

New WIC Foods and Changes



EFFECTIVE JANUARY 1, 2022



New WIC Foods and Changes

The WIC food list is changing **January 1, 2022**. Many of the items will remain the same, but some are changing. Here are the main changes to look for to make shopping easier.

SHOPPING TIP

Use your shopping list, grocery receipts, the new WIC Program Guide, and the WIC Shopper App or Bnft App to help you!



Download WIC Apps from the App Store or Google Play.

Important Changes

Least Expensive Brands

WIC participants will no longer have to choose the *Least Expensive Brand* for milk, cheese and eggs. Choose from brands listed on the WIC Shopper App or Bnft App.

Changes To Milk Purchases – New Half-Gallon Size

Beginning January 1, 2022, you can purchase milk in gallon, half-gallon, and quart sizes.



YOGURT CHANGES

A variety of **NEW** ways to redeem your yogurt benefit!

Authorized Brands

Yoplait Go-Gurt

- 2oz -16ea Squeeze Tubes

Yoplait Greek

- Yoplait Greek Yogurt Plain (32oz)
- Yoplait Greek Yogurt Vanilla (32oz)

Yoplait Kid

- Yoplait Low Fat Yogurt Straw Banana Reduced Sugar (32oz)
- Yoplait Low Fat Yogurt Strawberry / Berry (32oz)
- Yoplait Low Fat Yogurt Strawberry / Blueberry (32oz)
- Yoplait Low Fat Yogurt Strawberry / Cotton Candy (32oz)
- Yoplait Low Fat Yogurt Strawberry Banana (32oz)
- Yoplait Low Fat Yogurt Wild Berry Cotton Candy (32oz)
- Yoplait Trix Low Fat Yogurt Straw Banana / Raspberry (32oz)

Activia & Activia Light

- 4oz – 4 pack cups

Two Good

- Two Good Plain Yogurt (32oz)
- Two Good Vanilla Yogurt (32oz)

Discontinued Brand

Shurfine Non-fat and Low-fat Yogurt



NEW FRUIT JUICE CHOICES

New WIC APPROVED Juice Brands and flavors!

- Best Choice*New Flavors*
- Freedoms Choice*New Flavors*
- Juicy Juice*New Flavors*
- Langers *New Brand*
- Motts*New Flavors*
- Old Orchard*New Flavors*
- Rouses *New Brand*
- Welch's *New Flavors*



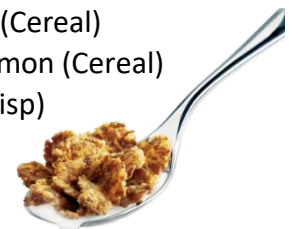
Discontinued Brand

Shurfine Bottled and Frozen Juice

NEW CEREAL CHOICES

New WIC APPROVED Cereal and flavors!

- Best Choice (Wheat Flakes, Corn Flakes and Hot Cereal)
- Cream of Rice * New Brand*
- Cream of Wheat *New Brand*
- Sesame Street Berry (Cereal)
- Sesame Street Cinnamon (Cereal)
- That's Smart (Rice Crisp)



Discontinued Brand

Shurfine Instant Grits and Some Cereals

NEW WHOLE GRAINS BRANDS

Authorized Brands

Tortilla 16oz

- De Harina

Whole Wheat Pasta 16oz

- Clearly Organic
- Luigi Vitelli
- Rouses

Brown Rice 16oz

- Ben's Brown Rice
- China Doll
- Douget's
- Fresh Harvest
- Riceland

Discontinued Brand

Shurfine Brown Rice



NEW INFANT FOODS

- Gerber Whole Wheat Infant Cereal (8oz)
- O Organics *New Brand*
- Plum Organics *New Brand*



**To learn more about WIC foods contact
your local clinic or visit our website,
www.LouisianaWIC.org.**



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