



State of Louisiana
Louisiana Department of Health
Office of Public Health

January 24, 2024

TO: Louisiana Authorized WIC Vendors
FROM: Tim Messa, LA WIC Vendor Manager
RE: **Additions to LA WIC Food List Effective February 1**

Dear LA WIC Vendor,

Beginning February 1 the following brands and types of cereal, yogurt, eggs, and cheese will be included on the LA WIC food list:

Cereals

- Honey Bunches of Oats Honey Roasted 12oz and 18oz
- Honey Bunches of Oats with Almonds 18oz
- Honey Bunches of Oats Vanilla 18oz
- Kashi Hearts and O's Honey Toasted 12oz
- Kashi Hearts and O's Warm Cinnamon 12oz

Cheese Types

- Brick
- Natural Cheddar
- Colby
- Monterey Jack
- Mozzarella (whole)
- Muenster
- Provolone

Eggs

- Any size egg, white or brown
- Cage Free and Organic allowed

Yogurt Brands

- Stonyfield Organic

These additions will increase the options available to WIC Participants and should not have a significant operational impact on Vendors.

Bureau of Nutrition Services
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Vendors should plan to download the Approved Product List (APL) as early as possible on February 1 to help ensure that the new items can be redeemed with WIC benefits. As a reminder, Vendors are required to download the APL at least once every 48 hours.

Vendors who carry cheese and/or egg products that they believe may be WIC eligible as of February 1 are invited to submit a request to add those items to the APL by submitting the [UPC Addition Request Form](#).

The [LA WIC Program Guide](#) details items included on the LA WIC food list. The newest version of the Program Guide (effective 02.2024) can be accessed by visiting the [LA WIC Vendor Hub](#). Vendors must maintain a copy of the Program Guide in their stores. LA WIC will mail a physical copy of the newest version of the Program Guide (effective 02.2024) to all Vendors once it has been printed.

If you have any questions, please contact us at (225) 342-0725 or at LAWICVendor@la.gov.

Sincerely,

LA WIC Vendor Operations Unit

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