



NEW JERSEY WIC

FOOD LIST FOR VENDORS

EFFECTIVE JANUARY 2020

Infant Formula

Brand, size and amount listed on your WIC check



Baby Food

FRUITS & VEGETABLES



- Amount and size listed on your WIC check
- Variety of single ingredient commercial infant food fruit
- Variety of single ingredient commercial infant food vegetable
- Combination of plain single ingredients such as peas & carrots or apples & bananas
- Two (4 oz.) packs and 4 oz. individual containers
- One 2 pack counts as 2 (4oz.) individual containers

ANY BRAND

NOT ALLOWED

Baby foods with added sugars, starches or salt, baby food mixtures with cereal or infant food dessert (such as peach cobbler), organic baby food, any variety of baby foods that contain DHA or yogurt

MEATS



- Amount and size listed on your WIC check
- Single meat or poultry varieties w/ broth or gravy

ANY BRAND

NOT ALLOWED

Infant food combinations (such as meat and vegetables) infant dinners (such as spaghetti and meatballs), baby foods with added sugars or salt, organic baby meats

CEREAL

8 oz. containers only



- Brand, size and amount listed on your WIC check
- Plain varieties only
- Rice, Oatmeal, Mixed Grains, Whole Wheat

NOT ALLOWED

Organic infant cereal, infant cereal with extra ingredients such as DHA, formula, fruit, yogurt or added protein

Soy Milk

- Size and amount are listed on your WIC check

8th Continent - Original and Vanilla

Silk - Original

Yogurt

32 oz. containers only

- Type listed on your check - whole fat, lowfat, non-fat

WHOLE FAT

Dannon - Plain and Vanilla

Foodtown - Plain

Lucerne - Plain

ShopRite - Plain

LOWFAT

Best Yet - Plain and Vanilla

Dannon - Plain and Vanilla

Foodtown - Plain, Strawberry and Vanilla

Great Value - Strawberry and Vanilla

Lucerne - Strawberry and Vanilla

Mehadrin (Kosher) - Plain and Vanilla

ShopRite - Plain and Vanilla

Stop & Shop - Plain

Weis - Plain and Vanilla

White Rose - Plain and Vanilla

Yoplait - Strawberry and Vanilla

NON-FAT

Best Yet - Plain and Vanilla

Dannon - Plain

Foodtown - Plain

Great Value - Plain and Vanilla

J&J (Kosher) - Plain, Strawberry and Vanilla

Lucerne - Plain

ShopRite - Plain and Vanilla

Stop & Shop - Plain and Vanilla

Weis - Plain and Vanilla

White Rose - Plain and Strawberry

NOT ALLOWED

Greek, organic, drinkable yogurts, yogurt with artificial and non-nutritive sweeteners, yogurt with mix-in ingredients such as granola, candy pieces, honey, nuts and similar ingredients

Tofu

16 oz. only

Azumaya - Silken

House Foods America - Firm, Medium Firm and Extra Firm

NOT ALLOWED

Tofu with added fats, sugars, oils or sodium, organic tofu

Eggs

One dozen (12 eggs) carton only

- Grade A large only
- White only

ANY BRAND

NOT ALLOWED

1/2 dozen cartons (6 eggs), cooked eggs, jumbo eggs, extra large eggs, medium eggs, brown eggs, specialty eggs, low cholesterol eggs, organic eggs, Eggland's Best, cage-free/free range eggs, eggs with Omega-3

Cheese

- Cheese made in the USA from 100% pasteurized cow's milk only
- Cheese labeled low or reduced cholesterol, low or reduced fat or low or light sodium
- Individual slices, blocked or shredded

ANY BRAND

16 oz. package only in the following varieties:

- American (Pasteurized Process)
- Cheddar
- Colby
- Monterey Jack
- Muenster
- Mozzarella (Part Skim or Whole)
- Provolone
- Swiss

NOT ALLOWED

Individually wrapped slices, deli cheese, imported cheese, cheese food, cheese spread, cheese product, flavored cheese, string cheese, organic cheese

Milk

- Plain pasteurized cow's milk only
- Type, size and amount listed on your WIC check

STORE BRAND ONLY

- Fluid

ANY BRAND

• Dry/Powdered (3 qt or 8 qt only)*

- Evaporated/Canned (12 oz. cans only)
- Lactose Reduced or 100% Lactose Free
- UHT Milk (shelf stable)

• Kosher*

NOT ALLOWED

"Plus" milk, goat milk, rice milk, milk with added flavor or sugar like Nido, cultured buttermilk, acidophilus cultured milk, Kefir cultured milk, organic milk, Leche Klim, half and half, milk with added calcium, ultraskim and superskim milk products, vegan milk choices

* New Item



Juice

100% Juice Only

11.5-12 OZ. FROZEN CONCENTRATE

Any Brand Orange (regular, w/ calcium, w/ pulp, etc.)

Any Brand Grapefruit

Best Yet Apple

Essential Everyday Apple Grape

Great Value (Walmart) Apple Grape

Hannaford Brothers Co. Apple (from concentrate)

Market Pantry (Target) Apple Grape

My Essentials Apple (from concentrate)

Old Orchard* Apple Grape Pineapple White Grape

Parade Apple

ShopRite Apple

Signature Select (Acme) Apple

64 OZ. NON-REFRIGERATED & REFRIGERATED CONTAINERS

Any Brand Orange(regular, w/ calcium, w/ pulp, etc.)

Any Brand Grapefruit

Apple & Eve* Apple (and 48 oz.) Natural Style Apple Naturally Cranberry (and 48 oz.) Cranberry Apple (and 48 oz.) Cranberry Raspberry (and 48 oz.) Cranberry Grape Cranberry Pomegranate

Best Yet Apple Cranberry Grape Pineapple Purple Grape Vegetable White Grape

Diane's Garden Vegetable (from concentrate)

Essential Everyday Apple Apple w/ Calcium Apple w/ Vitamin D Cranberry Grape Pineapple Tomato (low sodium) Vegetable (low sodium)

Foodtown Apple Grape

Great Value (Walmart) Cranberry Grape* Tomato Vegetable

Hannaford Brothers Co. Apple Grape

Hy-Top Apple Grape Cranberry Grape Tomato Vegetable

IGA Apple Grape

Juicy Juice Any Flavor 100% Juice (64 oz.) Apple (and 48 oz.)* Cherry (and 48 oz.)* Fruit Punch (and 48 oz.)* Grape (and 48 oz.)* Kiwi Strawberry (and 48 oz.)* Orange Tangerine (and 48 oz.)*

Key Food Apple Cranberry Apple Cranberry Pineapple Grape Cranberry White Grape

Krasdale Apple Grape

Market Pantry (Target) Apple Grape Tomato

My Essentials Apple Grape

Nature's Own Apple Grape

Northland* Blueberry Blackberry Acai Cranberry (and 48 oz.) Cranberry Blackberry Cranberry Cherry Cranberry Grape Cranberry Mango Cranberry Pomegranate Cranberry Raspberry Pomegranate Blueberry Raspberry Blueberry

Old Orchard* Acai Pomegranate Apple Apple Cranberry Berry Blend Black Cherry Cranberry Blueberry Pomegranate Cherry Pomegranate Cranberry Pomegranate Grape Kiwi Strawberry Orange Tangerine Peach Mango Red Raspberry Strawberry Watermelon White Grape Wild Cherry

Parade Apple Grape

PriceRite* Apple

Red & White Apple Cranberry Apple Cranberry Apple Cranberry Grape

Ruby Kist* Apple (and 48 oz.) Grape Orange (48 oz. only) Pineapple (and 48 oz.) Tomato White Grape (and 48 oz.)

Seneca* Apple (and 48 oz.)

Sesame Street* Big Bird's Apple Cookie Monster's Berry Elmo's Punch Grover's White Grape

ShopRite Tomato Vegetable (low sodium)

Signature Select (Acme) Apple Cranberry Cranberry Grape Cranberry Pomegranate Cranberry Raspberry Grape Pineapple Tomato Vegetable White Grape

Stop & Shop Apple Cranberry Grape Tomato Vegetable

Tipton Grove Apple Grape

Wegmans Apple Cranberry Cranberry Apple Cranberry Concord Grape Cranberry Raspberry Grape

Wegmans Apple Cranberry Cranberry Apple Cranberry Concord Grape Cranberry Raspberry Grape

Welch's* Grape Grape w/ Calcium Red Grape Super Berry White Grape White Grape Peach

NOT ALLOWED
Juices not listed above, sizes not listed above, organic juices, products that are not 100% juice (drinks, ades, nectars, coolers, beverages, Hi-C, cocktails, twisters, splashes, punches, juices with added sugar, sugar substitute or DHA/ARA, baby juices)

Cold Cereal

18 up to 36 oz. only



Cheerios
Multi Grain Cheerios*
Kix
Berry Berry Kix*
Honey Kix*
Corn Chex*
Rice Chex*

Malt-O-Meal
Crispy Rice
Frosted Mini Spooners*



NOT ALLOWED
Cereals not listed, organic cereals, sizes not listed



All Bran Complete Wheat Flakes
Corn Flakes
Crispix*
Frosted Mini Wheats*
Rice Krispies
Special K
Special K Protein Honey Almond Ancient Grains
Special K Protein Original Multi Grain Touch of Cinnamon*



Grape Nut Flakes
Honey Bunches of Oats with Almonds
Honey Bunches of Oats with Cinnamon Bunches
Honey Bunches of Oats Honey Roasted
Honey Bunches of Oats with Vanilla Bunches*

Avenue A* Corn Flakes

Best Yet Bite Size Frosted Shredded Wheat Corn Flakes

Foodtown

Corn Flakes
Great Value (Walmart) Corn Flakes
Crisp Rice
Tasteos

Hy-Top

Corn Flakes

Key Food

Corn Flakes
Kemach Bran Flakes
Corn Flakes
Crisp Rice

Kiggins

Corn Flakes

Krasdale

Corn Flakes

My Essentials

Corn Flakes

Parade

Corn Flakes

ShopRite

Corn Flakes

Stop & Shop

Corn Flakes
Frosted Shredded Wheat

Signature Select (Acme)*

Corn Flakes
Multi-Grain Toasted

Weis

Corn Flakes
Crispy Rice
Frosted Shredded Wheat
Wheat Flakes

Hot Cereal

Up to 36 oz.

B & G Food

Cream of Rice Original*
Cream of Wheat 1 Minute
Cream of Wheat 2½ Minute
Cream of Wheat Original Instant
Cream of Wheat Whole Grain 2½ Minute*

Best Yet

Instant Oatmeal Original

Essential Everyday

Instant Oatmeal Original

Farina

Wheat Cereal Original

Hy-Top

Instant Oatmeal Original

IGA

Instant Oatmeal Original

Key Foods

Instant Oatmeal Original

Malt-O-Meal

Wheat Cereal Original*

Parade

Instant Oatmeal Original

Quaker

Instant Grits Original

ShopRite

Instant Oatmeal Original

Signature Select (Acme)

Instant Oatmeal Original*

Stop & Shop

Instant Oatmeal Original

Weis

Instant Oatmeal Original

Canned Fruits & Vegetables

- Any brand and any size
- Any plain or plain mixed vegetables and fruits
- Packed in water or natural fruit juice
- Applesauce (unsweetened)
- **Organic***

NOT ALLOWED

- Sauerkraut
- Pickles or creamed vegetables (including corn)
- Baked beans, pork and beans, black beans, black-eyed peas, garbanzo beans, kidney beans, lima beans, pinto beans, navy beans, soybeans, split peas, lentils, or other mature legumes
- Ketchup, relish, olives
- Includes all shelf-stable containers or pouches
- Any size (except single serving packages)
- Regular or low sodium
- Pastes, purees, whole, crushed tomatoes
- Products with added sugar, fats, oils, or condiments
- Products packed in syrup (heavy, light, naturally light, extra light, etc.)
- Added spices
- Soups, sauces (pizza, spaghetti or tomato), stewed tomatoes, diced tomatoes, salsa
- Single serving packages

Frozen Fruits & Vegetables

- Any brand (frozen fruits cannot have added sugar)
- Any plain or plain mixed vegetables
- Plain mashed potatoes
- Any package type (bag, box)
- Any size (except single serving packages)
- Potatoes are allowed with or without salt
- Organic



Fresh Fruits & Vegetables

- Plain fruits and vegetables
- Any variety of fresh whole or cut fruits and vegetables in a bag or container
- Plain salad mixes, coleslaw and greens in a bag or container
- Fruits and vegetables do not have to be locally grown
- Fresh potatoes
- **Organic***

NOT ALLOWED

- Items from the salad bar, party platters or trays, fruit baskets, decorative vegetables and fruits, dried fruit, dried vegetables, herbs and spices
- Nuts, including peanuts, fruit-nut mixtures
- Bagged fruits and vegetables with dips, dressings or other ingredients
- Herbs



NOT ALLOWED

- Vegetables with sauces, like cheese sauce or any other type of sauce
- Seasoned, flavored or breaded
- Products with added sugar, fats, oils or condiments
- Vegetables mixed with pasta, rice or any other ingredient
- Single serving packages
- Prepared or frozen tater tots, french fries
- Dehydrated potatoes
- Fruits packed in syrup (heavy, light, naturally light, extra light, etc.)

* New Item

Beans, Peas & Lentils = Peanut Butter

- DRY (varieties of mature beans, peas or lentils - 16 oz. only)
- CANNED regular and low sodium (varieties of mature beans, peas or lentils - 15.5-16 oz. only)

ANY BRAND

NOT ALLOWED

Green beans, green peas, snap beans, orange beans, wax beans, baked beans, pork and beans, beans with meat (such as franks and beans), canned beans with added sugars, fats, meat or oils, organic beans, soups



16 - 18 oz. only

- Creamy or crunchy
- Reduced/Lowfat
- Natural

BRANDS

- Store brand
- Skippy
- Jif



NOT ALLOWED

Organic peanut butter, peanut spread, freshly ground or whipped peanut butter, peanut butter mixed with jelly, marshmallow, chocolate or honey, peanut butter with added vitamins and minerals

Canned Fish

Up to 30 oz.

- Any combination up to amount listed on WIC check

ANY BRAND

Iberia Jack Mackerel Only- 15 oz. cans packed in water or oil only, may contain bones and skin, plain varieties only

Light Tuna- Minimum 5 oz. cans packed water only, plain varieties only

Pink Salmon- 7.5 oz. and 14.75 oz. cans packed in water or oil only, plain varieties only

Sardines- 3.75 oz. cans packed in water or oil only (may contain bones and skin, plain varieties only)

NOT ALLOWED

Albacore tuna, blueback salmon, red salmon, flavored fish, fish with added ingredients, organic fish, fish in pouches, fish in individual serving size containers

Whole Grains

100% WHOLE WHEAT PASTA

16 oz. package only

Allegra
Spaghetti

Barilla
Angel Hair
Elbows
Linguine

Medium Shells
Penne
Rotini
Spaghetti
Thin Spaghetti

Bionaturae Organic
Fettuccine
Fusili
Penne Rigate
Rigatoni
Spaghetti

Essential Everyday
Penne Rigate
Rotini
Spaghetti
Thin Spaghetti

Gia Russa
Angel Hair
Linguine
Penne Rigate
Rotini
Spaghetti

Great Value (Walmart)
Thin Spaghetti

Heartland
Elbow
Rotini

Hodgson Mill
Angel Hair
Elbows
Spirals
Thin Spaghetti

Ronzoni
Linguine
Penne Rigate
Rotini
Spaghetti
Thin Spaghetti

ShopRite
Penne Rigate
Rotini
Spaghetti

Via Roma
Penne Rigatoni
Spaghetti

Weis
Angel Hair
Penne Rigate
Rotini
Spaghetti



BROWN RICE

16 oz. package

- Plain brown rice packed in boxes or bags
- May be instant, quick or regular cooking

ANY BRAND

NOT ALLOWED

Brown rice with added sugars, fats or salt, brown rice with other added ingredients, organic brown rice



100% WHOLE WHEAT BREAD

16 oz. package only

America Choice
Arnold
Stone Ground 100%
Whole Wheat Bread

Best Yet

Bimbo

Essential Everyday

Franczoz

Gold Medal

Hannaford Brothers Co.

Key Food

Krasdale

PAS

Pepperidge Farm
Light Style
Very Thin*
Stone Ground

Sara Lee

ShopRite

Signature Select (Acme)

Stern's
100% Whole Wheat Rolls
(8 count)

100% Whole Wheat Bread

Sungrain

Stop & Shop

Windmill Farms
100% Stone-Ground
Whole-Wheat Bread w/
Gluten, Hamatzie
100% Stone-Ground
Whole-Wheat Bread w/
Gluten, Mezonos

Wonder



100% WHOLE GRAIN TORTILLAS

16 oz. package only

America's Choice
Whole Wheat

Carlita
Whole Wheat
Soft White Corn

Celia's
Whole Wheat
Yellow Corn

Chi Chi's
Whole Wheat
White Corn

Don Pancho
Whole Wheat
White Corn

Herdez
Whole Wheat
Corn

Key Food
Whole Wheat
White Corn

La Banderita
Corn

La Burrita
Corn

Mayan Farm
Whole Wheat

Mex-America
Whole Wheat w/ Honey

Mission
Whole Wheat
Yellow Corn

My Essentials
Whole Wheat

Ortega
Whole Wheat

ShopRite
Whole Wheat

Stop & Shop
White Corn
Whole Wheat

Wegmans
Whole Wheat

Weis
Whole Wheat

* New Item

QUESTIONS? CONTACT THE NEW JERSEY WIC STATE AGENCY AT 1-609-292-9560