



State of Louisiana
Louisiana Department of Health
Office of Public Health

November 22, 2021

TO: Regional Nutritionists
WIC OPH Staff & Contract Staff

FROM: Jessica Farris, BS, PHE
Program Monitor, Nutrition Services

Re: **2021-2023 Louisiana WIC Approved Foods List Changes**

This memo serves as official notice of the upcoming changes to the Louisiana WIC Approved Foods List. The changes will be effective **January 1, 2022**.

New WIC Foods and Changes:

1. Least Expensive Brand
 - WIC participants will no longer have to choose the *Least Expensive Brand* for milk, cheese and eggs. Participants may choose from any brands listed on the WIC Food List.
2. Milk Sizes
 - WIC Participants will be able to purchase the milk listed on their food package in gallon, half-gallon and quart sizes.
3. New Yogurt Authorized Brands and Flavors
 - 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 Strawberry 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 Strawberry Banana / Raspberry (32oz)
 - Activia and Activia Light
 - 4oz – 4 packs
 - Two Good
 - Two Good Plain Yogurt (32oz)
 - Two Good Vanilla Yogurt (32oz)
 - Discontinued Brand
 - Shurfine (Non Fat and Low Fat Yogurt)

4. New Fruit Juice Choices
 - New Flavors Added
 - Best Choice
 - Freedoms Choice
 - Juicy Juice
 - Motts
 - Old Orchard
 - Welch's
 - New Brands Added
 - Langers
 - Rouses
5. New Cereal Choices
 - 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 Cereals)
6. New Whole Grains Brands
 - Whole Wheat 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)
7. New Infant Foods
 - Gerber Whole Wheat Infant Cereal 8oz
 - O Organics (New Brand)
 - Plum Organics (New Brand)
8. New Cheese Product
 - Daiya (New Brand)
 - Cheddar Style 7.8oz – Plant Based Cheese

If you have any questions or concerns, you may contact Jessica Farris at Jessica.Farris@La.Gov or (504)568-2839.

CC: Jennifer Nicklas, BONS Director
 Natalie Istre, BONS Vendor Operations Manager
 WIC State Agency
 WIC Authorized Retailers