and Green Peas

PARTICIPANT NAME: Janey Doe		FAMILY ID / PARTICIPANT ID: 722703/3671700		CHECK # 28340363	FIRST DATE TO USE Aug 20, 2011
WISCONSIN WIC PROGRAM 99-999 State Office		Misuse of checks is subject to state or federal prosecution. Void if altered.		75-1248 919 Payable through FSMC, Lake Lillian, MN Acct # 802732	DATE OF USE LAST DATE TO USE Sep 19, 2011
Valid For These Items Only - No Substitutions				Actual \$ Amounts	
<div style="background-color: #f08080; padding: 5px; display: inline-block;"> \$10.00 Approved Fruit and/or Vegetables (fresh, frozen, canned) </div> Not Valid at Farmers' Markets or Roadside Stands				\$ Correction Only	Cashier's Initials
				Pay to the Order of WIC Vendor No.	
				\$	Not Payable Without Authorized Stamp
				Participant: Do Not Sign Until Time of Purchase	
Deposit Within 45 Days From the First Date to Use				Cashier: Do Not Accept If Already Signed - Must Match Signature ID	

⑈ 28340363 ⑈

Some WIC customers and cashiers get confused about which WIC check can be used to buy canned green beans and green peas. They can only use the fruit and vegetable check, not the regular WIC check. It might help you to remember that these can be found fresh in the produce section of the store and the fruit and vegetable check can buy fresh green beans and green peas.

Slide 17: 100% Juice



Now turn to the 100% Juice section in the booklet. There are many products offered in the juice section of the grocery store. Sometimes it's hard to find the correct products.

Slide 18: Allowed juice



Many brands clearly label their products as 100% juice. Others state a specific type of juice like apple juice or tomato juice. This is an allowed 100% juice.

Slide 19: Not allowed juice



Labels often include words like drink, cocktail, and beverage in small print because they are not 100% juice. This is a juice cocktail that is not allowed.

Slide 20: Check booklet for juice

Check Your Booklet...

BOTTLED & CANNED 100% JUICE

46 oz, 48 oz, and 64 oz can or plastic bottle (bottle shapes may vary)



Juicy Juice: all flavors	Langers: apple, grape (purple, white & red)	Northland: all flavors (except superfruit and pomegranate blends, organic)	Old Orchard: all flavors (except premium juices, apple cider and organic)
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There are notes below the pictures to help you decide if it's an approved juice. You may see that all flavors are allowed. Sometimes there are only the specific flavors allowed. These will be listed or pictured.

Slide 21: Any Brand Juices



WIC customers have the option to buy any brand for some flavors of juice. Type the flavors in the box.

- Orange
- Pineapple
- Orange/Pineapple
- Grapefruit

Slide 22: Beans/Peas/Lentils



Turn to the beans, peas, and lentils section. What types of canned beans and peas are allowed? There are a lot. WIC customers can choose black, pinto, kidney, garbanzo, cannellini, butter beans, black-eyed and chick peas, lentils, and fat free refried beans... and so many more.

Slide 23: Dried/Canned Beans



CASHIER: How about the dried beans and peas?

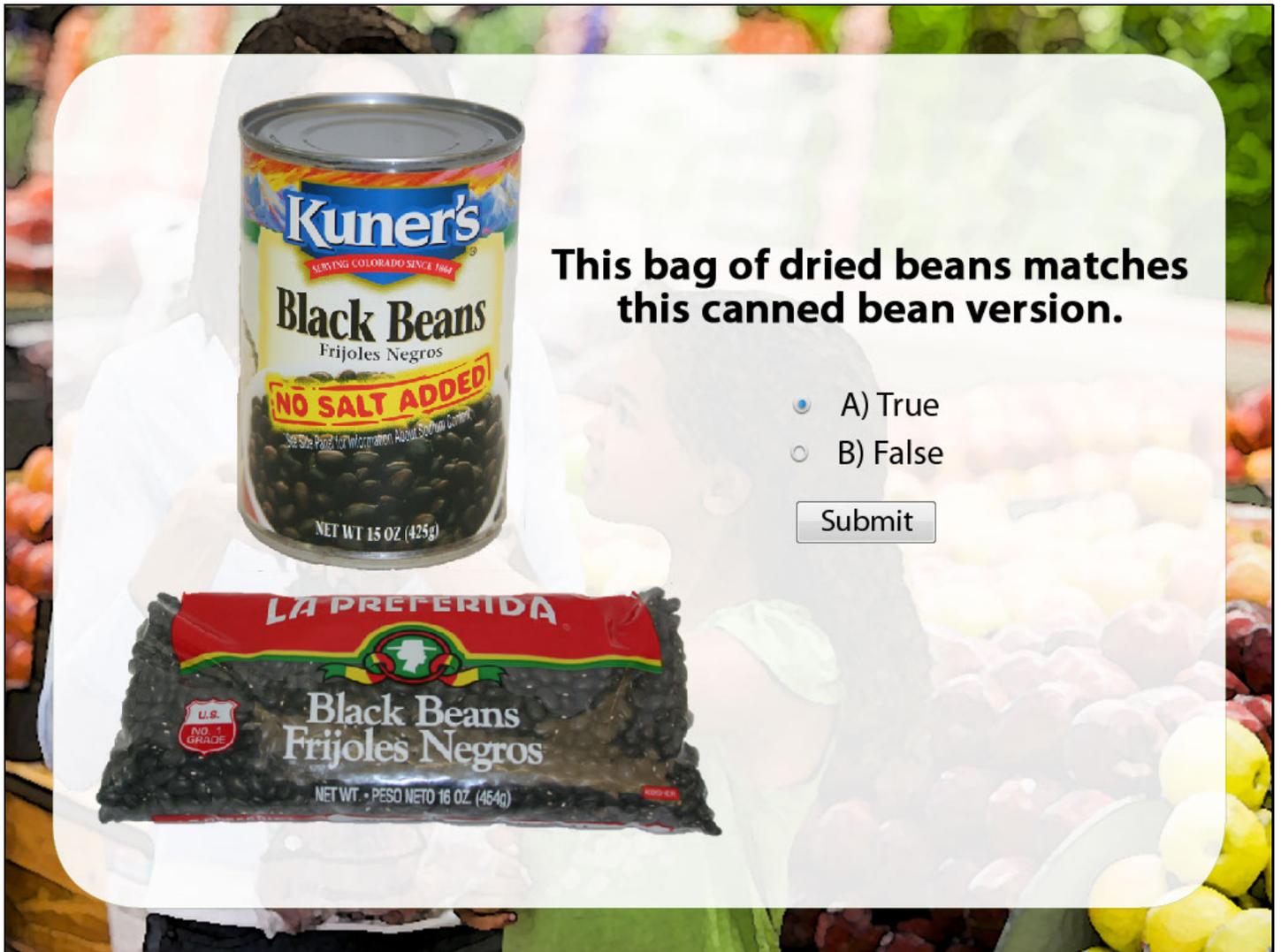
NARRATOR: These are allowed too unless special seasonings or ham are added.

NARRATOR: Do you know the difference between canned and dried beans or peas?

CASHIER: Dried beans and peas have not been cooked.

NARRATOR: That's right.

Slide 24: Black bean T/F



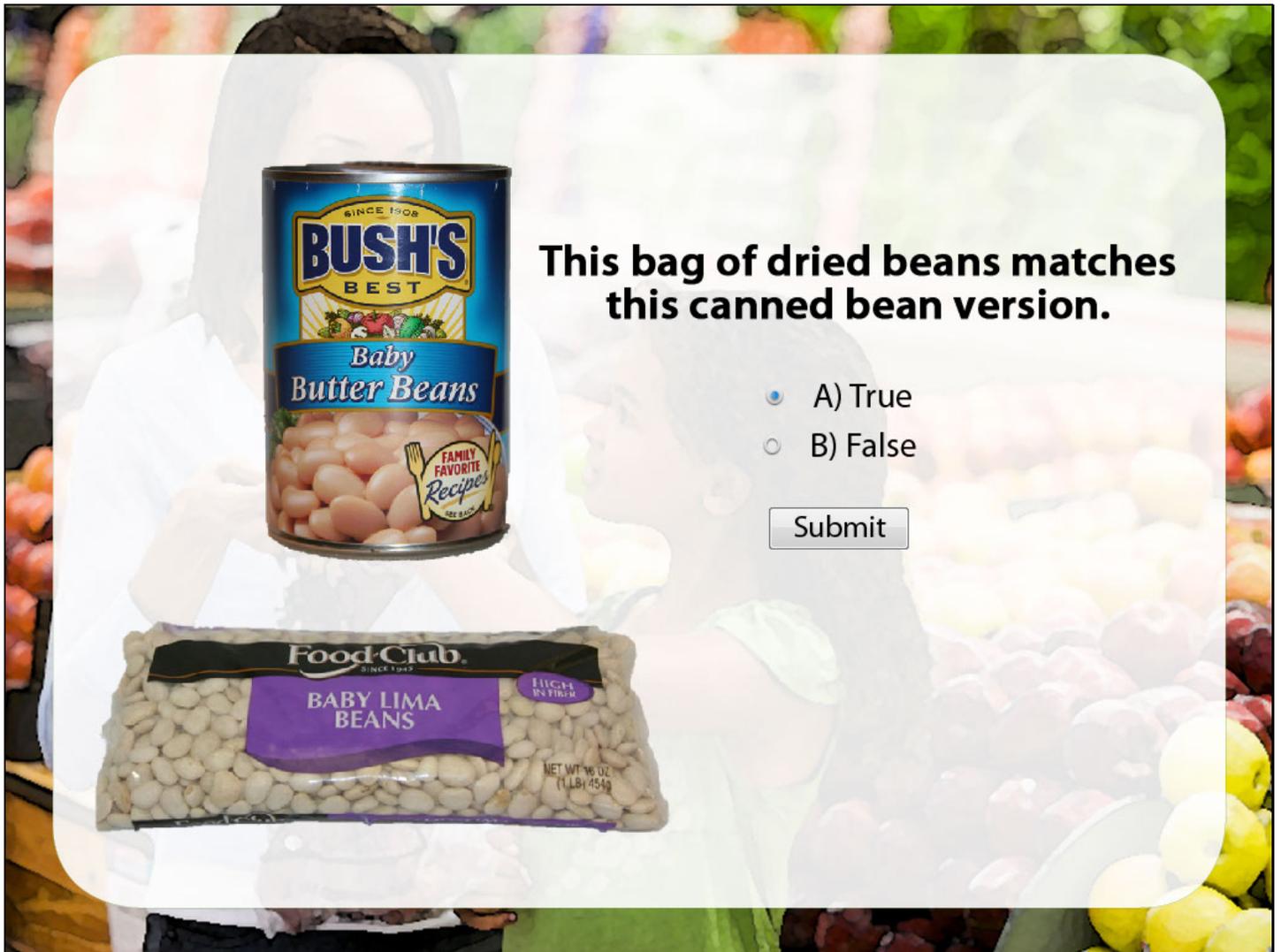
This bag of dried beans matches this canned bean version.

- A) True
- B) False

Submit

True or false? True.

Slide 25: Butter/Lima T/F



BUSH'S BEST
Baby Butter Beans
FAMILY FAVORITE Recipes
SEE BACK

Food Club
BABY LIMA BEANS
HIGH IN FIBER
NET WT 16 OZ (1 LB) 454g

This bag of dried beans matches this canned bean version.

- A) True
- B) False

Submit

True or false? True.

Slide 26: Butter/Lima 2



This bag of dried beans matches this canned bean version.

Slide 27: Did you Remember?



Did you remember from earlier that green beans and peas can only be bought with the fruit and vegetable check?

Slide 28: PB with audio



Now let's talk about peanut butter. What types of peanut butter are allowed?

Slide 29: Creamy PB



Creamy peanut butter is an allowed WIC product

Slide 30: Natural PB



Natural peanut butter is an allowed WIC product.

Slide 31: Reduced Fat PB



Reduced fat peanut spread is not allowed. These are not actually peanut butter. They are a peanut spread and not allowed.

Slide 32: 100% Whole Grain



Please turn to the whole wheat and whole grains foods section. Any brand of 100% whole wheat bread, buns or rolls is allowed. The package must weigh 16 ounces or less. English muffins, bagels and pita bread are not allowed.

Slide 33: Whole Grain Card

Whole Grain Card

The purpose of this card is to help you find allowed brands of breads and tortillas. The brands listed may not be in all stores. Other brands may be purchased if the label matches wording that is specified on this card and the WIC Approved Foods Booklet.

BREADS • BUNS • ROLLS

ALLOWED:
Any brand labeled "100% whole wheat"
16 oz (1 lb) or less bag

The following are examples of allowed brands:

- Any store brand (for example, Food Club, Our Family)
- In-store bakery brand
- Arnold Sandwich Thins
- Bunny Bread
- Buttermilk Bread (6 loaf)
- EarthGrains Thin Buns
- Family Choice Bread
- Healthy Life Bread (Original, Soft, Southern Country Style)
- Ozark Hearth
- Pepperidge Farm Bread (Stone Ground, Very Thin Sliced Soft, Soft, Cinnamon with Raisins Swirl), Duff Flats, Hoogie Rolls, Thin Rolls
- Sara Lee Bread (Classic), Hamburger and Hot Dog Buns, Mini Buns
- Village Hearth Bread
- Weight Watchers Bread
- Wonder Bread (Soft)

NOT ALLOWED:

- Bagel bread, bagels, pita bread
- English muffins, muffins
- Frozen dough, frozen bread and rolls
- Sugar-free or with Splenda, Double-Fiber or with Flaxseed
- Organic

Now pull out the separate card that lists some WIC allowed breads and tortillas.

Slide 34: Tortillas

Click on the picture of the food that is allowed.

Any type of soft corn or whole wheat tortilla is allowed.
Hard corn tortillas or taco shells are not allowed.



Referring to the card, click on the picture of the food that is allowed. Complete the exercise and then advance to the next screen.

Slide 35: Bread Weight



Only 16 ounce bread or less is allowed

Slide 36: Hamburger Buns

Referring to the card, click on the picture of the food that is allowed.

Incorrect.
If a package simply says **wheat** it's not the same as 100% whole wheat.



Correct!
If a package simply says **wheat** it's not the same as 100% whole wheat.



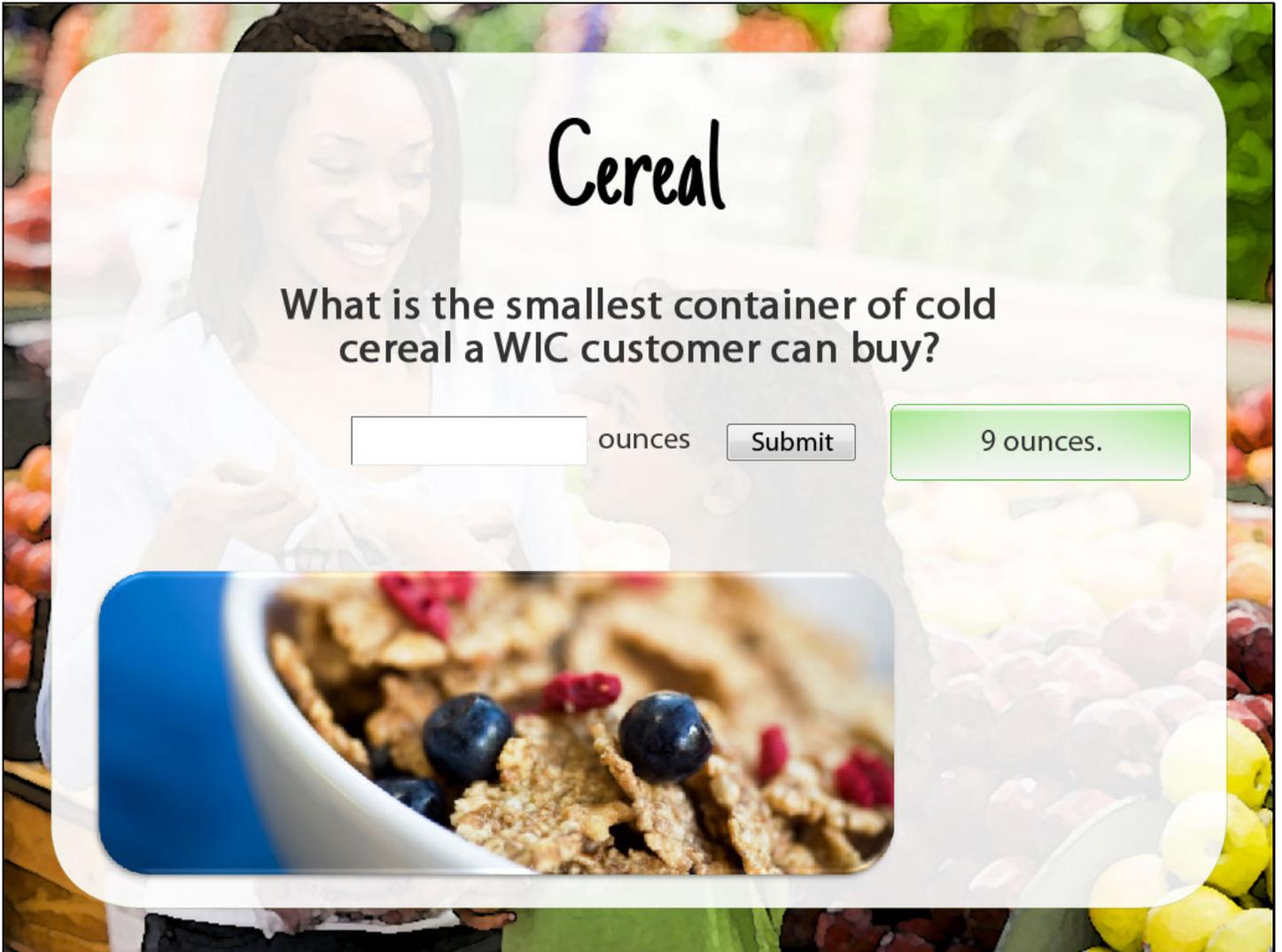
If a package simply says wheat, it's not the same as 100% whole wheat.

Slide 37: Brown Rice



WIC customers are allowed to select any brand and any type of brown rice in boxes or bags that weigh 16 ounces or less. This includes the boil-in-a-bag, quick cooking and instant varieties as a whole grain food option.

Slide 38: Cereal



Cereal

What is the smallest container of cold cereal a WIC customer can buy?

ounces

A bowl of cereal with blueberries and raspberries.

What is the smallest container of cold cereal a WIC customer can buy? 9 oz.

Slide 39: Cheerios

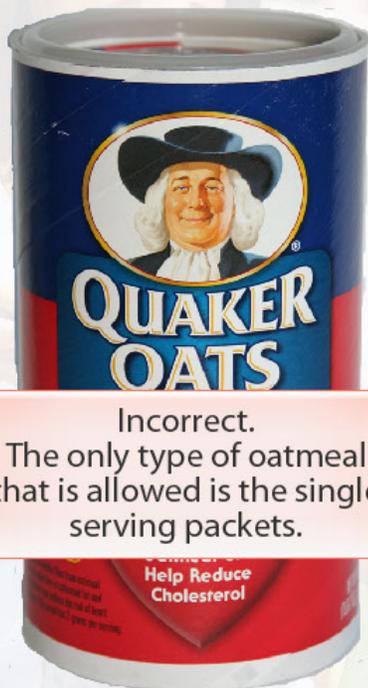
Click on the cereal the WIC customer may buy.



Here are two boxes of cereal. You may have noticed that "plain" is written under some of the cereals. Other varieties of this cereal are not allowed.

Slide 40: Oatmeal/Baby Cereal

Click on the cereal the WIC customer may buy.



Incorrect.
The only type of oatmeal that is allowed is the single serving packets.



Infant cereal is allowed. The only type of oatmeal that is allowed is the single serving packets.

Which one of these may they buy? The only type of oatmeal that is allowed is the single serving packets. Infant cereal is allowed. The only type of oatmeal that is allowed is the single serving packets.

Slide 41: Milk



Now, turn to the milk section. Most WIC customers will be buying regular milk found in the dairy case.

Slide 42: Chocolate Milk



Is this allowed? No, chocolate or other flavored milk is not allowed.

Slide 43: Cheese



Let's look at cheese now.

Slide 44: Sliced Cheese



What is the only type of sliced cheese allowed?

Slide 45: American Cheese



American Cheese. Did you notice that the slices of American cheese cannot be individually wrapped?

Slide 46: Shredded Cheese

This type of cheese is not allowed.

Why not? Type in the two reasons and then click Submit.

Shredded cheese is not allowed.
The package must be 9 oz or more.
Do your answers match?



This package of mozzarella cheese is not allowed. Why not? Shredded cheese is not allowed and the package must be 9 oz. or more.

Slide 47: Eggs



Which of the following eggs are allowed?

Slide 48: White Eggs



Which of the following eggs are allowed?

Jumbo White Eggs

- A) Not Allowed
- B) Allowed

Which of the following eggs are allowed? Allowed.

Slide 49: Large Brown Eggs



Which of the following eggs are allowed?

Large Brown Eggs

- A) Allowed
- B) Not Allowed

Which of the following eggs are allowed? Not Allowed.

Slide 50: Vegetarian Eggs



Which of the following eggs are allowed?

Vegetarian White Eggs

- A) Allowed
- B) Not Allowed

Which of the following eggs are allowed? Not Allowed.

Slide 51: Infant Foods

Infant Foods



Is this an allowed infant cereal?

No

This Gerber infant cereal is **not** allowed because fruit is added.

Please turn the page to the infant foods section. Is this an allowed infant cereal? No, this Gerber infant cereal is not allowed because fruit is added.

Slide 52: Infant Foods

Some Allowed Infant Fruits & Vegetables



Mixed Vegetables



Pears

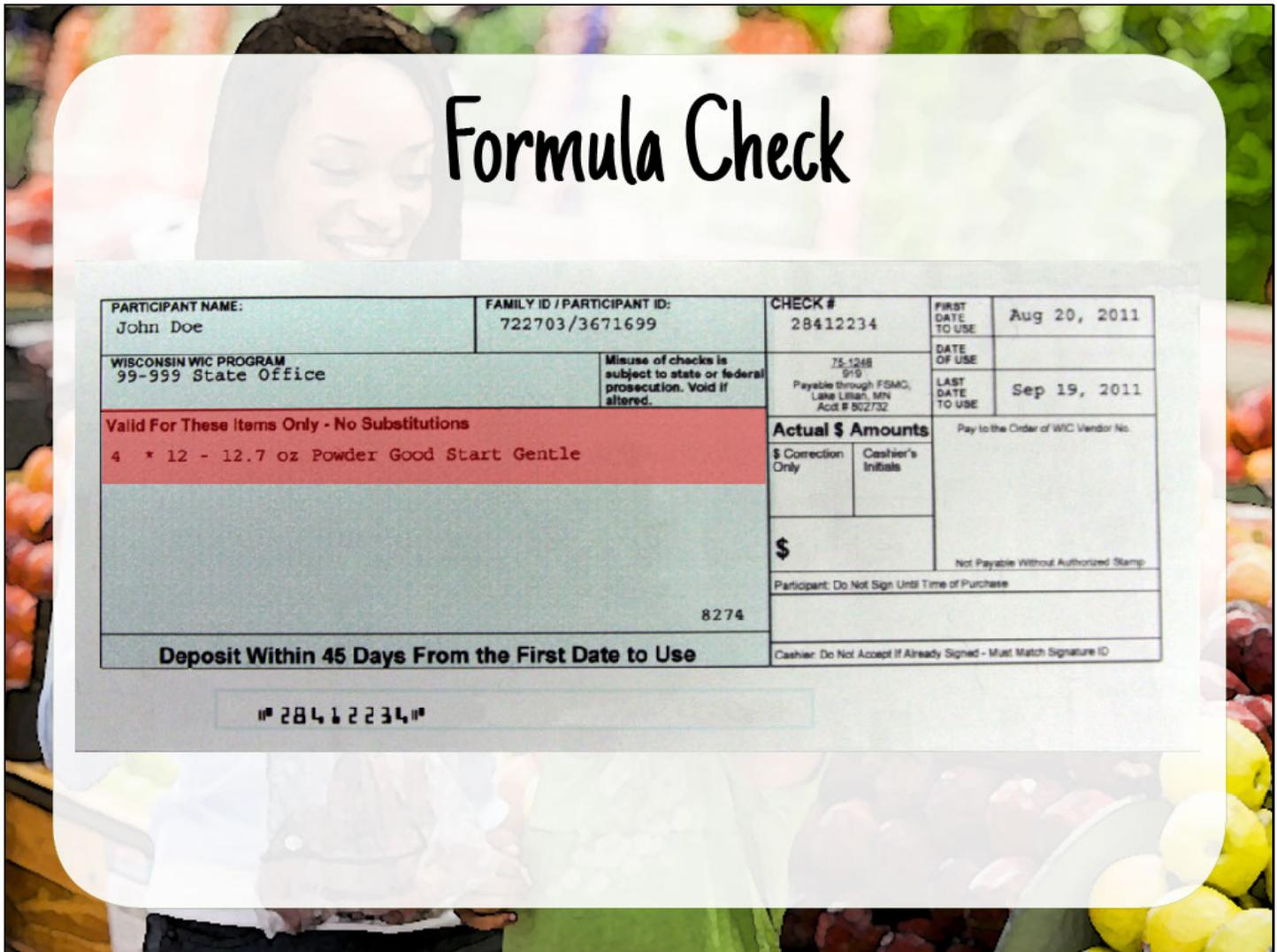


Sweet Potatoes & Apples

Next we'll look at the infant foods in jars. Here's the scoop. Make sure you use the booklet. Which ones are allowed?

- Mixed Vegetables
- Pears
- Sweet Potatoes & Apples

Slide 53: Formula Check - Grocery



The approved infant formulas and liquid nutrition products are not listed in the booklet. What you need to use is the actual WIC check to determine what the customer can buy. The brand, product name and container size are printed on the WIC checks. You'll learn later how to read the WIC check and identify the proper formula and liquid nutrition products.

Slide 54: Liquid Nutrition - Grocery



Most people know what infant formula is. Not everyone knows what “liquid nutrition products” are. Basically, they are products that are used when a mother’s or child’s nutrition needs are not being met with regular foods. Here are some examples, PediaSure, Boost and Ensure.

Slide 55: Closing - Grocery



NARRATOR: Have you noticed that the WIC foods are very specific? Do you know why?

CASHIER: Aren't the foods chosen for good health?

NARRATOR: You got it. That's why you absolutely can't substitute or make any exceptions. Your store can get in trouble with the WIC Program if you allow other foods. If a WIC customer requests a different formula or other foods, suggest that they contact the WIC office.

Slide 56: Completed Module 2



You have completed "WIC Approved Foods."

Slide 57: Table of Contents



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