

Report No. WIC -11-FOOD



WIC Food Packages Policy Options Study

Final Report

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WIC Food Packages Policy Options Study

Final Report

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EXECUTIVE SUMMARY

The Special Supplemental Nutrition Program for Women, Infants, and Children—better known as the WIC Program—serves to safeguard the health of low-income women, infants, and children up to age 5 who are at nutritional risk. WIC provides nutritious foods to supplement existing diets, education about healthy eating, and referrals to social and health care services. More than nine million women, infants, and children receive WIC benefits annually. Supplemental foods comprise 72 percent of the total annual program costs of 6.4 billion.¹ The program is administered at the Federal level by the U.S. Department of Agriculture (USDA), Food and Nutrition Service (FNS). It is administered at the local level by 90 WIC State Agencies (SAs), including the 50 states, the District of Columbia, Puerto Rico, four territories (American Samoa, Guam, Northern Mariana Islands, and U.S. Virgin Islands), and 34 Indian Tribal Organizations (ITOs).

WIC provides seven food packages specific to groups of WIC participants. Until recently, the supplemental food packages provided by WIC have been largely unchanged since the program's inception in 1972. From the start, WIC provided milk, cheese, eggs, fruit juice, iron-fortified infant and adult cereals, and infant formula. These foods were chosen as good sources of five target nutrients—vitamin A, vitamin C, calcium, iron, and protein. In 1980, legumes (dry beans and/or peanut butter) were added for women and children, and a requirement was set for breakfast cereals to contain a maximum of six grams of sugar per dry ounce. In 1992, tuna and carrots were added for breastfeeding mothers (USDA/ERS, 2009).

In 2007, FNS issued an Interim Rule that substantially revised regulations governing the WIC food packages. All SAs were required to implement the revised food packages by October 2009. This report documents how SAs responded to the Interim Rule.

A. Revisions to the WIC Food Packages

In 2003, USDA asked the Institute of Medicine (IOM) of the National Academies to conduct a scientific review of the nutritional needs of the WIC population and to recommend changes to existing WIC food packages. This review was sparked by growing interest in ensuring that the supplemental foods provided by WIC were consistent with the most current scientific information about the nutritional needs of low-income women, infants and children, and were appropriate for a culturally diverse group of participants. The IOM's final report, *WIC Food Packages: Time for a Change*, was released in 2005 with recommendations for changes to the WIC food packages.

On December 6, 2007, FNS published, in the Federal Register, an interim rule revising the WIC food packages. The revisions authorized in the interim rule largely reflect recommendations made in the IOM Committee's report and align with the 2005 Dietary Guidelines for Americans and with infant feeding practices recommended by the American Academy of Pediatrics (AAP).² In addition, the food packages are intended to provide WIC participants with a wider variety of foods, and SAs

¹ Figures are for federal fiscal year 2009. Source: http://www.fns.usda.gov/pd/37WIC_Monthly.htm. Accessed October 25, 2010.

² WIC also provides infant formula. The 2009 changes to the WIC food packages included changes to formula benefits designed to encourage breastfeeding. These changes are not discussed in this report.

greater flexibility to accommodate the cultural food preferences of WIC participants.³ All SAs were required to implement the revised food packages by October 2009.

The Interim Rule introduced new food categories, revised maximum purchase quantities, and provided the option for SAs to implement new food substitution policies under each of WIC's seven food packages. Major changes include,

New food categories

- Fruits and vegetables (fresh, frozen, canned, dried)
- Whole-grain cereals and breads
- Infant foods – fruits and vegetables for all infants and meat for fully breastfed infants

Revised maximum purchase quantities

- Quantities of milk, eggs, juice, and cheese are reduced for women and children. Juice is eliminated from infant packages. Quantities of infant formula are reduced for breastfed and older infants.

Optional new food substitution policies

- Soy beverages and tofu may be substituted for milk
- Brown rice, bulgur, barley, oatmeal, soft corn or whole-wheat tortillas may be substituted for whole-wheat bread
- Canned beans may be substituted for dried beans
- Canned salmon, sardines, and mackerel may be offered in addition to or instead of canned light tuna.⁴

Another important change in the revised WIC food packages is the introduction of a cash value voucher (CVV) for fruits and vegetables. The food package for children includes a \$6 CVV and food packages for women include a \$10 CVV.⁵ The use of CVVs for fruit and vegetables (F&V) represents a marked departure from the allowed-quantity model used for all other food categories. The CVVs are redeemable for a particular dollar amount of fruits and vegetables; all other WIC vouchers are redeemable for a particular quantity of food (example, 1 gallon of milk and 1 dozen eggs). The dollar-value vouchers are intended to provide more flexibility for WIC participants to purchase fruits and vegetables, given their seasonal fluctuations in availability and price, and the availability of fresh fruits and vegetables primarily as variable weight items.

³ Additional changes were designed to better support the establishment of successful, long-term breastfeeding by providing different food packages for fully formula fed, partially breastfed, and fully breastfed infants.

⁴ States must offer at least two types of canned fish, choosing from any of the four approved options (tuna, salmon, sardines, or mackerel).

⁵ The Interim Rule authorized a \$10 CVV for fully breastfeeding women and an \$8 CVV for pregnant, postpartum, and partially breastfeeding women. The \$8 CVV was increased to \$10, effective December 31, 2009. Funding for the increase was provided by the Fiscal Year 2010 Agriculture Rural Development, Food and Drug Administration, and Related Agencies Appropriations Act (Pub. L. 111–80) enacted on October 21, 2009.

These changes in WIC food packages are intended to achieve six goals.

1. **Provide greater consistency with the Dietary Guidelines for Americans** by adding fruits, vegetables, and whole grains; and by reducing amounts of certain foods (milk, juice, eggs).
2. **Provide greater consistency with recommended infant feeding practices** by delaying the introduction of complementary foods from four to six months of age and modifying infant formula amounts. Infant foods are added and juice eliminated in the packages for older infants in order to promote healthy dietary patterns.
3. **Address public health nutrition-related issues by providing** less saturated fat and cholesterol, more fiber, and fruits and vegetables. The food packages for breastfeeding infant-mother pairs provide stronger incentives for continued breastfeeding, including providing less formula to partially breastfed infants and additional quantities and types of food for breastfeeding mothers.
4. **Reinforce the nutrition education messages provided to participants** by making new food packages more consistent with the nutrition education messages provided to participants, i.e., “eat more fruits and vegetables”; “lower saturated fat”; “increase whole grains and fiber;” “drink less sweetened beverages and juice;” “babies are meant to be breastfed.”
5. **Appeal to WIC’s culturally diverse populations** by providing more participant choice in the food packages and a wider variety of foods than the previous food packages. For example, soy-based beverages may substitute for milk, and foods such as tortillas and brown rice may be offered as alternatives to 100% whole-wheat bread.
6. **Support breastfeeding** by revising food packages for breastfeeding infant-mother pairs to provide stronger incentives for continued breastfeeding. For example, the new food package for fully breastfeeding women provides greater variety and quantities of foods. Fully breastfeeding infants receive baby food meats in addition to greater amounts of baby food fruits and vegetables. Less infant formula is provided to partially breastfeeding infants so that they may receive the benefits of breast milk. A minimal amount of infant formula is provided to partially breastfeeding infants in the first month after birth in order to help mothers build and maintain their milk supply.

B. WIC Food Lists

The most common method of issuing WIC food benefits to participants is through the use of WIC checks or vouchers that are redeemable at authorized retailers.⁶ WIC checks/vouchers are used in the retail food market. SAs identify specific food items eligible for WIC purchase and distribute that list to WIC participants and WIC retailers (or vendors) in the form of the “WIC food list.” A WIC food list is typically a full-color brochure listing specific brands, items, and package sizes eligible for purchase within each food category. Most SAs’ food lists are available on their web site.

⁶ Five States and three ITOs operate statewide electronic benefit transfer (EBT) systems to provide benefits that are redeemable at retailers. Two States (Mississippi and Vermont) provide direct distribution of foods to WIC participants.

Foods included on SA food lists must satisfy Federal regulations. The Interim Rule, however, clarified that SA lists may also reflect more stringent criteria established by the SA. As a result, each SA has the discretion to establish its own list of authorized foods based on factors including the availability of certain foods within the State, the cost of individual foods and brands, the nutrient value of available foods, and (with FNS approval) variations in cultural eating patterns.

C. The WIC Food Packages Study

In October 2009, FNS awarded a contract to Mathematica Policy Research to assess and describe the implementation of the Interim Rule at the SA level and to describe the resulting food packages. Research questions defined for the study include:

1. How did SAs respond to optional provisions of the Interim Rule?
2. What specific foods did SAs include on their food list when implementing the revised food packages?
3. What changes are observed on WIC food lists, pre- and post-implementation of the Interim Rule, including food categories that were not directly affected by the Interim Rule?

To answer these questions, we compiled a database of WIC food lists for all 90 SAs as of October 2009, as well as foods that were approved in the period immediately preceding implementation of the Interim Rule.⁷ We also compiled information from WIC State Plans, vendor manuals, and grocery shopping guides, if available.

D. Major Findings

How Did SAs Respond to Optional Provisions of the Interim Rule?

The Interim Rule introduced several new policy options that may be adopted by SAs. Options provide flexibility for including or excluding certain forms of foods or substitute foods, and for tailoring food packages on an individual basis. SAs may also adopt certain policies governing the redemption of fruit and vegetable cash value vouchers (CVVs). In deciding which policy options to implement, SAs may consider the food preferences of their participant population, characteristics of their vendors, and the relative balance between increased flexibility and increased administrative complexity.

Many, but not all, of the optional provisions of the Interim Rule were widely adopted by SAs. Options for food substitutes were adopted at the highest rates. Available policy options and the proportion of SAs that implemented each (as of October 2009) are summarized below. Information is also provided about the proportion of WIC participants nationwide enrolled through SAs that adopted the new policy options.

⁷ Most SAs (62 of 90) implemented the Interim Rule on October 1, 2009; 27 implemented prior to October 1, 2009; and one State implemented on November 30, 2009. Generally SAs revise their food list on an annual or biennial basis with a new food list issued at the start of the federal fiscal year (October 1). Thus the pre-implementation food list for all states was the food list effective on October 1, 2008.

Options Related to Fruits and Vegetables

- **Frozen, canned, and dried F&V are allowed as alternatives to fresh**—80 percent of SAs implemented this option, making alternatives to fresh available to 84 percent of all WIC participants.
- **Multiple CVVs may be redeemed in a single transaction**—44 percent of reporting SAs, representing 34 percent of all WIC participants, implemented this option (22 percent of SAs did not report on this item).
- **CVVs may be redeemed in combination with other forms of tender whereby participants “pay the difference” when the fruits and/or vegetables exceed the value of the CVV**—71 percent of reporting SAs, representing 75 percent of all WIC participants, implemented this option (13 percent of SAs did not report on this item).
- **CVVs may be redeemed at farmers’ markets**—22 percent of reporting SAs, representing 38 percent of all WIC participants, implemented this option (23 percent of SAs did not report on this item).

Options Related to Food Substitutes and Alternatives

- **Soy beverages and/or tofu are allowed as milk substitutes**—71 percent of SAs implemented the option to allow soy beverages and 40 percent implemented the option to allow tofu, making these food substitutions available to 71 percent and 62 percent of all WIC participants, respectively.
- **Specific Federally authorized whole grains (brown rice, bulgur, barley, oatmeal, and soft corn or whole-wheat tortillas) are allowed as alternatives to 100% whole-wheat bread**—90 percent of SAs allow brown rice to be substituted for 100% whole-wheat bread and 82 percent allow soft corn or whole-wheat tortillas, making these alternatives available to 94 percent and 90 percent of all WIC participants respectively. Less commonly authorized substitutions include oatmeal or oats (39 percent of SAs and 47 percent of participants), bulgur (14 percent of SAs and 21 percent of participants), and barley (9 percent of SAs and 18 percent of participants).
- **At least two different types of canned fish are allowed for breastfeeding women (SAs may choose from tuna, salmon, sardines, and mackerel)**—All SAs authorize tuna. Salmon is the next most commonly authorized type of canned fish, allowed by 91 percent of SAs and available to 92 percent of all WIC participants. Sardines are authorized by 61 percent of SAs and are available to 44 percent of WIC participants. Mackerel is authorized by only six percent of SAs, representing less than one percent of WIC participants.⁸

Options Related to Food Package Tailoring

- **Package tailoring may be used to provide different combinations of canned beans, dried beans and peanut butter**—SAs have the option to allow canned beans and the flexibility to authorize only beans, only peanut butter, or alternative combinations of the two (six different combinations are allowed). Seventy-nine percent of SAs, representing 72 percent of all WIC participants, authorize canned beans. The

⁸ Canned mackerel that meets the specifications of the interim rule are not widely available in the marketplace.

majority of SAs (71 percent) authorize two or more of the allowable combinations (seven percent of SAs did not report).

- **Package tailoring may include infant formula in the first month after birth for infants who are not being fully breast-fed**—Two thirds of all SFAs, representing 60 percent of WIC participants, implemented this option.
- **Package tailoring may be used to accommodate the special needs of homeless participants**—94 percent of reporting SAs implemented special provisions for homeless participants (10 percent of SAs did not report on this item).

Options Related to Package Sizes for Infant Formula and Infant Foods

Under the Interim Rule, SAs may “round up” to the next whole container for infant formula to provide at least the full nutrition benefit (FNB) to participants. SAs may also “round up” to the next whole container of infant foods (infant cereal, fruits and meats) if needed to provide at least the maximum authorized amount of these foods.⁹ Information about the use of the “rounding up” option was not available in State WIC Plans for about a quarter of SAs.¹⁰ The data that are available suggest that relatively few SAs have implemented this option. Eighteen percent of SAs, representing 35 percent of all WIC participants use this option for infant formula, but only seven percent of SAs use it for infant foods.

What Specific Foods Do SAs Include on Their Food Lists?

WIC food lists show considerable variation across SAs. Food lists enumerate authorized (and unauthorized) forms of foods in each of over 10 food categories. This report describes authorized foods in terms of types, flavors, or varieties; package sizes; and brands.

WIC food lists must include foods that satisfy federal regulations, but SAs may impose more stringent criteria, based on factors including the availability of certain foods within the State, the cost of individual foods and brands, and the nutrient value of available foods. One way to summarize variations across food lists is in terms of these restrictions:

- A small number of SAs restrict fat content of reduced-fat milks for women and older children to include only skim and 1% milks (no 2%), or skim and 2% milks (no 1%).
- Two SAs authorize only two varieties of cheese, while six or more varieties are authorized in 47 SAs.
- Least expensive brand restrictions are common for milk, cheese, and eggs. Some SAs also require least expensive brands for legumes.
- One-third of SAs authorize all nine of the most common single flavor juices, while other SAs authorize a subset of those flavors.
- The numbers of authorized breakfast cereals ranges from less than 15 (18 SAs) to more than 25 (43 SAs), with five SAs offering only one type of hot cereal.

⁹ Interim rule, page 68994.

¹⁰ States were asked to verify and supplement the information obtained from State WIC plans, however, 24 SAs (6 States, 17 ITOs, and 1 territory) did not respond to the request for verification.

It is not possible to know the extent to which variations across SAs are due to each of the different factors noted above.

How Do Pre- and Post-Implementation Food Lists Differ?

Post-implementation food lists tend to be longer and more complex than pre-implementation lists. The percentage of SA food lists that fit on 1-2 pages fell from 80 percent before implementation to 36 percent after implementation. While WIC participants received additional foods from the new food packages, many WIC participants would also find that specific products were no longer available: whole milk for women and children over age 2, juice for infants, some package sizes of juice for women and children, and some breakfast cereals. In addition, the percentage of participants required to purchase “least expensive” brands increased for milk, cheese, eggs, and legumes.

Overall, WIC participants nationwide received a much different food list in October 2009, compared to earlier years. The addition of F&V and whole grains, and elimination of whole milk for women and older children is expected to have a large impact on WIC participants’ dietary intakes. The full impact of the Interim Rule, however, depends on many factors including the changes in the food list itself, the availability of foods in the marketplace, and the nutrient content of those foods.

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I. INTRODUCTION

The Special Supplemental Nutrition Program for Women, Infants, and Children—better known as the WIC Program—serves to safeguard the health of low-income women, infants, and children up to age 5 who are at nutritional risk. WIC provides nutritious foods to supplement existing diets, education about healthy eating, and referrals to social and health care services. More than nine million women, infants, and children receive WIC benefits annually. Supplemental foods comprise 72 percent of the total annual program costs of 6.4 billion.¹¹ The program is administered at the Federal level by the U.S. Department of Agriculture (USDA), Food and Nutrition Service (FNS). It is administered at the local level by 90 WIC State Agencies (SAs), including the 50 states, the District of Columbia, Puerto Rico, four territories (American Samoa, Guam, Northern Mariana Islands, and U.S. Virgin Islands), and 34 Indian Tribal Organizations (ITOs).

Until recently, the supplemental food packages provided by WIC have been largely unchanged since the program's inception in 1972. From the start, WIC provided milk, cheese, eggs, fruit juice, iron-fortified infant and adult cereals, and infant formula. The foods provided by WIC were chosen as good sources of five target nutrients—vitamin A, vitamin C, calcium, iron, and protein. In 1980, legumes (dry beans and/or peanut butter) were added for women and children, and a requirement was set for breakfast cereals to contain a maximum of six grams of sugar per dry ounce. In 1992, tuna and carrots were added for breastfeeding mothers (USDA/ERS, 2009).

In 2003, USDA asked the Institute of Medicine (IOM) of the National Academies to conduct a scientific review of the nutritional needs of the WIC population and to recommend changes to the food packages. This review was sparked by growing interest in ensuring that the supplemental foods provided by WIC were consistent with the most current scientific information about the nutritional needs of low-income women, infants and children, and were appropriate for a culturally diverse group of participants. The IOM's final report, *WIC Food Packages: Time for a Change*, was released in 2005 with recommendations for changes to the WIC food packages.

On December 6, 2007, FNS published an interim rule revising the WIC food packages in the Federal Register. The revisions authorized in the interim rule included adding fruits and vegetables, whole-wheat bread and other whole grains, and infant foods to WIC food packages and allowing substitutions for milk and/or cheese, such as soy-based beverage and tofu. Additionally, amounts of milk, eggs and cheese were reduced to lower levels of saturated fat and cholesterol. The revised food packages largely reflect recommendations made in the IOM Committee's report and align with the 2005 Dietary Guidelines for Americans and with infant feeding practices recommended by the American Academy of Pediatrics (AAP).¹² In addition, the food packages are intended to provide WIC participants with a wider variety of foods, and SAs greater flexibility to accommodate the

¹¹ Figures are for federal fiscal year 2009. Source: http://www.fns.usda.gov/pd/37WIC_Monthly.htm. Accessed October 25, 2010.

¹² WIC also provides infant formula. The 2009 changes to the WIC food packages included changes to formula benefits designed to encourage breastfeeding. These changes are not discussed in this report.

cultural food preferences of WIC participants.¹³ All SAs were required to implement the revised food packages by October 2009.

A. WIC Food Packages Authorized by the Interim Rule

WIC provides seven food packages specific to groups of WIC participants. Each SA is responsible for identifying food items eligible for each food package; assigning food packages to participants consistent with their eligibility category; and issuing foods or food instruments to participants. As noted previously, revisions to the WIC food packages outlined in the Interim Rule reflect recommendations made by the IOM in its report, *WIC Food Packages: Time for a Change*. In addition, certain cost containment and administrative modifications were made by USDA.¹⁴

The revised food packages are shown in Table 1. The Interim Rule revised WIC food packages in two ways: first, by changing the content of the food packages, and second, by redefining Food Packages I and II. Prior to revisions associated with the Interim Rule, Food Packages I and II were for infants 0-3 and 4-11 months of age, respectively. After revisions, Food Packages I and II apply to infants 0-5 and 6-11 months of age, respectively, with three variations of each food package for fully formula fed, partially breastfed, and fully breastfed infants.

As summarized below, the Interim Rule introduced new food categories, revised maximum purchase quantities, and provided the option for SAs to implement new food substitution policies under each of WIC's seven food packages.

New food categories

- Fruits and vegetables (fresh, frozen, canned, dried)
- Whole-grain cereals and breads
- Infant foods – fruits and vegetables for all infants and meat for fully breastfed infants

Revised maximum purchase quantities

- Quantities of milk, eggs, juice, and cheese are reduced for women and children. Juice is eliminated from infant packages. Quantities of infant formula are reduced for breastfed and older infants.

Optional new food substitution policies

- Soy beverages and tofu may be substituted for milk
- Brown rice, bulgur, barley, oatmeal, soft corn, or whole-wheat tortillas may be substituted for whole-wheat bread
- Canned beans may be substituted for dried beans

¹³ Additional changes were designed to better support the establishment of successful, long-term breastfeeding by providing different food packages for fully formula fed, partially breastfed, and fully breastfed infants.

¹⁴ <http://www.fns.usda.gov/wic/regspublished/foodpackages-interimrule.htm>

- Canned salmon, sardines, and mackerel may be offered in addition to or instead of canned light tuna.¹⁵

Another important change in the revised WIC food packages is the introduction of a cash value voucher (CVV) for fruits and vegetables. Food Package IV, for children, includes a \$6 CVV, while women receive a \$10 CVV in Food Packages V, VI, and VII.¹⁶ The fruit and vegetable dollar-value vouchers represent a marked departure from the allowed-quantity model used for all other food categories. The CVVs are redeemable for a particular dollar amount of fruits and vegetables; all other WIC vouchers are redeemable for a particular quantity of food (example, 1 gallon of milk and 1 dozen eggs). The dollar-value vouchers are intended to provide more flexibility for WIC participants to purchase fruits and vegetables, given their seasonal fluctuations in availability and price, and the availability of fresh fruits and vegetables primarily as variable weight items.

Table 1. Revised WIC Food Packages

Maximum Monthly Allowances of Supplemental Foods for Infants In Food Packages I, II and III						
Foods	Fully Formula Fed		Partially Breastfed		Fully Breastfed	
	Food Packages I and III	Food Packages II and III	Food Packages I and III	Food Packages II and III	Food Package I	Food Packages II and III
	A: 0-3 mos B: 4-5 mos	6-11 mos	A: 0 to 1 mo B: 1-3 mos C: 4-5 mos	6-11 mos	0-5 mos	6-11 mos
WIC Formula	A: 806 fl oz reconstituted liquid ^a concentrate B: 884 fl oz reconstituted liquid concentrate ^a	624 fl. oz. reconstituted liquid concentrate ^a	A: 104 fl oz reconstituted powder B: 364 fl oz reconstituted liquid concentrate ^a C: 442 fl. oz. reconstituted liquid concentrate ^a	312 fl. oz. reconstituted liquid concentrate ^a		
Infant Cereal		24 oz		24 oz		24 oz
Baby Food Fruits and Vegetables		128 oz		128 oz		256 oz
Baby Food Meat						77.5 oz

¹⁵ States must offer at least two types of canned fish, choosing from any of the four approved options (tuna, salmon, sardines, or mackerel).

¹⁶ The Interim Rule authorized a \$10 CVV for children and fully breastfeeding women, and an \$8 CVV for pregnant, postpartum, and partially breastfeeding women. The \$8 CVV was increased to \$10, effective December 31, 2009. Funding for the increase was provided by the Fiscal Year 2010 Agriculture Rural Development, Food and Drug Administration, and Related Agencies Appropriations Act (Pub. L. 111–80) enacted on October 21, 2009.

Table 1 (continued)

Maximum Monthly Allowances of Supplemental Foods for Children and Women In Food Packages IV, V, VI and VII				
Foods	Children	Women		
	Food Package IV: 1 Through 4 Years	Food Package V: Pregnant and Partially Breastfeeding (Up to 1 Year Postpartum)	Food Package VI: Postpartum (Up to 6 Months Postpartum)	Food Package VII: Fully Breastfeeding (Up to 1 Year Post- Partum)
Juice, Single Strength	128 fl oz	144 fl oz	96 fl oz	144 fl oz
Milk ^b	16 qt	22 qt	16 qt	24 qt
Breakfast Cereal ^c	36 oz	36 oz	36 oz	36 oz
Cheese				1 lb
Eggs	1 dozen	1 dozen	1 dozen	2 dozen
Fruits and Vegetables	\$6.00 in cash value vouchers	\$10.00 in cash value vouchers	\$10.00 in cash value vouchers	\$10.00 in cash value vouchers
Whole-Wheat Bread ^d	2 lb	1 lb		1 lb
Fish (Canned) ^e				30 oz
Legumes, Dry or Canned and/or Peanut Butter	1 lb (64 oz canned) Or 18 oz	1 lb (64 ounce canned) And 18 oz	1 lb (64 ounce canned) Or 18 oz	1 lb (64 ounce canned) And 18 oz

^aThe maximum monthly allowance is specified in the liquid concentrate form; however, powder and ready-to-feed forms are allowable substitutes and the powder form is recommended for partially breastfed infants, ages 0 through 3 months of age.

^bAllowable options for milk alternatives are cheese, soy beverage, and tofu.

^cAt least one half of the total number of breakfast cereals on State agency food list must be whole grain.

^dAllowable options for whole-wheat bread are whole-grain bread, brown rice, bulgur, oatmeal, whole-grain barley, soft corn or whole-wheat tortillas.

^eAllowable options for canned fish are light tuna, salmon, sardines, and mackerel.

Source: <http://www.fns.usda.gov/wic/benefitsandservices/foodpkgallowances.HTM>

Table 2 provides a detailed description of the changes to WIC food packages. These changes in WIC food packages are intended to achieve six goals.

1. **Provide greater consistency with the Dietary Guidelines for Americans** by adding fruits, vegetables, and whole grains; and by reducing amounts of certain foods (milk, juice, eggs).
2. **Provide greater consistency with recommended infant feeding practices** by delaying the introduction of complementary foods from four to six months of age and modifying infant formula amounts. Infant foods are added and juice eliminated in the packages for older infants in order to promote healthy dietary patterns.

Table 2. Changes Enacted by the Interim Rule

Regulation	Pre-Interim Rule	Interim Rule
Infant Food Packages (Food Packages I-III)		
Formula	Any infant could receive up to the maximum infant formula for the package, regardless of whether or not the mother breastfed. Low iron infant formula could be prescribed with medical documentation. Infant cereal had to be iron-fortified.	Infants and mothers are assigned food packages based on the mother's reported breastfeeding practice. Low-iron infant formula is disallowed.
Complementary Foods	Infants received only formula through 3 months; juice and infant cereal were provided to infants aged 4-11 months. All infants 4-11 months were eligible for the same amounts of formula, juice and infant cereal.	Infants 4-5 months no longer receive complementary foods. Formula quantities were increased. Infants 6-11 months receive infant food fruits and vegetables. Juice was eliminated and the maximum formula amount was decreased. Fully breastfed infants receive 128 oz. more infant food fruit and vegetables per month than partially breastfed or fully formula-fed infants. They also receive 77.5 oz of infant food meat.
Container Size Rounding	SAs may round up to the next whole can of infant formula to allow all participants to receive the full authorized nutrition benefit specified by regulation. ^a	SAs may round up to the next whole container of infant formula and infant foods if needed to provide the full authorized nutrition benefit specified by regulation. ^b
Infants with Special Dietary Needs (Food Package III)		
Food Package Assignment	Infants with special dietary needs were provided exempt infant formula and/or WIC-eligible medical foods under Food Packages I or II. Some women and children with certain dietary restrictions, but without serious medical conditions, were prescribed WIC formula (infant formula, except infant formula and WIC-eligible medical foods) under Food Package III.	Infants with special dietary needs receive exempt infant formulas and/or WIC-eligible medical foods under Food Package III. The language governing the purpose and scope of Package III eligibility was clarified.
Standard WIC Foods	Children and women with special dietary needs were prescribed WIC-eligible medical foods under Food Package III; they did not receive any of the standard food package foods.	Standard WIC foods are available to Package III recipients.
Women and Children (Food Packages IV - VII)		
Milk and Cheese	No restrictions on milk fat content. Maximum milk prescriptions ranged from 24-28 quarts of milk per month. Cheese could be substituted for milk at a rate of one pound per three quarts; cheese could replace a total of 12 quarts of milk.	Women and children age two and older receive fat reduced milk; whole milk provided to children one year of age. Maximum milk prescriptions reduced to provide 16 qts for children and up to 24 qts for women (16 quarts for post-partum women, 22 quarts for partially breastfeeding women and 24 quarts for fully breastfeeding women). Added new milk substitution options (tofu, cheese and soy beverage), but reduced the maximum amount of cheese substitution allowed. Authorized an additional pound of cheese for fully breastfeeding women

Table 2 (continued)

Regulation	Pre-Interim Rule	Interim Rule
Juice	Maximum juice amounts ranged from 192 to 336 fl. oz. per month.	Reduced maximum juice amounts to 128 fl. oz. for children, 144 fl. oz. for pregnant and partially and fully breastfeeding women, and 96 fl. oz. for post-partum women.
Eggs	Up to 2 or 2 1/2 dozen eggs were provided per month.	Reduced egg prescription to one dozen eggs (two for fully breastfeeding women).
Grains	Grains were included in form of breakfast cereal. Regulations did not specify minimum whole-grain content.	Whole-grain bread added to food packages, with substitutions of other whole grains allowed. At least 50 percent of breakfast cereals on State agency food lists must have whole grain as the primary ingredient and meet FDA labeling requirements for making a health claim as whole-grain food of moderate fat content.
Canned Beans	Canned beans could be prescribed, instead of dry, to WIC participants who lacked cooking facilities.	Canned beans allowed as a substitute for dry in all food packages for children and women.
Bean and Peanut Butter Combinations	Package V and VII provided a pound of dry beans, which could be replaced with 18oz of peanut butter. Beans and peanut butter were not included in Food Package VI.	Food Package V and VII prescription was increased to include both one pound of beans and 18oz of peanut butter. One pound of beans, with an 18oz peanut butter substitution option, added to Food Package VI and VII.
Fruits and Vegetables	Carrots were provided in the enhanced food package for fully breastfeeding women.	Add \$10 voucher for fruits and vegetables (other than white potatoes) to Food Packages V-VII and a \$6 voucher for food package IV.
Fully Breastfeeding Women (Food Package VII)		
Fish	26 oz of tuna was provided to exclusively breastfeeding women in Food Package VII.	Authorize a variety of canned fish that do not pose a mercury hazard to fully breastfeeding women. Slightly increase the maximum amount allowed to 30 ounces.
Food Package Tailoring		
Brand and Variety Restrictions	State WIC agencies imposed restrictions on some foods by brand or variety in order to limit cost or ensure statewide product availability. The practice was accepted but not formally authorized by regulation.	Clarifies States' authority to make adjustments to WIC foods for administrative convenience and to control costs. For example, by specifying allowed packaging, container sizes, brands, types and forms of food.
Tailoring	Categorical nutrition tailoring was permitted. States were permitted to prescribe foods in quantities that are less than the package maximums when nutritionally warranted. States could standardize these reductions and apply the reduced amounts consistently to like groups of WIC participants. Such categorical food package tailoring could be done for nutritional reasons, but not to achieve cost reductions.	Ends the practice of categorical tailoring of WIC food packages by States. Individual tailoring of the food package within authorized parameters is permitted based on individual nutritional assessments.

Table 2 (continued)

Regulation	Pre-Interim Rule	Interim Rule
Package Substitutions for Cultural Needs	Allow State agencies to propose plans for additional package substitutions to meet unanticipated cultural needs of participants. State agencies will only substitute foods after receiving written approval from FNS.	Retains provision.

^aThe “rounding up” provision for infant formula was authorized by the Child Nutrition and Supplemental Nutrition Program for Women, Infants, and Children (WIC) Reauthorization Act of 2004 (P.L. 108-265), enacted on June 30, 2004. This provision only applied to infant formula issued as a result of a solicitation bid on or after October 1, 2004.

^bThe Interim Rule revising the Supplemental Nutrition Program for Women, Infants, and Children (WIC) Food packages incorporates the Public Law 108-265 authority to “round-up” infant formula. SAs that use the rounding up option to issue infant formula are required to use the methodology put forth in the Interim the rule, which calculates and disperses the infant formula over the timeframe of the food package category and infant feeding variation (fully formula fed or partially breastfed).

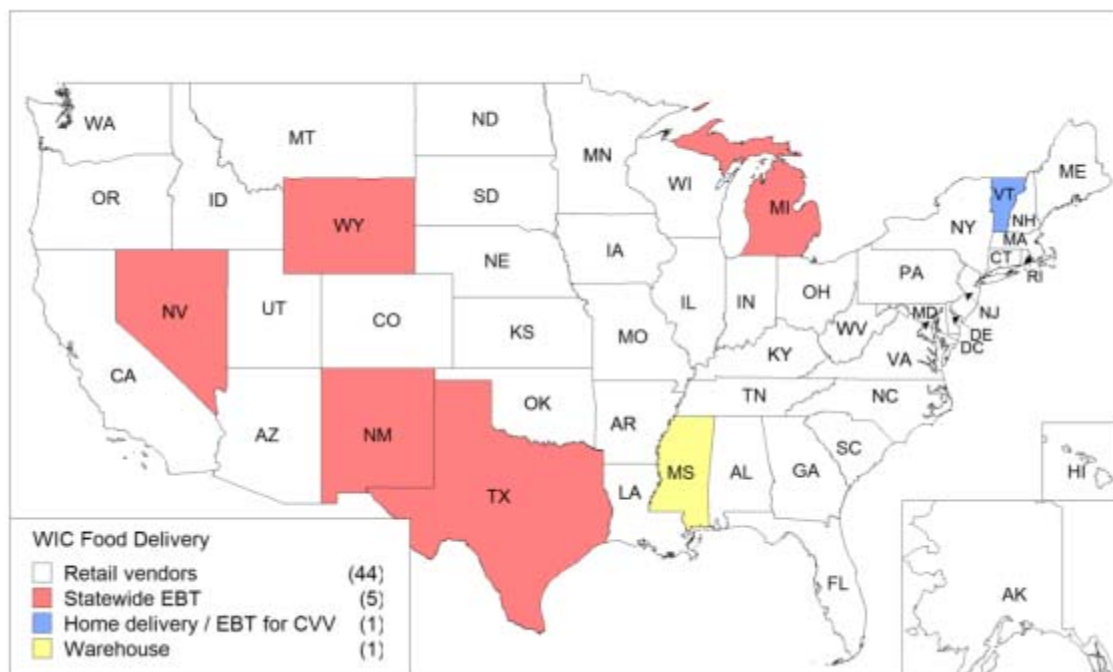
3. **Address public health nutrition-related issues by providing** less saturated fat and cholesterol, more fiber, and fruits and vegetables. The food packages for breastfeeding infant-mother pairs provide stronger incentives for continued breastfeeding, including providing less formula to partially breastfed infants and additional quantities and types of food for breastfeeding mothers.
4. **Reinforce the nutrition education messages provided to participants** by making new food packages more consistent with the nutrition education messages provided to participants, i.e., “eat more fruits and vegetables”; “lower saturated fat”; “increase whole grains and fiber;” “drink less sweetened beverages and juice;” “babies are meant to be breastfed.”
5. **Appeal to WIC’s culturally diverse populations** by providing more participant choice in the food packages and a wider variety of foods than the previous food packages. For example, soy-based beverages may substitute for milk and foods such as tortillas and brown rice may be offered as alternatives to 100% whole-wheat bread.
6. Support breastfeeding by revising food packages for breastfeeding infant-mother pairs to provide stronger incentives for continued breastfeeding. For example, the new food package for fully breastfeeding women provides greater variety and quantities of foods. Fully breastfeeding infants receive baby food meats in addition to greater amounts of baby food fruits and vegetables. Less infant formula is provided to partially breastfeeding infants so that they may receive the benefits of breast milk. Formula is not routinely provided to partially breastfed infants in the first month after birth in order to help mothers build and maintain their milk supply. State agencies have the option to provide a minimal amount of infant formula in the first month after birth on a case-by-case basis.

B. WIC Food Issuance

The most common method of issuing WIC food benefits to participants is through the use of WIC checks or vouchers that are redeemable at authorized retailers. This method is used by 44 States, 31 ITOs, and five territories, or 89 percent of all SAs. Two States (Mississippi and Vermont) provide direct distribution of foods to WIC participants; and five States and three ITOs operate

statewide electronic benefit transfer (EBT) systems (Figure 1). As of September 2010, Kentucky was operating a pilot EBT system and an additional 18 SAs were in the EBT planning stages.

Figure 1. WIC Food Delivery Systems in the 50 States and the District of Columbia, FY2010



WIC checks/vouchers and EBT cards are used in the retail food market. SAs identify specific food items eligible for WIC purchase and distribute that list to WIC participants and WIC retailers (or vendors) in the form of the “WIC food list.” A WIC food list is typically a full-color brochure listing specific brands, items, and package sizes eligible for purchase within each food category. Most SAs’ food lists are available on their web site.

Foods included on SA food lists must satisfy Federal regulations. The Interim Rule, however, clarified that SA lists may also reflect more stringent criteria established by the SA. As a result, each SA has the discretion to establish its own list of authorized foods based on factors including the availability of certain foods within the State, the cost of individual foods and brands, the nutrient value of available foods, and (with FNS approval) variations in cultural eating patterns.

C. The WIC Food Packages Study

In October 2009, FNS awarded a contract to Mathematica Policy Research to assess and describe the implementation of the Interim Rule at the SA level and to describe the resulting food packages. Research questions defined for the study include:

7. How did SAs respond to optional provisions of the Interim Rule?
8. What specific foods did SAs include on their food list when implementing the revised food packages?
9. What changes are observed on WIC food lists, pre- and post-implementation of the Interim Rule, including food categories that were not directly affected by the Interim Rule?

As noted previously, all SAs were required to implement the Interim Rule by October 2009. Therefore, to answer these questions, we compiled a database of foods approved by each SA as of October 2009, as well as foods that were approved in the period immediately preceding implementation of the Interim Rule.¹⁷ We also compiled information from WIC State Plans, vendor manuals, and grocery shopping guides, if available.

Chapter II describes the policy options available to SAs and their response to those options. Chapter III describes the food items listed on WIC food lists as of October 2009 and Chapter IV describes changes in WIC food lists from FY 2009 to FY 2010. Chapter V summarizes the findings.

¹⁷ Most SAs (62 of 90) implemented the Interim Rule on October 1, 2009; 27 implemented prior to October 1, 2009; and Montana implemented on November 30, 2009. Generally SAs revise their food list on an annual or biennial basis with a new food list issued at the start of the federal fiscal year (October 1). Thus the pre-implementation food list for all states was the food list effective on October 1, 2008.

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II. IMPLEMENTATION OF POLICY OPTIONS INCLUDED IN THE INTERIM RULE

The WIC Interim Rule introduced several new policy options that may be adopted by SAs. Options provide flexibility for including or excluding certain forms of foods or substitute foods, and for tailoring food packages on an individual basis. SAs may also adopt certain policies governing the redemption of fruit and vegetable cash value vouchers (CVVs). The available policy options include:

- Allowing frozen, canned, and dried fruits and vegetables as alternatives to fresh
- Redemption of multiple CVVs in a single transaction
- Redemption of CVVs in a combination tender transaction whereby participants “pay the difference” when the fruits and/or vegetables exceed the value of the CVV
- Redemption of CVVs at farmers’ markets
- Allowing soy beverages and/or tofu as milk substitutes
- Allowing specific Federally authorized whole grains (brown rice, bulgur, barley, oatmeal, and soft corn or whole-wheat tortillas) as alternatives to 100% whole-wheat bread
Allowing at least two different types of canned fish (SAs may choose from tuna, salmon, sardines, and mackerel).
- Package tailoring with different combinations of dry beans and peanut butter
- Package tailoring with infant formula in the first month after birth
- Food package adjustments to accommodate the special needs of homeless participants
- “Rounding up” of infant formula and infant food container sizes.

In deciding which policy options to implement, SAs may consider the food preferences of their participant population, characteristics of their vendors, and the relative balance between increased flexibility and increased administrative complexity.

A. Fruit and Vegetable Policy Options

Under the Interim Rule, all SAs are required to authorize fresh fruit and vegetable (F&V) purchases through a CVV system. SAs have the option to authorize processed forms of F&V (canned, frozen, dried). As of October 2009, about half of all SAs authorized canned F&V, more than three-quarters authorized frozen F&V, and fewer than five percent authorized dried F&V (Table 3). With a couple of exceptions, policies for processed forms of F&V are consistent within a SA.¹⁸

Table 3 shows the number and percentage of SAs that authorized each form of F&V, as of October 2009. These numbers are shown separately for the 50 States and the District of Columbia (columns 1 and 2); Indian Tribal Organizations (ITOs) and territories (columns 3 and 4); and all SAs

¹⁸ Montana and one ITO allow frozen vegetables but not frozen fruit, one ITO allows dried fruit but not dried vegetables, and another ITO allows canned vegetables but not canned fruit

(columns 5 and 6). The final column of the table shows the percentage of all WIC participants who are affected by the policy option—that is, the percentage of all WIC participants who are served by SAs that adopted each policy option. All tables in this chapter and the next chapter follow the same format.

Table 3. Processed Forms of Fruits and Vegetables Allowed by WIC State Agencies, October 2009

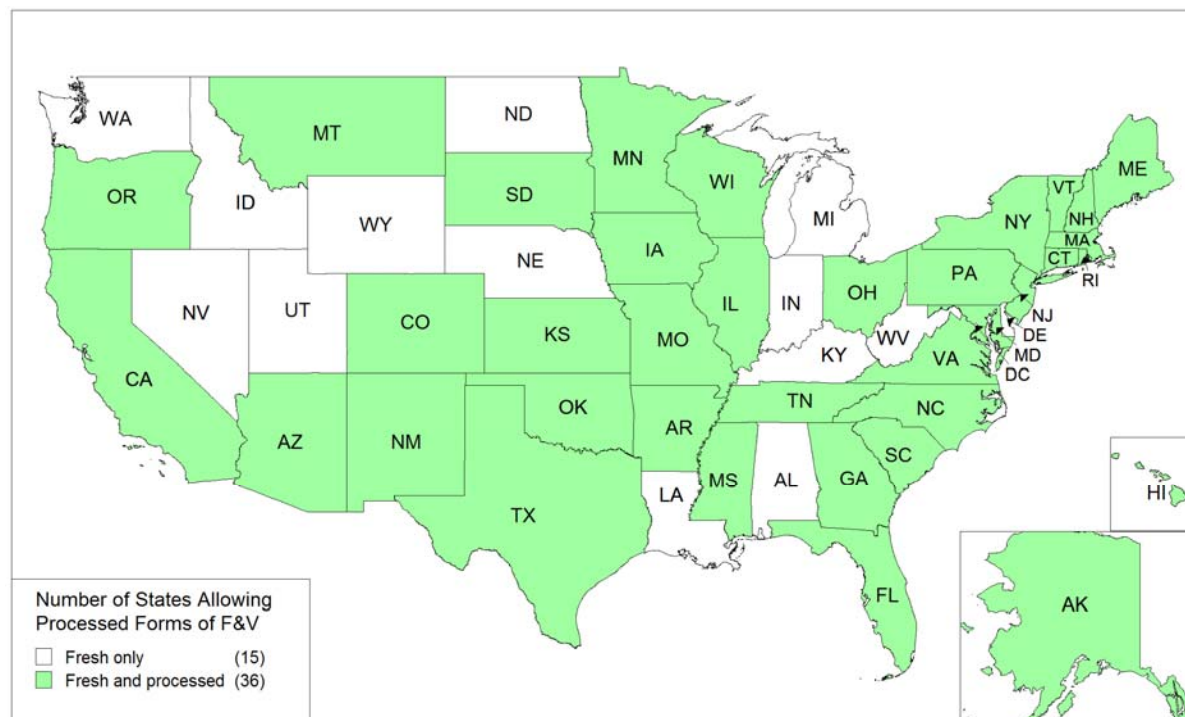
	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
Fruit							
Authorized processed forms							
Canned	24	47.1	21	53.8	45	50.0	61.3
Frozen	32	62.7	30	76.9	62	68.9	76.8
Dried	—	—	4	10.3	4	4.4	0.0
Combinations of allowed forms							
Fresh only	16	31.4	3	7.7	19	21.1	15.9
Fresh, canned	3	5.9	5	12.8	8	8.9	7.3
Fresh, frozen	11	21.6	13	33.3	24	26.7	22.8
Fresh, dried	—	—	1	2.6	1	1.1	0.0
Fresh, frozen, canned	21	41.2	14	35.9	35	38.9	54.0
Fresh, frozen, dried	—	—	1	2.6	1	1.1	0.0
All forms	—	—	2	5.1	2	2.2	0.0
Vegetables							
Authorized processed forms							
Canned	24	47.1	22	56.4	46	51.1	61.3
Frozen	33	64.7	31	79.5	64	71.1	77.1
Dried	—	—	3	7.7	3	3.3	0.0
Combinations of allowed forms							
Fresh only	15	29.4	3	7.7	18	20.0	15.6
Fresh, canned	3	5.9	4	10.3	7	7.8	7.3
Fresh, frozen	12	23.5	12	30.8	24	26.7	23.0
Fresh, dried	—	—	1	2.6	1	1.1	0.0
Fresh, frozen, canned	21	41.2	17	43.6	38	42.2	54.1
Fresh, frozen, dried	—	—	1	2.6	1	1.1	0.0
All forms	—	—	1	2.6	1	1.1	0.0

— Value is zero.

Allowing processed F&V allows WIC participants to select less perishable options, or make more economical use of WIC benefits when fresh F&V are not in season. Most SAs allow some processed forms of F&V. Consequently, only 16 percent of WIC participants are restricted solely to fresh F&V purchases. More than half of WIC participants may purchase canned F&V and more than three-quarters of WIC participants may purchase frozen F&V. Because fewer than five percent of SAs approve dried F&V, the proportion of WIC participants nationwide who are allowed to

purchase these items is negligible. Figure 2 identifies States (including the District of Columbia) that restrict participants to fresh F&V and those that allow one or more processed forms of F&V.

Figure 2. States Allowing Processed Forms of Fruits and Vegetables, October 2009



Cash Value Voucher (CVV) Policies

Under the new food packages, WIC participants receive CVVs for the purchase of fruits and vegetables. Food Package IV provides a \$6 CVV for children; Food Packages V, VI, and VII provide a \$10 CVV for pregnant, partially breastfeeding, and fully breastfeeding women. The CVV provides participants with flexibility in choosing the varieties and quantities of fruits and vegetables they purchase. However, there is some burden on participants to determine the dollar value of their selections prior to check-out so that they do not exceed the value of the CVV. SAs may adopt two policy options to ease this burden on participants.

One option is to allow WIC participants to combine multiple CVVs in a single transaction to make larger purchases of fruits and vegetables. This option may benefit families with multiple WIC participants because they would not have to group items for separate checkout according to two voucher dollar amounts. This option has been adopted by 34 percent of SAs, representing 34 percent of WIC participants (Table 4 and Figure 3); however, information about this option was not available in the State Plans of 20 SAs that represent six percent of WIC participants.

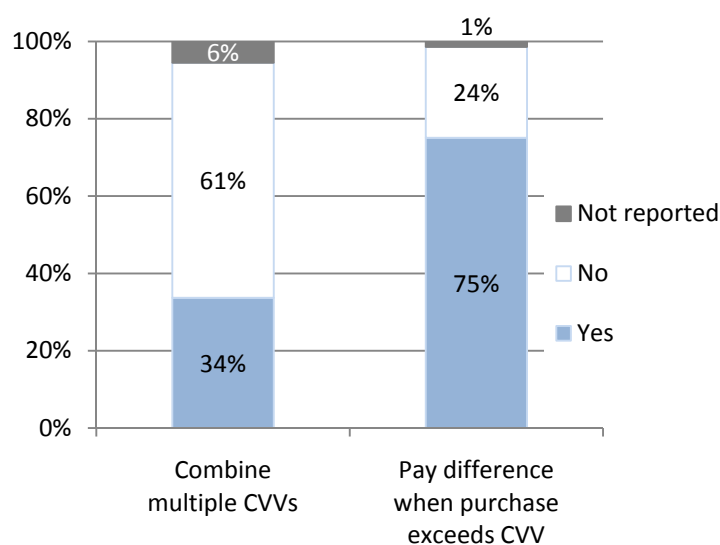
A second option is to permit WIC participants to combine CVVs with cash (or other tender) when the F&V purchase exceeds the voucher amount. This alleviates the burden of calculating the purchase amount prior to checkout, or experiencing delays at checkout when there is a need to return items to lower the purchase amount. When the use of cash is not allowed, participants may have difficulty calculating the exact weight-combination of fresh fruits and vegetables to match the value of their voucher, resulting in purchases with a value below the full benefit. In total, 61 percent

of SAs, which account for 75 percent of WIC participants, permit participants to pay the difference when the F&V purchase exceeds the CVV (Table 4 and Figure 3).

Table 4. Cash Value Voucher (CVV) Policies for Purchase of Fruits and Vegetables, October 2009

	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
Cash Value Voucher Policies							
Multiple CVVs allowed on Single Transaction?							
Yes	19	37.3	12	30.8	31	34.4	33.7
No	29	56.9	10	25.6	39	43.3	60.8
Not reported	3	5.9	17	43.6	20	22.2	5.5
Clients can pay the difference if F&V total exceeds CVV?							
Yes	38	74.5	17	43.6	55	61.1	75.1
No	12	23.5	11	28.2	23	25.6	23.5
Not reported	1	2.0	11	28.2	12	13.3	1.4
CVVs can be used at farmers markets?							
Yes	14	27.5	1	2.6	15	16.7	38.2
No	34	66.7	20	51.3	54	60.0	59.5
Not reported	3	5.9	18	46.2	21	23.3	2.4

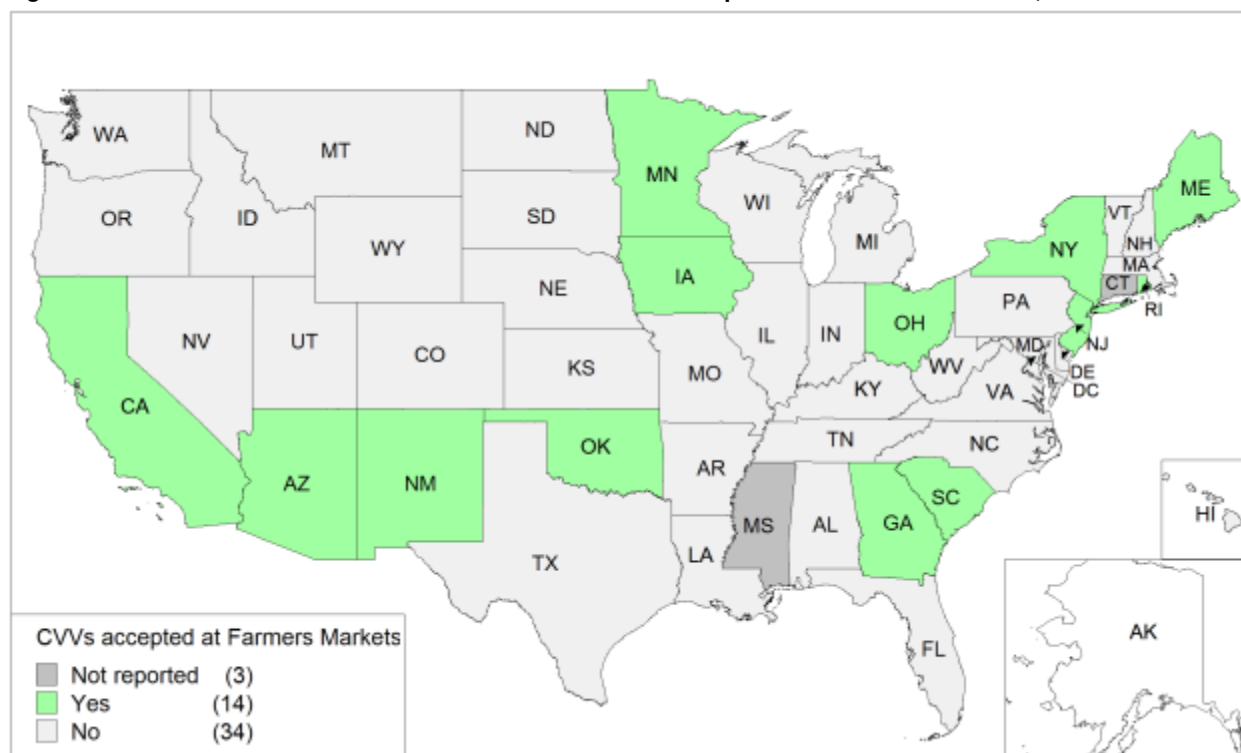
Figure 3. Percentages of WIC Participants with CVV Redemption Options, October 2009



Another policy option that SAs can consider in regard to F&V CVVs is whether to permit WIC participants to redeem F&V CVVs at farmers' markets. This policy was adopted by 13 States and the District of Columbia (Figure 4). Most of the remaining States reported that CVVs were not

authorized at farmers' markets. Guam authorizes CVV redemption at farmers' markets; however, information about this option was not available for almost half of the ITOs and territories (Table 4).

Figure 4. Authorization of WIC Cash Value Voucher Redemption at Farmers Markets, October 2009



B. Food Substitutions and Alternatives

The Interim Rule provides agencies with the option to authorize substitutes for milk, whole-grain alternatives to 100% whole-wheat bread, and a minimum of two varieties of canned fish (previously, only canned light tuna was authorized). For the most part, if SAs authorize substitutes for whole milk or alternatives to 100% whole-wheat bread, those foods are included on the WIC food list and become an option for all participants who receive food packages that include the food. This is different from food package tailoring, whereby a local WIC clinic tailors the food package for an individual participant and provides food instruments (checks, vouchers, EBT prescription) that specifically authorize the foods in the tailored package.

This section also describes SA policies related to accommodating Halal and Kosher foods. SAs have always had the option to accommodate these religious needs. However, prior to this study, no information was available about how many SAs actually authorize these substitutions.

Soy Beverages and Tofu as Milk Substitutes

The Interim Rule provides the option to authorize soy beverages and/or calcium-set tofu as alternatives to milk for women receiving Food Packages V, VI and VII. Soy-based beverages may be substituted for milk on a one-to-one basis up to the maximum prescription; tofu may be substituted at the rate of 1 pound of tofu per 1 quart of milk up to a maximum of 4 quarts of milk in Food Packages V and VI, and 6 quarts in Food Package VII. Soy beverages and tofu may be substituted for milk for children in Food Package IV only with medical documentation. Amounts of tofu that

exceed the maximum substitution amounts may be authorized for women, with medical documentation, in cases of lactose intolerance or other qualifying conditions.

There is considerable geographic variation in the implementation of the option to allow milk substitutes. As Figure 5 shows, 11 States do not authorize milk substitutes, 14 authorize soy beverages; 3 authorize tofu; and 23 authorize both soy beverages and tofu. About the same percentage of ITOs and territories authorized soy beverages as States (70 percent), but fewer ITOs and territories authorized tofu (25 percent compared with 50 percent of States) (Table 5). Nationwide, 52 percent of WIC participants enrolled through SAs that offer both milk substitutes, 30 percent of participants are in SAs that offer one of the two alternatives, and 19 percent of participants are in SAs that did not authorize either soy beverages or tofu.

Figure 5. Authorization of Soy Beverages and Tofu as Milk Substitutes, October 2009

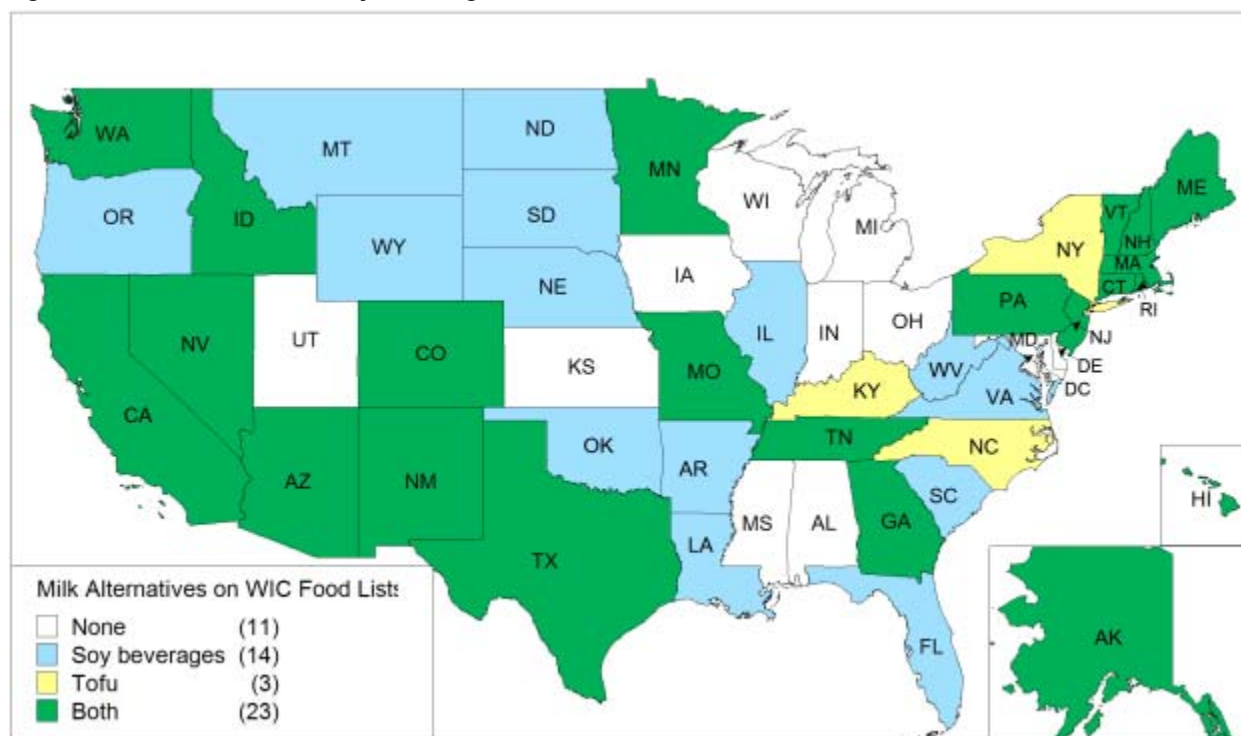


Table 5. WIC State Agency Policies for Food Substitutes and Alternatives, October 2009

	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
Milk							
Allowed substitutes							
Soy	37	72.5	27	69.2	64	71.1	71.1
Tofu	26	51.0	10	25.6	36	40.0	61.6
# of substitutes							
None	11	21.6	11	28.2	22	24.4	18.8
One	17	33.3	19	48.7	36	40.0	29.7
Both	23	45.1	9	23.1	32	35.6	51.5
Whole Grains							
Allowed types							
100% Whole-wheat or whole-grain bread	51	100.0	37	94.9	88	97.8	100.0
Tortillas	43	84.3	31	79.5	74	82.2	89.2
Brown rice	47	92.2	34	87.2	81	90.0	93.8
Barley	3	5.9	5	12.8	8	8.9	18.0
Bulgur	4	7.8	9	23.1	13	14.4	20.9
Oatmeal or Oats	17	33.3	18	46.2	35	38.9	47.0
# of allowed types							
One	2	3.9	3	7.7	5	5.6	0.9
Two	7	13.7	7	17.9	14	15.6	15.1
Three	26	51.0	13	33.3	39	43.3	37.2
Four	11	21.6	2	5.1	13	14.4	25.2
Five	3	5.9	14	35.9	17	18.9	4.3
Six	2	3.9	—	—	2	2.2	17.3
Canned Fish							
Allowed types							
Tuna, chunk light only	33	64.7	16	41.0	49	54.4	66.2
Tuna, chunk or solid light	18	35.3	23	59.0	41	45.6	33.8
Salmon, pink only ...	40	78.4	16	41.0	56	62.2	85.0
Salmon, pink or red	6	11.8	20	51.3	26	28.9	6.6
Sardines	23	45.1	32	82.1	55	61.1	43.8
Mackerel	1	2.0	4	10.3	5	5.6	0.6
# of allowed types							
One	4	7.8	—	—	4	4.4	7.5
Two	25	49.0	10	25.6	35	38.9	49.5
Three	21	41.2	25	64.1	46	51.1	42.4
Four	1	2.0	4	10.3	5	5.6	0.6

— Value is zero.

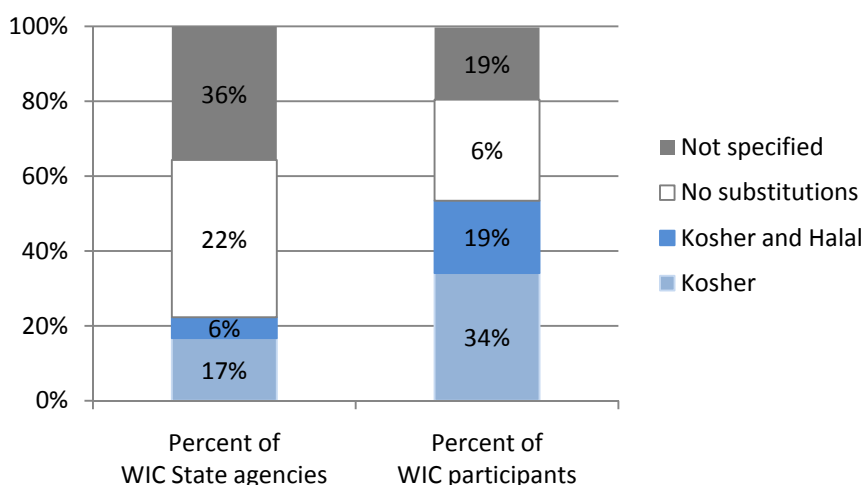
NOTE: Two ITOs list solid white tuna on their food list, though it is not included in the federal list of allowed types of canned fish.

Substitution of Kosher and Halal Foods

SAs have always had the authority to allow substitutions to meet specific religious needs. In reviewing State plans, it was possible to gather data on explicit policies authorizing or denying substitutions of kosher and halal foods based on participants' religious needs. The prevalence of these two tailoring options is summarized in Figure 6.

Approximately one-quarter of SAs explicitly permit kosher, but not halal, food substitutions. Policies allowing tailoring to accommodate both kosher and halal foods were adopted by a small percentage of SAs. Six percent of SAs, covering 19 percent of WIC beneficiaries, have tailoring policies that allow both kosher and halal food substitutions.

Figure 6. Authorization of Kosher and Halal Substitutions



Substitutions for 100% Whole-Wheat Bread

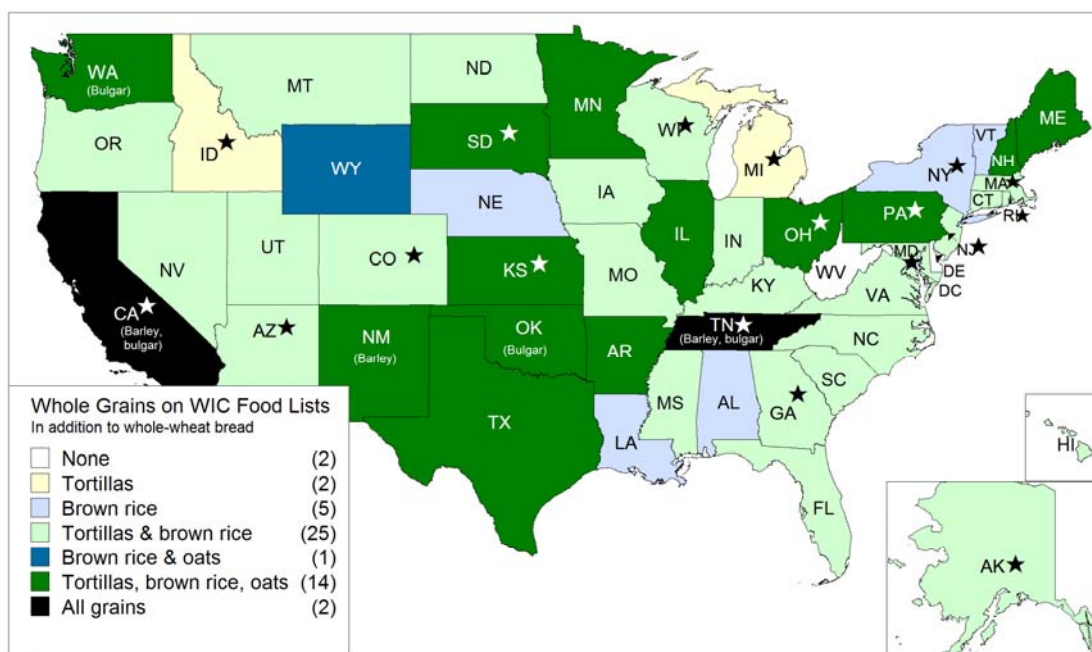
The Interim Rule requires all SAs to provide 100% whole-wheat bread in Food Packages IV, V, and VII. SAs may authorize several other whole-grain products as alternatives to whole-wheat bread: whole-grain bread, 100% whole-wheat rolls and buns, wheat or corn tortillas, brown rice, oatmeal, barley, and bulgur. If adopted, all alternatives are included on the WIC food list as options for participants. The maximum allowed purchase quantity for the whole-grains food category is one pound regardless of type or number of options on the food list. Thus, WIC participants may purchase a 16 oz loaf of 100% whole-wheat bread, a 16 oz package of whole-grain tortillas, or 1 pound of brown rice; but may not combine multiple forms of whole grains within a one-month WIC food package allotment.

Across all 90 SAs, 89 percent of WIC participants have the option to purchase tortillas, 94 percent may purchase brown rice, 47 percent may purchase oats, and about 20 percent may purchase barley or bulgur (Table 5). Less than one percent of all WIC participants are restricted to only 100% whole-wheat bread when obtaining WIC whole grains.

Figure 7 shows the variation in the combinations of whole grains adopted by the 50 States and the District of Columbia as of October 2009. The two most common combinations of whole-grain options are: 1) tortillas and brown rice (selected by 25 States); and 2) tortillas, brown rice, and oats (selected by 14 States). None of the other possible combinations were chosen by more than five

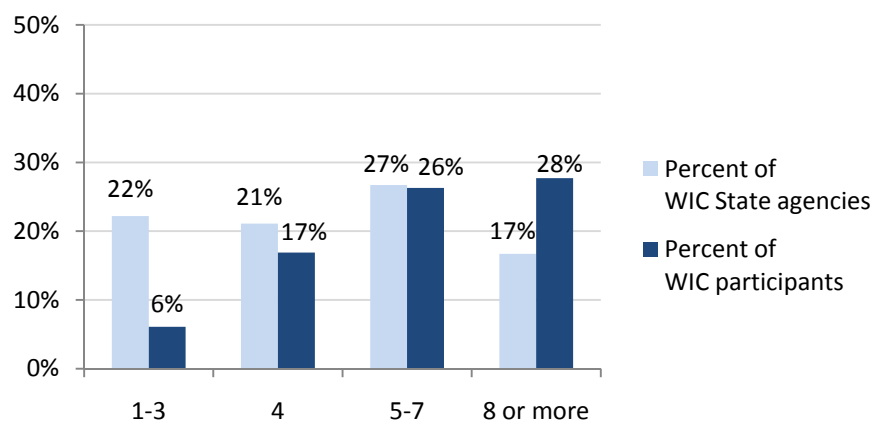
States. Only two states (California and Tennessee) authorized all of the available whole-grain options.

Figure 7. Whole-Grain Alternatives to Whole-Wheat Bread, October 2009



One concern for SAs was the availability of 16 oz loafs of bread in the marketplace, where the most common size is 24 oz. Product availability is reflected in part by the number of authorized brands of whole-wheat and/or whole-grain bread on WIC food lists as of October 2009 (Figure 8). Eighty percent of SAs, representing 96 percent of participants, listed four or more brands of bread on the food list. Many SAs revised their list of authorized whole-grain bread during the fiscal year following implementation of the revised food packages.¹⁹

¹⁹ In June 2010, Mathematica asked SAs to verify the information that we compiled from their food lists and other documents. Many SAs informed us of revised whole-grain options. Revisions were not incorporated in this report, because the intent was to represent food lists as of October 2009.

Figure 8. Brands of Whole -Wheat and Whole -Grain Bread

Alternatives to Canned Tuna

Prior to the Interim Rule, fully breastfeeding women received 26 oz. of canned tuna in Food Package VII. The Interim Rule provided for a slight increase in the canned fish prescription (to 30 oz.) and gave SAs the option to offer three additional types of canned fish on their food list: salmon, sardines, and/or mackerel (SAs must authorize at least two types of canned fish).

Table 5 shows that all SAs authorize tuna. Salmon is the next most commonly authorized type of canned fish, allowed by 91 percent of SAs and available to 92 percent of all WIC participants. Sardines are authorized by 61 percent of SAs and are available to 44 percent of WIC participants. Mackerel is authorized by only 6 percent of SAs, representing less than one percent of WIC participants.

C. Food Package Tailoring Policies

The Interim Rule provides SAs with the flexibility to tailor food packages for individual participants according to individual food preferences or special needs, and within specific parameters. Optional tailoring permitted in the Interim Rule include allowing different combinations of legumes and peanut butter; authorization of infant formula during the first month of birth; and accommodations to meet special needs of homeless participants.

Legume and Peanut Butter Combinations in Food Packages V and VII

The Interim Rule allows SAs the option of tailoring individual participant food packages to include different combinations of canned beans, dry beans, and peanut butter. Previously, Food Packages V and VII included one pound of dry beans which could be substituted with 18 oz of peanut butter. The Interim Rule increased Food Package V and VII prescriptions to include one pound of beans and 18 oz of peanut butter. SAs have the flexibility to substitute foods – providing only beans, only peanut butter, or alternative combinations of the two – within six specified combinations. Table 6 shows the prevalence of each allowed legume and peanut butter combination among all WIC agencies.

Of the six allowed combinations of legumes and peanut butter, 91 percent of SAs provide the standard package of 1 pound of dry beans and 18 oz of peanut butter. Each of the tailoring options was adopted by less than half of SAs: 29 percent offer 1 pound of dry beans and 64 oz of canned beans, 41 percent offer 2 pounds of dry beans and no peanut butter, 32 percent offer 128 ounces of

canned beans and no dry beans or peanut butter, 37 percent offer 36 oz of peanut butter, and 37 percent offer 64 oz of canned beans and 18 oz of peanut butter. Overall, 72 percent of WIC participants are enrolled through SAs that offer canned beans.

There is a great deal of variation in the number of possible bean and legume combinations adopted by SAs to allow for tailoring purposes. Nineteen percent of all WIC participants nationwide are enrolled in SAs that offer only one combination of beans and legumes, while 37 percent are in SAs offering four or more potential combinations (Table 6).

Table 6. Legume and Peanut Butter Combinations in Food Packages V and VII, October 2009

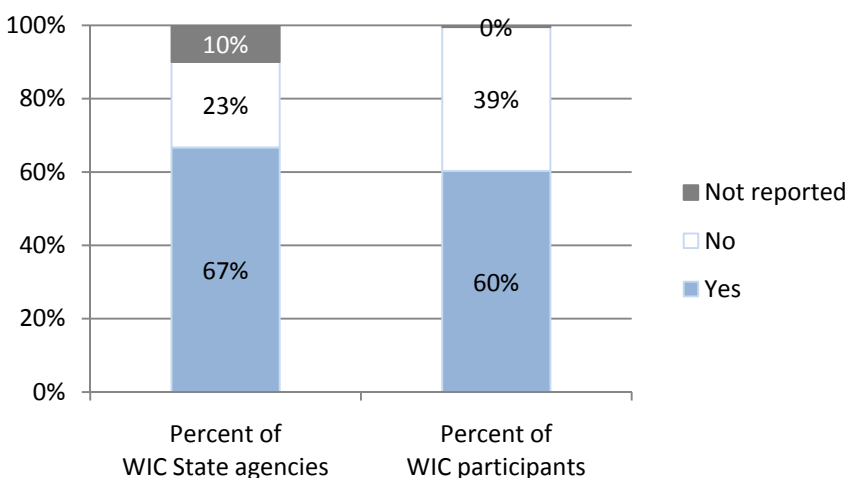
	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
Allowed combinations of legumes in Food Package V and VII							
1 lb dry & 18 oz peanut butter	49	96.1	33	84.6	82	91.1	96.8
1 lb dry & 64 oz canned beans ..	14	27.5	12	30.8	26	28.9	30.0
2 lb dry beans	23	45.1	14	35.9	37	41.1	59.7
128 oz canned beans	16	31.4	13	33.3	29	32.2	36.1
36 oz peanut butter	20	39.2	13	33.3	33	36.7	42.8
64 oz canned & 18 oz peanut butter	32	62.7	25	64.1	57	63.3	57.2
# of allowed combinations							
One	13	25.5	7	17.9	20	22.2	19.1
Two	15	29.4	12	30.8	27	30.0	33.9
Three	7	13.7	1	2.6	8	8.9	7.6
Four or more	16	31.4	13	33.3	29	32.2	37.3
Not reported	—	—	6	15.4	6	6.7	2.1
Canned beans allowed							
Yes	38	74.5	33	84.6	71	78.9	72.1
No	13	25.5	6	15.4	19	21.1	27.9

— Value is zero.

Infant Formula During the First Month of Life

The Interim Rule provides SAs the option to authorize infant formula in the first month after birth for partially breastfed infants. SAs may choose not to permit formula purchases in the first month after birth to promote breastfeeding or reduce program costs. Two-thirds of SAs, enrolling 60 percent of WIC participants, adopted the option of authorizing infant formula purchases during the first month after birth (Figure 9). SAs adopting the option included 71 percent of the 50 States and the District of Columbia, and 62 percent of ITOs and territories (data not shown). However, information about this option was not available from all SAs, including 21 percent of the ITOs and territories.

Figure 9. Infant Formula Offered in the First Month



Special Provisions for Homeless Participants

Homeless WIC participants may not have adequate food storage for perishable foods, and may lack access to safe water supplies or cooking facilities. The vast majority (84 percent) of SAs explicitly allow food package tailoring to meet the special needs of homeless participants. Table 7 presents the reasons that SAs consider in the optional tailoring policies that are implemented for homeless participants.

Table 7. Special Provisions Reported for Homeless Participants, October 2009

	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
Special Provisions for Homeless Participants							
Any special provisions?							
Yes	48	94.1	28	71.8	76	84.4	96.0
No	1	2.0	4	10.3	5	5.6	3.0
Not reported	2	3.9	7	17.9	9	10.0	1.0
Reasons for substitutions							
Lack of cooking facilities	36	70.6	20	51.3	56	62.2	79.5
Lack of refrigeration	41	80.4	24	61.5	65	72.2	86.4
Lack of access to sanitary water	37	72.5	17	43.6	54	60.0	68.7
Lack of food storage	27	52.9	16	41.0	43	47.8	43.8
All of above	19	37.3	9	23.1	28	31.1	32.1
Not specified	2	3.9	3	7.7	5	5.6	5.3

D. Rounding Up of Package Sizes for Infant Formula and Infant Foods

Under the Interim Rule, SAs may “round up” to the next whole container for infant formula to provide at least the full nutrition benefit (FNB) to participants. SAs may also “round up” to the next whole container of infant foods (infant cereal, fruits and meats) if needed to provide at least the maximum authorized amount of these foods.²⁰ SAs that use this option must determine the total amount of infant formula or infant foods provided based on the specific methodology included in the Interim Rule. Using this methodology, the issuance of infant formula or food in a given month may exceed the maximum monthly allowance or fall below the full nutritional benefit (FNB). However, the cumulative average over the issuance timeframe may not fall below the FNB.

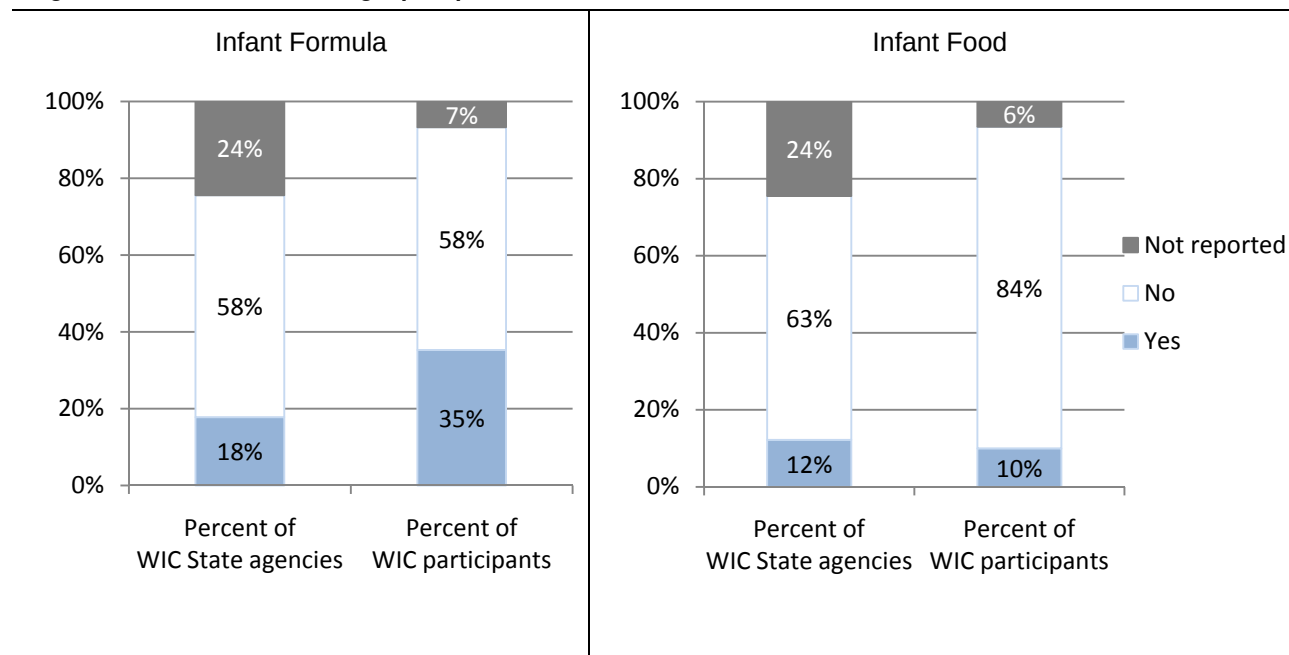
Information about the use of the “rounding up” option was not available for about a quarter of SAs.²¹ However, the data that are available suggest that relatively few SAs have implemented this

²⁰ Interim rule, page 68994.

²¹ States were asked to verify and supplement the information obtained from State WIC plans, however, 24 SAs (6 States, 17 ITOs, and 1 territory) did not respond to the request for verification.

option. Eighteen percent of SAs, representing 35 percent of all WIC participants use this option for infant formula, while 12 percent of SAs representing only 10 percent of all WIC participants use it for infant foods (Figure 10).

Figure 10. Use of “Rounding Up” Option for Infant Formula and Infant Foods



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III. CONTENTS OF WIC FOOD LISTS AFTER IMPLEMENTATION OF THE INTERIM RULE

The Interim Rule introduced new foods as well as changes to existing foods in WIC food packages. Information about foods available in WIC food packages is communicated to WIC participants and vendors primarily through the WIC food list. With implementation of the Interim Rule, SAs revised food lists to incorporate information about:

- Fruits and vegetables
- Whole grains
- Infant foods (fruits and vegetables, and meats)
- Milk substitutes (if applicable)
- Additional canned fish options (if applicable)
- Whole-grain cereals

In addition, SAs changed specifications about allowed package sizes or added additional package sizes to enable participants to obtain the full amounts of food provided in revised food package prescriptions.

This chapter describes the contents of FY2010 WIC food lists—the foods available to WIC participants after implementation of the Interim Rule (as of October 2009).²² Chapter IV compares FY2009 and FY2010 food lists, describing foods available immediately before and after implementation of the Interim Rule. Both chapters are based on data extracted from food lists obtained from each of the 90 SAs.

Information about the content of FY2010 food lists is presented in two sections. The first section covers milk, cheese, eggs, and legumes—food categories that contain staple or commodity foods for which there is little brand name product differentiation. The second section focuses on breakfast cereals, juices, and infant foods—food categories that include a substantial amount of brand name differentiation. Fruits and vegetables and whole grains were discussed in Chapter II and are not discussed further in this chapter. For all food categories, we describe the variety of foods authorized along three dimensions: authorized varieties or forms, package sizes, and allowed brands. Appendix A contains tables with information for each SA, corresponding to the tables included in this chapter.

A. Milk, Cheese, Eggs, and Legumes

The Interim Rule reduced quantities of milk, cheese, and eggs in WIC food packages; authorized milk substitutes (soy beverages and tofu); disallowed whole milk for women and children over age 2; authorized canned beans as a substitute for dry beans; and allowed flexibility in

²² Information for Montana is from the food list issued in November 2009, the time at which Montana implemented the Interim Rule.

prescribing combinations of dry beans, canned beans, and peanut butter. These options are discussed in the sections below.

Milk and Milk Substitutes

Prior to the Interim Rule, there were no restrictions on the fat content of milk included in WIC food packages. As of FY2010, whole milk is allowed only for one-year-old children and lower-fat milks, i.e., reduced-fat, low fat, and nonfat milks are provided to women and children age 2 and older. SA food lists in FY2010 indicate that whole milk is allowed “only if specified on check.” For women and children age 2 and older, SAs were free to specify the allowed types of reduced-fat milk, which could include skim, 1%, and 2% milks. The majority of SAs (82 percent) allow all three of these milk options. Thirteen percent of SAs allow only 1% or skim milks, and one SA allows only 2% and skim milk. Three SAs (3 percent) did not specify milk fat content (Table 8).

Container types and package sizes are specified on WIC food lists for the purpose of encouraging full redemption of food package amounts at the most economical price. Food Package IV (children) provides 16 quarts of milk and Food Packages V-VII (women) provide 22, 16, and 24 quarts of milk, respectively. With the exception of Food Package V, these amounts can be easily obtained with gallon-size containers, which is the most readily available package size in most food retail locations.²³

Milk prescriptions may be reduced by milk substitutes:

- Children (Food Package IV) – Cheese may be substituted for milk at the rate of 1 pound of cheese per 3 quarts of milk. With medical documentation, soy beverages may be substituted for milk on a quart-for-quart basis, and 1 pound of calcium-set tofu may be substituted for 1 quart of milk.
- Women (Food Packages V-VII) – Cheese or calcium-set tofu may be substituted for milk at the rate of 1 pound of cheese per 3 quarts of milk, or 1 pound of tofu per 1 quart of milk. A maximum of 4 quarts of milk can be substituted in Food Packages V and VI and 6 quarts of milk can be substituted in Food Package VII; with no more than 1 pound of cheese substituted for milk.²⁴ Soy beverages may be substituted for milk on a quart-for-quart basis up to the maximum prescription.

Substitution of cheese for milk reduces the milk prescription in each Food Package to an amount that can be fully redeemed only by combining gallon and quart containers of milk. Most SAs provide flexibility with regard to package size for all WIC participants: 71 percent of SAs allow any package size of milk. Other SAs provide flexibility on an individual basis (according to whether cheese is substituted). Eleven percent of SAs, allow purchase of gallons only unless specified otherwise on the check and 10 percent of SAs do not allow quarts unless specified on the check (Table 8).

²³ There are four quarts to a gallon, so 16 quarts = 4 gallons, 22 quarts = 5.5 gallons, and 24 quarts = 6 gallons.

²⁴ Food Package IV provides 24 quarts of milk and 1 lb of cheese; additional substitution of milk is capped such that women do not receive more than 2 lbs of cheese.

Table 8. Milk and Milk Substitutes Authorized by WIC State Agencies, October 2009

	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
Fluid cow's milk							
Fat content for women and children age 2+							
All, except whole milk	44	86.3	30	76.9	74	82.2	90.6
Skim and 1% milk	6	11.8	6	15.4	12	13.3	8.8
Skim and 2% milk	—	—	1	2.6	1	1.1	0.1
Not specified	1	2.0	2	5.1	3	3.3	0.5
Package size							
Any size	32	62.7	32	82.1	64	71.1	68.7
No quart	9	17.6	—	—	9	10.0	16.2
Gallons only	7	13.7	3	7.7	10	11.1	9.6
Not specified	3	5.9	4	10.3	7	7.8	5.4
Milk substitutes							
Soy beverages authorized	38	74.5	29	74.4	67	74.4	72.1
<i>Package type</i>							
Refrigerated only	14	27.5	9	23.1	23	25.6	32.5
Shelf-stable only	2	3.9	—	—	2	2.2	0.5
Both	21	41.2	16	41.0	37	41.1	37.2
Not specified	1	2.0	4	10.3	5	5.6	1.9
<i>Refrigerated package size</i>							
Quart allowed	7	13.7	10	25.6	17	18.9	9.3
Half-gallon only	27	52.9	14	35.9	41	45.6	59.7
Gallon only	1	2.0	1	2.6	2	2.2	0.8
<i>Shelf-stable package size</i>							
Quart allowed	19	37.3	11	28.2	30	33.3	32.2
Half-gallon only	4	7.8	5	12.8	9	10.0	5.5
Tofu authorized	26	51.0	10	25.6	36	40.0	62.0
<i>Allowed product types</i>							
Shelf-stable	4	7.8	1	2.6	5	5.6	7.6
Light	13	25.5	1	2.6	14	15.6	30.1
Cubed	6	11.8	—	—	6	6.7	9.1
Lactose-free milk							
Package size							
Quart allowed	38	74.5	28	71.8	66	73.3	84.4
Half-gallon only ¹	8	15.7	8	20.5	16	17.8	8.2
Gallons only	6	11.8	1	2.6	7	7.8	9.2
Not specified	1	2.0	2	5.1	3	3.3	0.3
Other alternatives to fluid cow's milk							
Acidophilus	23	45.1	18	46.2	41	45.6	25.3
Buttermilk	14	27.5	12	30.8	26	28.9	23.9
Dry	45	88.2	22	56.4	67	74.4	91.3
Evaporated	39	76.5	24	61.5	63	70.0	82.9
Goat milk	17	33.3	6	15.4	23	25.6	19.1
Calcium fortified	5	9.8	3	7.7	8	8.9	5.7
Flavored milk	2	3.9	12	30.8	14	15.6	2.7
UHT	18	35.3	8	20.5	26	28.9	33.3

¹ Two states in this category also allow gallons.

— Value is zero.

Milk Substitutes

All SAs have the option to authorize soy-based beverages and tofu as milk substitutes.²⁵ The availability of soy and tofu is summarized in Table 8. Three quarters of SAs authorize soy beverages. Only 40 percent of SAs (26 states and 10 ITOs/territories) authorize tofu, however, these include large SAs that enroll 62 percent of all WIC participants. Among SAs that offer soy beverages, about half of WIC participants are in SAs that offer refrigerated packages, while the other half have of participants are in SAs that offer refrigerated or shelf-stable packages. Refrigerated soy beverages are most commonly authorized in half-gallon size, and shelf-stable soy beverages are most commonly authorized in quarts.

Alternatives to Regular Fluid Cow's Milk

Alternatives to regular (white) fluid cow's milk are authorized by Federal regulations and allowed at state discretion. Milk may be flavored or unflavored; fluid, shelf-stable, evaporated, or dried (i.e., powder); cultured (e.g., buttermilk, acidophilus); calcium fortified; lactose-reduced and lactose-free; or UHT pasteurized. These alternatives may be included on the WIC food list and available to all WIC participants, or listed as available "only if specified on check." The prevalence of each milk alternative is shown in Table 8.

Lactose-reduced and/or lactose-free milk is available in all SAs and is most commonly allowed in quart containers (73 percent of SAs, representing 84 percent of all participants). Only eight percent of SAs require lactose-reduced/lactose-free milk to be purchased in gallon sizes; 16 percent require half-gallon sizes; and two percent require half-gallon or gallon sizes.

Among other alternatives to fluid cow's milk, dry milk and evaporated milk are the most commonly available options. Seventy-four percent of SAs authorize dry milk and 70 percent authorize evaporated milk; these SAs enroll 91 and 83 percent of all WIC participants, respectively. Acidophilus is authorized by 46 percent of SAs, representing 25 percent of WIC participants. Less frequently authorized alternatives include buttermilk (29 percent of SAs), UHT milk (26 percent), goat's milk (26 percent), flavored milk (16 percent), and calcium-fortified milk (9 percent). Only one SA—Montana—authorizes organic milk (data not shown).

Cheese

As discussed above, a maximum of one pound of cheese may be substituted for fluid milk in Food Packages IV through VII. Fully breastfeeding women receive one pound of cheese in addition to any cheese substituted for milk, for a maximum of two pounds of cheese. Maximum cheese amounts were reduced by the Interim Rule; previously, up to four pounds of cheese could be obtained through substitution for fluid milk.

Table 9 shows the prevalence of cheese varieties, package sizes, and forms of cheese included on FY2010 WIC food lists. Cheddar is the most commonly allowed variety of cheese, authorized by all SAs except two small ITOs. The next most common varieties are Mozzarella (96 percent of SAs), Colby (91 percent) and Monterey Jack (89 percent). Nearly three-quarters of SAs (73

²⁵ SAs may also authorize cheese as a milk substitute. The types of cheese offered on WIC food lists are discussed in the next section.

Table 9. Cheese Authorized by WIC State Agencies, October 2009

	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
Most common types or varieties							
American	38	74.5	28	71.8	66	73.3	66.5
Brick	5	9.8	6	15.4	11	12.2	10.6
Cheddar	51	100.0	37	94.9	88	97.8	100.0
Colby	45	88.2	37	94.9	82	91.1	89.2
Monterey Jack	44	86.3	36	92.3	80	88.9	89.2
Mozzarella	50	98.0	36	92.3	86	95.6	96.8
Muenster	17	33.3	14	35.9	31	34.4	29.2
Provolone	12	23.5	6	15.4	18	20.0	22.5
Swiss	28	54.9	19	48.7	47	52.2	42.6
Number of varieties							
2-3	4	7.8	2	5.1	6	6.7	7.3
4-5	20	39.2	16	41.0	36	40.0	51.3
6-7	18	35.3	16	41.0	34	37.8	21.3
8-9	9	17.6	4	10.3	13	14.4	20.0
Package size							
Less than 16 oz allowed	26	51.0	17	43.6	43	47.8	44.3
16 oz only	17	33.3	10	25.6	27	30.0	30.7
16 or 32 oz	5	9.8	5	12.8	10	11.1	15.2
Not specified	3	5.9	7	17.9	10	11.1	9.8
Other allowed forms							
<i>Deli</i>							
Yes	3	5.9	3	7.7	6	6.7	7.4
No	39	76.5	24	61.5	63	70.0	80.5
Not specified	9	17.6	12	30.8	21	23.3	12.1
<i>Sliced</i>							
Any variety	27	52.9	21	53.8	48	53.3	53.3
Any variety, incl. indiv wrapped	1	2.0	—	—	1	1.1	0.3
American, not indiv wrapped	10	19.6	1	2.6	11	12.2	16.2
American, indiv wrapped	1	2.0	1	2.6	2	2.2	0.3
Not allowed	14	27.5	6	15.4	20	22.2	28.1
Not specified	1	2.0	10	25.6	11	12.2	0.7
<i>Shredded</i>							
Yes	1	2.0	—	—	1	1.1	0.8
Not specified	50	98.0	39	100.0	89	98.9	99.2
<i>String</i>							
Yes	11	21.6	9	23.1	20	22.2	31.9
No	40	78.4	29	74.4	69	76.7	68.1
<i>Fat free</i>							
Yes	13	25.5	3	7.7	16	17.8	32.5
No	5	9.8	—	—	5	5.6	5.2
Not specified	33	64.7	36	92.3	69	76.7	62.3
<i>Low cholesterol</i>							
Yes	9	17.6	2	5.1	11	12.2	18.1
No	4	7.8	—	—	4	4.4	21.3
Not specified	38	74.5	37	94.9	75	83.3	60.6
<i>Low sodium</i>							
Yes	16	31.4	5	12.8	21	23.3	44.2

See footnotes at end of table.

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Table 9 (continued)

	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
Other allowed forms							
No	3	5.9	—	—	3	3.3	5.0
Not specified	32	62.7	34	87.2	66	73.3	50.8

— Value is zero.

percent) authorize American cheese and one-half of SAs authorize Swiss cheese. Less commonly authorized varieties of cheese include Muenster (34 percent of SAs), Provolone (20 percent) and Brick (12 percent). Marbled or blended cheeses are allowed by 28 percent of SAs (data not shown). Forty percent of SAs authorize four or five varieties of cheese. Thirty eight percent of SAs authorize 6-7 varieties and 14 percent authorize 8-9 varieties.

Only two quantities of cheese may be included in WIC food packages: one pound of cheese as a milk substitute; or two pounds in Food Package VII, if one pound is obtained as a milk substitute. Thirty percent of SAs allow cheese to be purchased only in 16 ounce (one pound) package sizes. Forty eight percent of SAs allow participants to purchase multiple packages of less than 16 ounces that sum to the full prescription; 11 percent allow only 16 or 32 ounce packages and 11 percent do not specify package size(s) on the food list.

All SAs authorize purchase of cheese in block form. In addition to block cheese, sliced cheese is the most commonly allowed form, with 69 percent of SAs allowing some form of sliced cheese. As shown in Table 9, some SAs allow any variety of cheese to be purchased as slices, while other SAs restrict sliced cheese to American and specify “individually wrapped” or “not individually wrapped.” String cheese is allowed by 22 percent of SAs, but shredded cheese is allowed by only one SA (Iowa).

According to Federal regulations, “cheeses that are labeled low, free, reduced, less or light in the nutrients of sodium, fat or cholesterol are WIC-eligible.” These specifications are included in fewer than half of SA food lists: low-fat (47 percent), low-sodium (23 percent), fat-free (18 percent), and low-cholesterol (12 percent). Most SAs neither allow nor disallow these low- or light nutrient forms of cheese; only nine percent of SAs explicitly disallow low-fat cheese and fewer than five percent of SAs explicitly disallow the other low/light options.

Eggs

The Interim Rule reduced quantities of eggs from 2 or 2.5 dozen eggs per month to a maximum of one dozen eggs per month for Food Packages IV-VI and 2 dozen for Food Package VII (fully breastfeeding women).

SA food lists typically specify the size of eggs that may be purchased (small, medium, large, extra-large) and may specify the grade of eggs. Most commonly (40 percent of SAs, representing 54 percent of all WIC participants) large eggs are authorized (Table 10). Twenty-seven percent of SAs authorized medium and large eggs and 21 percent of SAs authorized small, medium and large eggs.

Table 10. Eggs Authorized by WIC State Agencies, October 2009

	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
Size							
Any size	1	2.0	3	7.7	4	4.4	1.5
Small, Medium, Large	10	19.6	9	23.1	19	21.1	25.7
Medium, Large	13	25.5	11	28.2	24	26.7	14.8
Large only	25	49.0	11	28.2	36	40.0	53.9
Other	1	2.0	3	7.7	4	4.4	0.9
Not specified	1	2.0	2	5.1	3	3.3	3.2
Grade							
Grade A only	12	23.5	4	10.3	16	17.8	17.6
Grade AA only	1	2.0	2	5.1	3	3.3	0.8
Both	14	27.5	17	43.6	31	34.4	27.7
Not specified	24	47.1	16	41.0	40	44.4	53.9
Other Specifications							
Brown eggs							
Yes	11	21.6	6	15.4	17	18.9	15.5
No	36	70.6	22	56.4	58	64.4	77.2
Not specified	4	7.8	11	28.2	15	16.7	7.3
Half dozen							
Yes	1	2.0	1	2.6	2	2.2	0.3
No	36	70.6	21	53.8	57	63.3	69.9
Not specified	14	27.5	17	43.6	31	34.4	29.8

Among SAs specifying the grade of eggs, most allow Grade A and Grade AA; however, 44 percent of SAs, representing over half of all WIC participants, do not specify a grade of eggs on the food list.

Only 19 percent of SAs specifically authorize the purchase of brown eggs. Another 17 percent of SAs do not specify white or brown eggs.

Approximately one-third of SAs (34 percent) do not specify a package size for eggs. However, more than 60 percent of SAs (63 percent) explicitly disallow half-dozen packages. Half-dozen packages are authorized by only one state (Alaska) and one ITO.

Legumes

The Interim Rule included several changes for legume prescriptions. Canned beans are now allowed as a substitute for dry beans in all food packages for women and children. Prior to the Interim Rule, canned beans were allowed only for WIC participants who lacked cooking facilities. In addition, SAs have flexibility in tailoring individual food packages to include different combinations of canned beans, dry beans, and peanut butter. Table 6 in Chapter 2 presented information about legume and peanut butter combinations adopted by WIC agencies.

Quantities of legumes were not changed for children (Food Package IV), who receive 1 pound of dry beans (or 64 ounces of canned) and 18 oz of peanut butter. These same quantities were added to Food Package VI (postpartum women), which did not previously include legumes. Quantities of

legumes were increased in Food Packages V and VII (pregnant, partially breastfeeding and fully breastfeeding women) to include both one pound of beans and 18 oz of peanut butter.

Dry and Canned Beans

Federal regulations describe mature legumes as any type of mature dry beans, peas, or lentils in dry-packaged or canned forms. Examples include but are not limited to black beans (“turtle beans”), black eyed peas (cowpeas of the blackeye variety, “cow beans”), garbanzo beans (chickpeas), great northern beans, kidney beans, lima beans (“butter beans”), navy beans, pinto beans, soybeans, split peas, and lentils. All categories exclude soups. Canned beans may not contain added sugars, fats, oils or meat and may be regular or lower in sodium content. Baked beans may be provided for participants with limited cooking facilities. (Paragraph is from 7 CFR246.10 Table 4).

In FY2010, WIC food lists for the majority (78 percent) of SAs included the general guidelines of Federal regulations, stating that participants may purchase “any variety of plain beans or peas.” Fewer than a quarter of SAs (22 percent) specified varieties of beans. Nine percent of SAs specified 3-5 varieties, seven percent specified 6-8 varieties and seven percent specified more than eight varieties. Pinto beans and black beans were most commonly specified. Garbanzo, great northern, kidney, lima, navy, red and black eyed peas were less commonly specified —by only 10-13 percent of all SAs. Only two ITOs allow pink beans. Organic beans are allowed by only four SAs (California, Minnesota, Washington and the Pueblo of Zuni (NM)), enrolling 19 percent of WIC participants (data not shown).

In FY2010, most SAs (77 percent) authorized dry beans and peas in one-pound packages only. Twelve percent of SAs authorized packages of less than one pound and only two percent of SAs authorized two-pound packages.

In FY2010, more than three-quarters (77 percent) of SAs authorized canned beans (Table 11). Most of the SAs that authorize canned beans (64 percent) do not restrict participants’ choices with regard to variety of plain beans or peas. Among the 23 percent of SAs that list only specific varieties of canned beans, the authorized varieties are generally the same varieties allowed for dry beans. The majority (59 percent) of SAs do not mention baked beans on their food lists. Baked beans are explicitly disallowed by 34 percent of SAs and are authorized by seven percent of SAs.²⁶ Similarly, the majority of SAs (72 percent) do not mention refried beans on their food lists. Refried beans are explicitly disallowed by 17 percent of SAs and are authorized by 11 percent of SAs. Food lists of most SAs (61 percent) do not mention low-sodium beans, although 13 percent of SAs, representing 24 percent of WIC participants, explicitly allow low-sodium beans.

As noted earlier, 64 ounces of canned beans may be substituted for 1 pound of dry beans. Most SAs allow canned beans in sizes smaller than 16 oz, to account for variations in container sizes available in the marketplace (Table 11).

²⁶ Foods that are available to limited populations, such as baked beans for participants with limited cooking facilities, may or may not appear on the food list. These foods may be explicitly disallowed “unless specified on check” with allowed brands and package sizes listed for those who have these items listed on a check. Only six SAs (7%) list baked beans on the food list, but 56 SAs reported special provisions for participants who lack cooking facilities (Chapter 2).

Table 11. Dry and Canned Beans Authorized by WIC State Agencies, October 2009

	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
Dry Beans and Peas							
Type or variety							
Any variety of plain beans or peas	41	80.4	29	74.4	70	77.8	78.3
<i>Most common types specified</i>							
Black beans	8	15.7	7	17.9	15	16.7	19.9
Garbanzo beans	6	11.8	6	15.4	12	13.3	7.0
Great Northern beans	4	7.8	6	15.4	10	11.1	2.0
Kidney beans	7	13.7	6	15.4	13	14.4	6.6
Lima beans	4	7.8	5	12.8	9	10.0	4.9
Navy beans	7	13.7	6	15.4	13	14.4	16.6
Pink beans	—	—	2	5.1	2	2.2	2.1
Pinto beans	8	15.7	10	25.6	18	20.0	20.0
Red beans	4	7.8	5	12.8	9	10.0	4.1
Blackeyed peas	5	9.8	7	17.9	12	13.3	6.7
<i>Number of varieties specified</i>							
3 to 5	3	5.9	5	12.8	8	8.9	14.2
6 to 8	3	5.9	3	7.7	6	6.7	4.8
More than 8	4	7.8	2	5.1	6	6.7	2.0
Package size							
One pound only	38	74.5	28	71.8	66	73.3	80.9
Less than 1 lb. allowed	6	11.8	5	12.8	11	12.2	5.1
2 lbs. allowed	2	3.9	—	—	2	2.2	1.3
Not specified	5	9.8	6	15.4	11	12.2	12.7
Canned Beans							
Canned beans are authorized	37	72.5	32	82.1	69	76.7	71.3
Type or variety							
Any variety	24	47.1	20	51.3	44	48.9	56.9
Varieties are specified ¹	14	27.5	13	33.3	27	30.0	16.6
<i>Other allowed types</i>							
Baked beans							
Yes	3	5.9	3	7.7	6	6.7	5.9
No	22	43.1	9	23.1	31	34.4	47.9
Not specified	12	23.5	20	51.3	32	35.6	17.5
Refried beans, fat free							
Yes	8	15.7	2	5.1	10	11.1	6.7
No	12	23.5	3	7.7	15	16.7	25.1
Not specified	17	33.3	27	69.2	44	48.9	39.6
Low sodium beans							
Yes	8	15.7	4	10.3	12	13.3	23.8
No	2	3.9	—	—	2	2.2	1.8
Not specified	27	52.9	28	71.8	55	61.1	45.7
Package size							
16 oz only	6	11.8	4	10.3	10	11.1	7.6
Less than 16 oz allowed	29	56.9	24	61.5	53	58.9	54.7
Not specified	2	3.9	4	10.3	6	6.7	9.1

¹ When specified, varieties of canned beans are generally the same as the varieties specified for dry bean.

— Value is zero.

Peanut Butter

WIC provides peanut butter as an alternative to dry or canned beans (Food Packages IV and VI) or in addition to dry or canned beans (Food Packages V and VII). Peanut butter is generally available in three varieties defined by the amount of chopped peanuts added at the end of the manufacturing process: creamy (or smooth); crunchy (chunky); and extra crunchy (super chunky). In addition, natural or old fashioned peanut butter is made without adding hydrogenated oils. Federal regulations allow “peanut butter and reduced fat peanut butter (must conform to FDA Standard of Identity (21 CFR 164.150)); creamy or chunky, regular or reduced fat, salted or unsalted.”

Almost all SAs authorize creamy (97 percent) and crunchy (92 percent) varieties of peanut butter. Forty one percent of SAs authorize extra crunchy peanut butter and 37 percent authorize natural peanut butter. Most SAs authorize between two and four varieties of peanut butter. More than one-third of SAs (36 percent) provide a choice between creamy or crunchy. Roughly equivalent proportions of SAs (about 20 percent) allow a choice between three varieties (creamy, crunchy, and extra crunchy) or four varieties (all three of the preceding varieties plus natural peanut butter). Finally, 16 percent of SAs allow a choice between creamy, crunchy or natural peanut butter (Table 12).

Sixteen percent of SAs authorize reduced-fat peanut butter. Roughly one quarter of SAs (covering 40 percent of all WIC participants) allow low-sodium peanut butter and 19 percent of SAs (covering 30 percent of WIC participants) allow low-sugar peanut butter. Organic peanut butter is not allowed by any SA and is explicitly disallowed by 62 percent of SAs (data not shown). Fortified peanut butter and fresh ground peanut butter are each allowed in one SA, while these product forms are each explicitly disallowed by 21 percent of SAs (data not shown). Approximately half of all SAs (48 percent) allow only 18 oz packages of peanut butter; 47 percent allow sizes less than 18 oz, and six percent of SAs do not specify package sizes.

Product Brands Authorized for Milk, Cheese, Eggs, Legumes and Milk Substitutes

As noted at the beginning of this chapter, milk, cheese, eggs, and legumes may be considered staple or commodity foods for which there is little brand name product differentiation. Soy-based beverages and tofu (milk substitutes) are branded products that currently have limited availability under generic brands; peanut butter is a branded product also available under generic brands. Generic brands may include store brands and private labels, which are generally less expensive than national brands.

The nature of milk, cheese, eggs, and beans as commodity items is reflected in the brand specifications on WIC food lists. Many SAs specify “any brand” of these foods on their WIC food list (Table 13). Some SAs require WIC participants to purchase the least expensive brand, defined as the least expensive product on the shelf at the time of purchase, for the size and type selected. Texas requires selection of “least expensive” in most food categories and also provides “not to exceed (NTE)” dollar values on the food list. Some SAs require store brand or private label items, although this is sometimes listed as “store brand preferred.” In the milk, cheese, egg, and legume categories, few SAs authorize specific national or regional brands, with the exception of soy-based beverages and tofu.

Table 12. Peanut Butter Varieties and Package Sizes Authorized by WIC State Agencies, October 2009

	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
Type or variety							
Creamy / smooth	50	98.0	37	94.9	87	96.7	99.8
Crunchy / chunky	48	94.1	35	89.7	83	92.2	94.6
Extra crunchy / super chunky	21	41.2	16	41.0	37	41.1	57.9
Natural / Old fashioned	19	37.3	14	35.9	33	36.7	44.2
Not specified	—	—	2	5.1	2	2.2	0.0
Combinations of allowed types							
Creamy only	2	3.9	2	5.1	4	4.4	5.2
Natural only	1	2.0	—	—	1	1.1	0.2
Creamy or Crunchy	19	37.3	13	33.3	32	35.6	27.0
Creamy, Crunchy, or Natural	8	15.7	6	15.4	14	15.6	9.7
Creamy, Crunchy, or Extra Crunchy	11	21.6	8	20.5	19	21.1	23.6
All four types	10	19.6	8	20.5	18	20.0	34.3
Not specified	—	—	2	5.1	2	2.2	0.0
Package size							
18 oz only	22	43.1	21	53.8	43	47.8	38.9
Less than 18 oz allowed	27	52.9	15	38.5	42	46.7	52.1
Not specified	2	3.9	3	7.7	5	5.6	9.0
Other allowed specifications							
Reduced fat							
Yes	7	13.7	7	17.9	14	15.6	16.3
No	26	51.0	3	7.7	29	32.2	60.7
Not specified	18	35.3	29	74.4	47	52.2	23.0
Low sodium							
Yes	16	31.4	7	17.9	23	25.6	40.0
No	5	9.8	—	—	5	5.6	8.3
Not specified	30	58.8	32	82.1	62	68.9	51.7
Low sugar							
Yes	11	21.6	6	15.4	17	18.9	29.8
No	4	7.8	—	—	4	4.4	6.6
Not specified	36	70.6	33	84.6	69	76.7	63.6

— Value is zero.

NOTE: Organic peanut butter is not allowed in any state and is explicitly disallowed in 56 States. Fortified peanut butter and fresh ground peanut butter are each allowed in one State, while these product forms are each explicitly disallowed in 19 States.

Table 13. Product Brands Authorized for Milk, Cheese, Eggs, Legumes, and Milk Substitutes, October 2009

	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
Milk (Fluid cow's milk)							
Any brand	19	37.3	17	43.6	36	40.0	41.9
Least expensive	23	45.1	13	33.3	36	40.0	46.6
Store brand or private label only ...	9	17.6	5	12.8	14	15.6	11.5
Specific brands allowed	—	—	1	2.6	1	1.1	0.1
Not reported	—	—	3	7.7	3	3.3	0.0
Cheese							
Any brand	27	52.9	17	43.6	44	48.9	49.3
Least expensive	14	27.5	10	25.6	24	26.7	36.7
Store brand or private label only ...	9	17.6	4	10.3	13	14.4	13.6
Specific brands allowed	1	2.0	5	12.8	6	6.7	0.4
Not reported	—	—	3	7.7	3	3.3	0.1
Eggs							
Any brand	32	62.7	25	64.1	57	63.3	67.8
Least expensive	14	27.5	11	28.2	25	27.8	25.2
Store brand or private label only ...	5	9.8	—	—	5	5.6	7.0
Specific brands allowed	—	—	1	2.6	1	1.1	0.0
Not reported	—	—	2	5.1	2	2.2	0.0
Dry beans/peas							
Any brand	41	80.4	34	87.2	75	83.3	77.2
Least expensive	4	7.8	—	—	4	4.4	13.6
Store brand or private label only ...	5	9.8	1	2.6	6	6.7	6.9
Specific brands allowed	—	—	4	10.3	4	4.4	2.1
Not reported	1	2.0	—	—	1	1.1	0.2
Canned beans							
Any brand	28	54.9	21	53.8	49	54.4	56.7
Least expensive	2	3.9	—	—	2	2.2	1.9
Store brand or private label only ...	1	2.0	—	—	1	1.1	3.3
Specific brands allowed	8	15.7	12	30.8	20	22.2	13.1
Not applicable	12	23.5	5	12.8	17	18.9	24.9
Not reported	—	—	1	2.6	1	1.1	0.1
<i>Number of specific brands allowed</i>							
One	3	5.9	1	2.6	4	4.4	3.4
Two	2	3.9	3	7.7	5	5.6	1.9
Three or more	3	5.9	8	20.5	11	12.2	7.8
Peanut butter							
Any brand	38	74.5	31	79.5	69	76.7	81.9
Least expensive	4	7.8	1	2.6	5	5.6	5.1
Store brand or private label only ...	7	13.7	—	—	7	7.8	10.5
Specific brands allowed	2	3.9	6	15.4	8	8.9	2.5
Not reported	—	—	1	2.6	1	1.1	0.0

See footnotes at end of table.

Table 13. (continued)

	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
Soy beverages							
Any brand	—	—	1	2.6	1	1.1	0.0
Least expensive	—	—	6	15.4	6	6.7	0.2
Store brand or private label only ...	1	2.0	—	—	1	1.1	1.7
Specific brands allowed	36	70.6	20	51.3	56	62.2	69.3
Not applicable	13	25.5	10	25.6	23	25.6	27.9
Not reported	1	2.0	2	5.1	3	3.3	0.9
<i>Number of specific brands allowed</i>							
One	16	31.4	9	23.1	25	27.8	33.3
Two	18	35.3	7	17.9	25	27.8	33.8
Three	2	3.9	4	10.3	6	6.7	0.9
Tofu							
Any brand	2	3.9	2	5.1	4	4.4	7.9
Least expensive	1	2.0	—	—	1	1.1	11.3
Specific brands allowed	23	45.1	8	20.5	31	34.4	42.8
Not applicable	25	49.0	29	74.4	54	60.0	38.0
<i>Number of specific brands allowed</i>							
One	7	13.7	1	2.6	8	8.9	10.3
Two	6	11.8	6	15.4	12	13.3	6.8
Three or more	11	21.6	1	2.6	12	13.3	37.0

— Value is zero. NTE = Not to exceed. Categories that do not apply to a food group in any State are not shown under that food group.

Forty percent of SAs allow any brand of milk, while another 40 percent authorize the least expensive brand (Table 13). Another 16 percent of SAs authorize only generic brands (store brand or private label). The Northern Mariana Islands authorizes only specific brands of UHT packaged milk; while 3 ITOs do not provide guidance with respect to milk brands.

For eggs, cheese, and all types of legumes, the majority of SAs allow participants to purchase any brand. However, the SAs allowing any brand vary across food category, accounting for 49 percent of WIC participants (cheese) to 82 percent of WIC participants (peanut butter) (Table 13). The percentage of WIC participants in SAs requiring least expensive brands is 37 percent for cheese, 25 percent for eggs, 14 percent for dry beans, 2 percent for canned beans, and 5 percent for peanut butter. The least expensive requirement is least likely to be used for canned beans and peanut butter, which are characterized by product differentiation.²⁷

With the exception of Montana, which lists specific brands of cheese including store brands, none of the 50 States or the District of Columbia limit purchases of milk, cheese, or eggs to specific brands. Several ITOs list a limited number of brands for these food categories. Specific brands are more likely to be listed on the food list for canned beans and peanut butter, although only 13

²⁷ The percentage of SAs requiring least expensive canned beans, among agencies authorizing canned beans, is 2.7 percent.

percent and three percent of WIC participants are in SAs that list specific brands in these categories, respectively.

Compared to the wide choice available for other products, SAs allow less brand selection for soy beverages and tofu. This likely reflects the fact that some soy beverage and tofu products do not meet the nutrient requirements for WIC authorization. Eighty-four percent of the 67 SAs that authorize soy-based beverages permit only specific brands. Of these, approximately 45 percent allow one brand, another 45 percent allow two brands, and the remaining 10 percent allow three brands. Among the 40 percent of SAs that offer tofu, 86 percent permit only specific brands. Of these, 26 percent allow only one brand of tofu, 39 percent allow two brands, and another 39 percent allow three or more brands.

B. Branded Food Products—Juice, Breakfast Cereals, Infant Foods, and Whole Grains

Branded food products are discussed separately from commodity or staple foods because they are presented differently on WIC food lists. Juice and breakfast cereals are available as both national brand products and as generally lower priced generics (store brands and private labels). Infant foods are available from a small number of national brand manufacturers. Whole grains include a mix of branded items (bread, buns/rolls, and tortillas) and commodity items (brown rice, oats, barley and bulgur). These food categories typically require more space on the WIC food list, compared with the commodity items discussed in the previous section of this chapter, and many SAs provide pictures of food products to make it easier for WIC participants to identify authorized products.

Juice

The WIC program provides 100% unsweetened fruit juice or vegetable juice in Food Packages IV through VII (children and all women). According to Federal regulations, juice must contain at least 30 milligrams (mg) of vitamin C per 100 milliliters (mL) of juice.²⁸ Juice may be fresh, from concentrate, frozen, canned, or shelf-stable. Vegetable juice may be regular or lower in sodium.

The Interim Rule eliminated juice from Food Package II for older infants. For children and women, maximum juice prescriptions were reduced by about half: from 276 fluid ounces to 128 and 144 fluid ounces, respectively, for Food Packages IV and V; from 192 to 96 fluid ounces for Food Package VI; and from 322 to 144 fluid ounces for Food Package VII. Prior to the Interim Rule, Federal regulations specified different juice quantities for fluid juice and reconstituted juice, to account for available package sizes; the Interim Rule includes one specification of fluid ounces of juice which may be obtained through combinations of single-strength and concentrated juice.

Juice flavors

Table 14 shows the flavors, brands, and package sizes of juice authorized by SAs following implementation of the Interim Rule. This table shows the most common single flavor juices on WIC food lists. All SAs offer apple and grape juice; nearly all SAs offer white grape and orange juice; and over 90 percent WIC participants reside in SAs that offer grapefruit and pineapple juice.

²⁸ With the exception of 100 percent citrus juices, State agencies must verify the vitamin C content of all State-approved juices (7CFR246.10).

Table 14. Juice Flavors, Brands, and Package Sizes on WIC Food Lists, October 2009

	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
Single flavors							
Apple	51	100.0	39	100.0	90	100.0	100.0
Cranberry	21	41.2	24	61.5	45	50.0	45.8
Grape	51	100.0	39	100.0	90	100.0	100.0
White grape	49	96.1	38	97.4	87	96.7	98.1
Grapefruit	42	82.4	34	87.2	76	84.4	90.6
Orange	49	96.1	39	100.0	88	97.8	98.6
Pineapple	46	90.2	38	97.4	84	93.3	95.8
Tomato	32	62.7	29	74.4	61	67.8	61.7
Vegetable	36	70.6	28	71.8	64	71.1	76.7
<i>All 9 single flavors authorized</i>							
Yes	12	23.5	18	46.2	30	33.3	28.2
No	39	76.5	21	53.8	60	66.7	71.8
Blended flavors							
<i>Any blends authorized</i>							
Yes	37	72.5	36	92.3	73	81.1	81.5
No	14	27.5	3	7.7	17	18.9	18.5
<i>Flavor blends</i>							
Apple blends	5	9.8	12	30.8	17	18.9	20.4
Cranberry blends	8	15.7	15	38.5	23	25.6	26.8
Grape blends	28	54.9	29	74.4	57	63.3	44.6
Orange blends	22	43.1	27	69.2	49	54.4	66.7
Pineapple blends	13	25.5	11	28.2	24	26.7	36.6
Any Juicy Juice flavor	24	47.1	22	56.4	46	51.1	39.7
Types of brands							
Any brand	35	68.6	28	71.8	63	70.0	71.1
Least expensive	7	13.7	1	2.6	8	8.9	23.8
Store brands or private labels	39	76.5	35	89.7	74	82.2	65.9
Name brands	46	90.2	34	87.2	80	88.9	69.4
Package types							
<i>Concentrate</i>							
Frozen (10 to 12 oz)	48	94.1	39	100.0	87	96.7	95.7
Frozen (16 oz)	9	17.6	5	12.8	14	15.6	42.5
Shelf-stable	26	51.0	14	35.9	40	44.4	55.5
Canned juice	17	33.3	11	28.2	28	31.1	26.1
<i>Bottled juice</i>							
46 to 48 oz bottles	16	31.4	12	30.8	28	31.1	43.6
64 oz bottles	48	94.1	36	92.3	84	93.3	98.2
Refrigerated juice	18	35.3	19	48.7	37	41.1	46.8
<i>Authorized packaging varies for women and children</i>							
Yes	13	25.5	2	5.1	15	16.7	13.3
No	38	74.5	37	94.9	75	83.3	86.7

Other juices are less common on WIC food lists. The percentages of WIC participants in SAs offering vegetable juice, tomato juice, and cranberry juice are 77 percent, 62 percent, and 46 percent, respectively. One-third of SAs authorize all nine of the most common single flavor juices, while others authorize a subset of those flavors.

Most SAs (81 percent) also authorize blended juice flavors. As listed in Table 14, each type of blend, for example, white grape blend, may represent one or more different flavors (e.g., white grape raspberry, white grape peach, white grape cranberry). Most WIC participants (82 percent) are enrolled in SAs that offer blended flavors, with orange and grape blends being most common (offered to 67 and 45 percent of participants, respectively).²⁹ On average, WIC participants are authorized to obtain 7.7 single juice flavors and 2.4 flavor blends, for a total of over 10 choices (Table 15).

Table 15. Average Number of Juice Flavors on WIC Food Lists, October 2009: Overall and By Type of Package and Brand

	States	ITOs & Territories	All WIC State Agencies ¹
Average number of authorized flavors			
Single flavors	7.4	7.9	7.7
Flavor blends	2.0	3.0	2.4
Total	9.4	10.9	10.0
Average number of flavors by brand type			
Any brand	2.4	3.1	4.4
Least expensive	0.9	0.0	2.0
Store brands and private labels	4.0	7.1	3.3
Name brands	7.7	8.7	6.0
Average number of flavors by package type			
Frozen, 10 to 12 oz	7.1	8.8	7.4
Frozen, 16 oz	1.0	1.3	2.5
Shelf-stable concentrate	2.4	1.9	3.2
Cans	2.7	2.4	2.5
Bottles, 46 to 48 oz	2.4	2.6	3.8
Bottles, 64 oz	8.1	10.4	9.9
Refrigerated	0.9	1.8	1.1

¹ Average for all agencies is weighted by participation in the Supplemental Nutrition Program for Women, Infants, and Children in each state.

WIC food lists typically specify different product brands and different package sizes for different flavors of juice. Many SAs allow “any brand” for citrus juices (orange, grapefruit, and pineapple), but only specific brands for non-citrus juices. “Any brand” is usually not allowed for non-citrus juice because Federal regulations require “With the exception of 100 percent citrus juices, State agencies must verify the vitamin C content of all State-approved juices.” Other differences in brands and package sizes for different flavors may be due to differences in product availability or cost considerations.

²⁹ Table 14 lists “Any Juicy Juice flavor” as a separate flavor option because this is the way that SAs list the option on food lists. Juicy Juice offers 100% fruit juice in the following flavors: apple, berry, cherry, grape, mango, punch, tropical, white grape, apple raspberry, kiwi strawberry, strawberry banana, and orange tangerine.

Juice brands

Table 14 summarizes the brands of juices allowed on WIC food lists. The categories are not mutually exclusive. Seventy percent of SAs allow “any brand” for at least some types of juice; over 80 percent of SA allow both name brands (89 percent) and store brands or private labels (82 percent) for some juices. Nine percent of SAs, representing nearly one-fourth of WIC participants, require purchase of the least expensive brand for some types of juice (generally citrus juices).

The average numbers of flavors by brands are shown in Table 15. On average, WIC participants may obtain 4.4 flavors in “any brand,” 2 flavors are subject to least expensive restrictions, store brands or private labels may be purchased for 3.3 flavors, and 6 flavors are available as national brands.

Juice package sizes

As noted above, juice may be fresh, from concentrate, frozen, canned, or shelf-stable. In most States, WIC participants may choose combinations of single-strength and concentrated juice packages that sum to their maximum prescription. After implementation of the Interim Rule, which decreased allowed juice quantities, the most commonly authorized package sizes for juice were small sizes of frozen concentrate (97 percent of SAs) and 64 oz bottles (93 percent of SAs).³⁰ Forty-one percent of SAs include refrigerated juice on their food list, although some specify that refrigerated juice is available “only if listed on check.”

Table 15 shows the average number of flavors authorized on WIC food lists in each type of packaging. Small frozen concentrate and 64 ounce bottles provide the greatest flavor variety with 7.4 and 9.9 flavors each. These numbers reflect the authorization of flavors by type of packaging on WIC food lists, and not necessarily the variety of flavors available in these packages in the marketplace.³¹

As discussed in Chapter IV, there are significant differences in allowed packages sizes for juice pre- and post-implementation of the Interim Rule. This is because SAs authorize package sizes that sum to the reduced maximum quantities provided in the revised food packages. In 17 percent of SAs, allowed package sizes for juice vary for women and children because the quantities of juice specified for these two categories of participants in the revised food packages are not equally divisible by the same package sizes. Food Package IV provides 128 ounces of juice for children, which is best met through purchase of two 64 oz bottles or two 16 oz frozen concentrates. Food Packages V-VII, on the other hand, provide 96 and 144 ounces of juice to women, which is best met through purchase of two and three 48 ounce containers or 12 oz frozen concentrates, respectively.

³⁰ For tabulation, we grouped together SAs that authorize only 12 ounce frozen concentrate and SAs that authorize 10 or 11.5 ounce frozen concentrate, or any size in the range of 10 to 12 ounces. Similarly, we grouped SAs that authorize only 46 ounce bottles, only 48 ounce bottles, or both 46 and 48 ounce bottles.

³¹ As discussed in Chapter IV, there was a clear trend away from authorizing small containers of frozen concentrate, cans of juice, and small bottles. Thus, the availability of these packages on the October 2009 food lists may reflect limited availability of other package types in some areas.

Breakfast Cereals

The Interim Rule significantly changed Federal regulations for approved breakfast cereals. Prior to the Interim Rule, cereals were defined as “cereal (hot or cold) which contains a minimum of 28 milligrams of iron per 100 grams of dry cereal and not more than 21.2 grams of sucrose and other sugars per 100 grams of dry cereal (6 grams per ounce).”

The Interim Rule retained the minimum iron and maximum sugar content for approved cereals; refined the definition of cereals as “ready-to-eat and instant and regular hot cereals; and further stipulated that “at least half of the cereals authorized on a State agency’s food list must have whole grain as the primary ingredient by weight AND meet labeling requirements for making a health claim as a whole-grain food with moderate fat content.”³²

Prescribed quantities of breakfast cereals in Food Packages IV through VII were unchanged and remained at 36 ounces of cereal per WIC participant per month.

Counts of Cereals on WIC Food Lists and Identifying Whole-Grain Cereals

There is considerable product differentiation in the breakfast cereal market, with both national brands and generics (store brands and private labels) widely available.³³ SAs must ensure that approved breakfast cereals meet Federal nutrient requirements. Consequently, WIC food lists specify approved breakfast cereals by brand and product name.

Characterizing the breadth of cereal options available across SAs was a challenge. While national brand cereals are widely available, equivalent generic cereals may appear as different store brands and private labels. For example, we wanted to “count” generic Corn Flakes as a single option in all SAs where available, regardless of the number of store brand and private labels that carry Corn Flakes. The reasoning is that a WIC participant typically has a choice of only one generic Corn Flakes in any given store, while the number of store brands in a given State depends on the size of the State and/or the number of different store chains in the State. Similarly, a single type of cereal may have different names under different generic labels, for example, Crispy Rice, Crisp Rice, Crisped Rice, and Scrunchy Crisp Rice. To get an accurate picture of the number of different types of cereal available to WIC participants, these different generic label names should be counted as one cereal option.

To provide a consistent count of cereals across SAs, we identified 18 unique store brand or private label types of cereals within five categories (Table 16). We then assigned all store brand and private label cereal names to the 18 unique cereal types, and counted up to 18 varieties of store

³² Labeling requirements for whole-grain cereals are: (1) a minimum of 51% whole grains using dietary fiber as the indicator; (2) contain ≤ 1 gram of saturated fat per RACC (reference amount commonly consumed) and ≤ 20 mg cholesterol per RACC; (3) bear quantitative trans fat labeling; and (4) contain ≤ 6.5 grams total fat per RACC and ≤ 0.5 g trans fat per RACC.

³³ A store brand carries the name of the store in which it is available; for example, Kroger’s Crispy Rice, Piggly Wiggly Toasted Oats, or Food Lion Bran Flakes. Private labels may be sold in only one store (Great Value in Walmart; America’s Choice in A&P) or in multiple stores (Shurfine and Western Family).

Table 16. Equivalent Names for Store Brand and Private Label Cold Cereals

Primary Name	Other names			
Crispy / Puffed Cereals				
Crispy Corn and Rice	Crispy Hexagons Crispy Rice & Corn	Crunchy Corn & Rice Hexa	Twin Grain Crisp	
Crispy Rice	Crisp Rice Crisped Rice	Crispie Rice Puffed Rice	Scrunchy Crisp Rice	
Crispy Corn Puffs	Corn Puffs	Puffed Corn	Solar Rollers	
Flakes				
Bran Flakes (WG)	40% Bran Flakes Enriched Bran Flakes Enriched Wheat Bran Flakes	Essential Choice Bran Flakes Essentials Oat Bran Fiber Flake	High Fiber Bran Flakes Low Fat Crunchy Bran Flakes Wheat Bran Flakes	
Corn Flakes	[no alternative names]			
Multigrain Flakes	[no alternative names]			
Oat Clusters & Flakes	Bundled Oats Honey / Almonds Crispy Combos Honey & Oats Honey Crisp Medley Honey & Oat Mixers	Honey Oat Clusters Honey Oat Medley Honey Oats and Flakes Oaks & Flakes with Honey Oat Clusters & Flakes	Oats & More Oats & More with Honey Oats & More with Honey Clusters Sweet Crisp with Honey Sweet Crispy Combo Oats & Honey	
Oat Clusters & Flakes with Almonds	Honey & Oat Mixers w/ Almonds Honey Crisp Medley/Almonds Honey Oat Clusters with Almonds Honey Oats and Flakes w/ Almonds	Oats & More with Almonds and Honey Oat Clusters Oats & More with Almonds	Oats and Almonds Sweet Crisp with Almonds Sweet Crispy Combo Honey & Almond	
Wheat Flakes (WG)	[no alternative names]			
Wheat & Rice Flakes (WG)	Active Lifestyle Active Start	Eating Right Essential Choice	Essentially You Good Day	
Whole-Grain Flakes (WG)	Whole Grain 100	Whole Grain Source 100	Vital 100	
Granular				
Crunchy Nuggets (WG)	Nutty Nuggets Crunchy Wheat & Barley Krunch Nutties Krunch Nuttiest	Krunchy Nuggets Krunchy Nutties Nutnugget Nutri-Nuggets	Nutty Crunchy Wheat n Crunchy	
Shredded				
Frosted Shredded Wheat (WG)	Frosted Shredded Mini Wheat Frosted Mini-Wheats Bite-Sized Frosted Wheat Squares	Frosted Shredded Wheat Bite Size Bite-Size Frosted Shredded Wheat Frosted Wheat	Frosted Mini Wheat Biscuits Frosted Shredded Bite Size Wheats Shredded Wheat Bites - Frosted	
Toasted				
Crunchy Corn Bran	Corn Bran			
Square Shaped Corn	Corn Biscuits Corn Bitz Corn Crisps	Corn Squares Crispy Corn Crunchy Corn	Crunchy Corn Squares Square Shaped Corn Biscuits Toasted Corn	
Square Shaped Rice	Crunchy Rice Rice Biscuits Rice Bitz	Rice Crisps Rice Squares	Square Shaped Rice Biscuits Toasted Rice	
Square Shaped Wheat (WG)	Square Shaped Wheat Biscuits Toasted Wheat	Wheat Biscuits Wheat Chex	Wheat Crisps Wheat Pockets	Wheat Squares
Toasted Oats ^a (WG)	Happy Hoops Happy O's	Oats & Os Plain Type O's	Ringeeos Rollin Oats	Tasteeos

(WG) indicates whole-grain cereals.

^aThree other varieties of store brand or private label Toasted Oats are coded separately but not listed in the table because they were each available in only one State: Fruit Whirls (Puerto Rico), Multi-grain Toasted Oats (Montana), and Toasted Oats with Honey (Winnebago Tribe).

brand or private label cereal for each SA. This method provides a consistent count of the variety of cereals available to WIC participants across SAs.

Characterizing the number of whole-grain cereals on each food list was also a challenge. Following implementation of the Interim Rule, at least half of the total number of authorized cereals (cold and hot) must be whole grain. Some, but not all, SAs identified whole-grain cereals with an asterisk or other indicator on the food list. Information from these SAs was examined for consistency, inconsistencies were investigated and resolved, and these whole-grain indicators were applied to cereals on food lists of SAs that did not identify whole-grain cereals. In applying the whole-grain indicators across SAs, we assumed that store brand and private label cereals do not differ in whole-grain composition in different States or regions.

Brands of Breakfast Cereals and Number of Products on SA Food Lists

All SAs include national brand (or name brand) cold breakfast cereals on their food list, except Missouri (Table 17). National brand hot cereals are included in all but three SA food lists (Mississippi, Vermont, and Omaha Sioux (NE)). Most SAs (72 percent) authorize both national and generic brands of cold breakfast cereal; while 35 percent authorize both national and generic brands of hot breakfast cereals.

WIC participants in 91 percent of SAs (accounting for 96 percent of all WIC participants) may choose from over 16 different types of breakfast cereal when redeeming WIC benefits (Table 17). Cold cereal options are most common, with nearly all WIC participants having over 10 choices of cold cereals and one-third of participants having a choice of over 25 cold cereals. Participants in six percent of SAs are offered only one hot breakfast cereal option. However, almost half of all SAs (47 percent), which account for 32 percent of all WIC participants, offer more than six hot cereal options.

Fifty-four percent of SAs identified whole-grain cereals on their food lists (Table 18). In other SAs, participants who want to purchase whole-grain cereals must identify whole-grains cereals on their own. Based on the methods we used to identify whole-grain cereals, only 69 percent of SAs met the requirement that at least half of all approved cereals be whole grain. Most SAs (84 percent) included whole grains for at least half of the cold cereals on their food list, but whole-grain hot cereal options were limited and lowered SAs overall percentages of whole-grain cereals.

Common Breakfast Cereals on WIC Food Lists

Table 19 lists every cold breakfast cereal listed on any WIC food list as of October 2009. Cold cereals available to three-quarters or more of WIC participants include General Mills Cheerios, Regular (96 percent), Kellogg's Corn Flakes (89 percent), General Mills Kix (88 percent), Kellogg's Frosted Mini-Wheats Bite Size (77 percent) and Quaker Life, Regular (75 percent). Three of these five cereals are classified as whole-grain.

Additional whole-grain cold cereals available to over half of participants, are: General Mills Multigrain Cheerios (69 percent) and Wheat Chex (70 percent); Kellogg's Frosted Mini-Wheats Big Bite (54 percent) and Unfrosted Mini-Wheats Bite Size (70 percent); Malt-O-Meal Mini Spooners Frosted (59 percent); Post Bran Flakes (53 percent), Grape Nuts (53 percent), Grape Nuts Flakes (57 percent), and Honey Bunches of Oats, Vanilla Bunches (69 percent); Quaker Oatmeal Squares Cinnamon (53 percent) and Oatmeal Squares Hint of Brown Sugar (54 percent); and store brand Toasted Oats (64 percent).

Table 17. Types of Cereal Brands and Numbers of Breakfast Cereals on WIC Food Lists, October 2009

	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
Types of Breakfast Cereal Brands							
Cold breakfast cereals							
Name brand only	15	29.4	9	23.1	24	26.7	24.8
Store brand or private label only	1	2.0	—	—	1	1.1	1.6
Both	35	68.6	30	76.9	65	72.2	73.6
Hot breakfast cereals							
Name brand only	27	52.9	28	71.8	55	61.1	44.9
Store brand or private label only	2	3.9	1	2.6	3	3.3	1.4
Both	22	43.1	10	25.6	32	35.6	53.7
Number of Breakfast Cereals							
All breakfast cereals							
Less than 10	1	2.0	—	—	1	1.1	0.2
10 - 15	6	11.8	1	2.6	7	7.8	4.3
16 - 25	11	21.6	7	17.9	18	20.0	42.0
More than 25	33	64.7	31	79.5	64	71.1	53.5
Cold breakfast cereals							
Less than 10	2	3.9	—	—	2	2.2	0.4
10 - 15	10	19.6	6	15.4	16	17.8	27.1
16 - 25	18	35.3	11	28.2	29	32.2	39.4
More than 25	21	41.2	22	56.4	43	47.8	33.0
Hot breakfast cereals							
One	4	7.8	1	2.6	5	5.6	4.5
2 - 3	11	21.6	11	28.2	22	24.4	27.4
4 - 6	13	25.5	8	20.5	21	23.3	36.4
More than 6	23	45.1	19	48.7	42	46.7	31.8
Whole-grain breakfast cereals							
Less than 10	11	21.6	4	10.3	15	16.7	23.1
10 - 15	12	23.5	17	43.6	29	32.2	32.5
16 - 25	25	49.0	8	20.5	33	36.7	34.2
More than 25	3	5.9	10	25.6	13	14.4	10.1

— Value is zero.

Table 18. Whole-Grain Breakfast Cereals on WIC Food Lists, October 2009

	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
Are whole-grain cereals identified on the food list?							
Yes	37	72.5	12	30.8	49	54.4	78.4
No	14	27.5	27	69.2	41	45.6	21.6
Are 50 percent of cereals whole grain?							
All cereals							
Yes	36	70.6	26	66.7	62	68.9	74.4
No	15	29.4	13	33.3	28	31.1	25.6
Cold cereals							
Yes	46	90.2	30	76.9	76	84.4	84.6
No	5	9.8	9	23.1	14	15.6	15.4
Percent of Cereals that are Whole Grain							
All cereals							
Less than 45%	5	9.8	5	12.8	10	11.1	6.5
45 - 49%	10	19.6	8	20.5	18	20.0	19.1
50 - 60%	28	54.9	14	35.9	42	46.7	57.8
More than 60%	8	15.7	12	30.8	20	22.2	16.6
Cold cereals							
Less than 45%	2	3.9	3	7.7	5	5.6	0.5
45 - 49%	3	5.9	6	15.4	9	10.0	14.9
50 - 60%	29	56.9	16	41.0	45	50.0	37.8
More than 60%	17	33.3	14	35.9	31	34.4	46.8

Table 19. Cold Breakfast Cereals on WIC Food Lists, October 2009

	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
General Mills							
Cheerios, Regular (WG)	47	92.2	39	100.0	86	95.6	96.1
Cheerios, MultiGrain (WG)	38	74.5	34	87.2	72	80.0	68.8
Chex, Corn	32	62.7	29	74.4	61	67.8	42.5
Chex, MultiBran	15	29.4	18	46.2	33	36.7	18.9
Chex, Rice	40	78.4	31	79.5	71	78.9	57.7
Chex, Wheat (WG)	33	64.7	30	76.9	63	70.0	51.2
Dora the Explorer	2	3.9	3	7.7	5	5.6	15.3
Fiber One Frosted Shredded Wheats (WG)	5	9.8	12	30.8	17	18.9	8.3
Honey Kix (WG)	22	43.1	20	51.3	42	46.7	49.7
Kaboom (WG)	—	—	2	5.1	2	2.2	0.1
Kix	39	76.5	37	94.9	76	84.4	87.6
Oatmeal Crisp Crunchy Almond (WG)	—	—	1	2.6	1	1.1	0.1
Total Whole Grain (WG)	25	49.0	28	71.8	53	58.9	36.1
Total Cinnamon Crunch	1	2.0	4	10.3	5	5.6	3.0
Total Honey Clusters	—	—	1	2.6	1	1.1	0.0
Wheaties (WG)	25	49.0	27	69.2	52	57.8	31.3
Para Su Familia Raisin Bran	—	—	1	2.6	1	1.1	0.0
Kellogg's							
Complete All-Bran Wheat Flakes (WG)	24	47.1	13	33.3	37	41.1	35.0
Corn Flakes	44	86.3	27	69.2	71	78.9	89.2
Corn Flakes Touch of Honey	1	2.0	6	15.4	7	7.8	0.7
Crispix	20	39.2	17	43.6	37	41.1	24.8
Frosted Mini-Wheats Big Bite (WG)	24	47.1	27	69.2	51	56.7	54.3
Frosted Mini-Wheats Bite Size (WG)	29	56.9	23	59.0	52	57.8	77.0
Frosted Mini-Wheats Little Bites Chocolate	—	—	1	2.6	1	1.1	0.0
Frosted Mini-Wheats Blueberry Muffin	—	—	1	2.6	1	1.1	0.0
Frosted Mini-Wheats Strawberry Delight	—	—	1	2.6	1	1.1	0.0
Mini-Wheats Unfrosted Bite Size (WG)	28	54.9	20	51.3	48	53.3	69.7
Product 19	7	13.7	9	23.1	16	17.8	5.3
Rice Krispies	27	52.9	19	48.7	46	51.1	44.5
Special K	20	39.2	17	43.6	37	41.1	29.9
Special K Protein Plus (WG)	2	3.9	—	—	2	2.2	7.6
Special K with Red Berries	—	—	1	2.6	1	1.1	0.0
Kashi							
Mighty Bites Honey Crunch (WG)	4	7.8	1	2.6	5	5.6	7.9
Malt-O-Meal							
Crispy Rice	20	39.2	10	25.6	30	33.3	20.7
Honey and Oat Blenders	14	27.5	8	20.5	22	24.4	25.7
Honey and Oat Blenders, Almonds	9	17.6	6	15.4	15	16.7	23.9
Mini Spooners Frosted (WG)	31	60.8	24	61.5	55	61.1	58.7
Mini-Spooners Maple & Brown Sugar	1	2.0	5	12.8	6	6.7	0.7
Mini Spooners Strawberry Cream (WG)	12	23.5	16	41.0	28	31.1	31.7
Mini Spooners Vanilla Cream	1	2.0	5	12.8	6	6.7	0.7
Puffed Rice (WG)	—	—	1	2.6	1	1.1	0.0
Puffed Wheat (WG)	—	—	1	2.6	1	1.1	0.0
Scooters (WG)	1	2.0	1	2.6	2	2.2	0.4
Toasty O's (WG) ¹	—	—	1	2.6	1	1.1	0.0
Post							
100% Bran (WG)	—	—	1	2.6	1	1.1	0.0
Alpha-Bits	—	—	2	5.1	2	2.2	0.0
Banana Nut Crunch (WG)	23	45.1	16	41.0	39	43.3	36.9
Bran Flakes (WG)	27	52.9	23	59.0	50	55.6	52.7
Shredded Wheat, Spoon size, Lightly Frosted (WG)	—	—	1	2.6	1	1.1	0.0
Grape Nuts Cereal (WG)	33	64.7	35	89.7	68	75.6	53.0
Grape Nuts Flakes (WG)	27	52.9	32	82.1	59	65.6	57.2
Grape-Nuts Trail Mix Crunch	—	—	2	5.1	2	2.2	0.0
Grape Nuts Trail Mix Crunch, Maple Nut & Brown Sugar (WG)	2	3.9	3	7.7	5	5.6	1.5

See footnotes at end of table.

Table 19. (continued)

	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
Post (continued)							
Great Grains Crunchy Pecans	—	—	1	2.6	1	1.1	0.0
Honey Bunches of Oats	3	5.9	3	7.7	6	6.7	1.7
Honey Bunches of Oats, Almonds	25	49.0	15	38.5	40	44.4	44.2
Honey Bunches of Oats, Cinnamon Bunches ..	10	19.6	1	2.6	11	12.2	14.6
Honey Bunches of Oats, Honey Roasted	29	56.9	14	35.9	43	47.8	67.4
Honey Bunches of Oats w/ Real Peaches	—	—	1	2.6	1	1.1	0.0
Honey Bunches of Oats w/Strawberries	—	—	1	2.6	1	1.1	0.0
Honey Bunches of Oats, Pecan Bunches	—	—	1	2.6	1	1.1	0.0
Honey Bunches of Oats, Vanilla Bunches	—	—	—	—	—	—	—
(WG)	24	47.1	19	48.7	43	47.8	69.4
Shredded Wheat Vanilla Almond (WG)	2	3.9	9	23.1	11	12.2	1.7
Trail Mix Crunch, Raisin & Almond (WG)	2	3.9	—	—	2	2.2	1.5
Quaker							
Crunchy Corn Bran	5	9.8	7	17.9	12	13.3	26.9
King Vitaman	11	21.6	8	20.5	19	21.1	16.8
Life, Regular (WG)	39	76.5	37	94.9	76	84.4	74.8
Life, Maple and Brown Sugar	—	—	1	2.6	1	1.1	0.0
Oat Bran (WG)	5	9.8	3	7.7	8	8.9	6.3
Oatmeal Squares (WG)	9	17.6	20	51.3	29	32.2	14.7
Oatmeal Squares, Cinnamon (WG)	22	43.1	17	43.6	39	43.3	52.9
Oatmeal Squares, Hint of Brown Sugar (WG) ..	21	41.2	9	23.1	30	33.3	53.6
Store brand or private label							
<i>Crispy / Puffed</i>							
Crispy Corn & Rice	3	5.9	5	12.8	8	8.9	2.3
Crispy Rice	27	52.9	24	61.5	51	56.7	55.7
Crispy Corn Puffs	1	2.0	1	2.6	2	2.2	0.9
<i>Flakes</i>							
Bran Flakes (WG)	22	43.1	18	46.2	40	44.4	37.4
Corn Flakes	26	51.0	11	28.2	37	41.1	40.8
Frosted Flakes	1	2.0	5	12.8	6	6.7	2.7
Multigrain Flakes	4	7.8	—	—	4	4.4	6.2
Oat Clusters & Flakes	9	17.6	1	2.6	10	11.1	9.8
Oat Clusters & Flakes with Almonds	5	9.8	2	5.1	7	7.8	6.3
Wheat Flakes (WG)	7	13.7	8	20.5	15	16.7	9.0
Wheat and Rice Flakes (WG)	4	7.8	1	2.6	5	5.6	6.8
Whole Grain Flakes (WG)	2	3.9	1	2.6	3	3.3	2.0
<i>Granular</i>							
Nutty Nuggets (WG)	11	21.6	16	41.0	27	30.0	16.1
<i>Shredded</i>							
Frosted Shredded Wheat (WG)	18	35.3	16	41.0	34	37.8	34.7
Frosted Shredded Wheat, Bite Size (WG)	12	23.5	17	43.6	29	32.2	26.3
Frosted Shredded Wheat, Vanilla	1	2.0	1	2.6	2	2.2	3.0
<i>Toasted</i>							
Square Shaped Corn / Toasted Corn	15	29.4	14	35.9	29	32.2	21.8
Square Shaped Rice / Toasted Rice	13	25.5	14	35.9	27	30.0	20.7
Square Shaped Wheat / Toasted Wheat (WG) ..	13	25.5	14	35.9	27	30.0	20.8
Toasted Oats (WG)	29	56.9	29	74.4	58	64.4	50.6
Toasted Oats Multi-Grain (WG)	1	2.0	—	—	1	1.1	0.2
Toasted Oats, Fruit flavored	—	—	1	2.6	1	1.1	2.1

1 Product is discontinued.

— Value is zero.

(WG) Whole-grain cereals are shown in red.

Among hot breakfast cereals, the individual items available to most WIC participants are B&G Whole Grain 2½ Minute Cream of Wheat (76 percent) and Malt-O-Meal Original Hot Wheat (70 percent) (Table 20). Over half of WIC participants can purchase other varieties of B&G Cream of Wheat. Three-fourths of WIC participants may redeem WIC cereal vouchers for oatmeal, available as either a name brand product (Maypo Instant Oatmeal or Quaker Instant Oatmeal) or generic brand oatmeal.

Table 20. Hot Breakfast Cereals on WIC Food Lists, October 2009

	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
B&G							
Cream of Wheat							
Instant	13	25.5	21	53.8	34	37.8	21.9
1 Minute	32	62.7	23	59.0	55	61.1	57.3
2 1/2 Minute	31	60.8	26	66.7	57	63.3	57.2
10 Minutes	29	56.9	24	61.5	53	58.9	55.2
Whole Grain, 2 1/2 Minute (WG)	37	72.5	19	48.7	56	62.2	75.7
Farina Mills							
Creamy Hot Wheat Cereal	5	9.8	—	—	5	5.6	10.4
Homestat Farm							
Maltex Wheat Cereal (WG)	3	5.9	1	2.6	4	4.4	3.9
Maypo Instant Maple Oatmeal (WG) ..	9	17.6	5	12.8	14	15.6	11.2
Maypo Vermont Style Maple Oatmeal (WG)	5	9.8	2	5.1	7	7.8	8.1
Little Crow Foods							
Coco Wheats	6	11.8	4	10.3	10	11.1	8.7
Malt-O-Meal							
Chocolate Hot Wheat	10	19.6	14	35.9	24	26.7	10.8
Creamy Hot Wheat	3	5.9	—	—	3	3.3	1.6
Original Hot Wheat	31	60.8	29	74.4	60	66.7	70.0
Quaker							
Farina	—	—	3	7.7	3	3.3	0.1
Instant Grits	25	49.0	12	30.8	37	41.1	45.8
Instant Grits Butter Flavor	3	5.9	2	5.1	5	5.6	8.0
Instant Grits Cheddar Cheese	—	—	1	2.6	1	1.1	0.0
Instant Oatmeal (Indiv. packets) (WG)	15	29.4	5	12.8	20	22.2	17.1
Instant Oatmeal (No indiv.) (WG)	—	—	1	2.6	1	1.1	0.0
Instant Oatmeal (NFS) ¹ (WG)	10	19.6	16	41.0	26	28.9	21.3
Old Fashioned Oatmeal (WG)	1	2.0	1	2.6	2	2.2	1.7
Quick Oats (WG)	1	2.0	2	5.1	3	3.3	1.1
Regular Grits	1	2.0	—	—	1	1.1	1.1
Store brand or private label							
Instant Oatmeal (Indiv. packets) (WG)	10	19.6	1	2.6	11	12.2	27.4
Instant Oatmeal (No indiv.) (WG)	—	—	2	5.1	2	2.2	0.0
Instant Oatmeal (NFS) (WG)	8	15.7	8	20.5	16	17.8	17.2
Instant Grits	6	11.8	2	5.1	8	8.9	18.9
Creamy Hot Wheat Cereal	9	17.6	3	7.7	12	13.3	8.1
Quick Creamy Hot Wheat	1	2.0	1	2.6	2	2.2	0.5
Instant Grits Butter Flavor	2	3.9	1	2.6	3	3.3	6.1

¹ Packaging was not further specified (NFS).

— Value is zero.

(WG) Whole-grain cereals are shown in red.

Additional hot breakfast cereal options authorized by some SAs include Farina Mills Hot Wheat; Homestat Farm wheat cereal and oatmeals; Little Crow Coco Wheats; Quaker oatmeal, Farina and flavored grits; and store brand oatmeal, grits and hot wheat.

Infant Foods

The Interim Rule included several changes for infant food packages (Food Packages I and II) to provide greater consistency with the infant feeding practice guidelines of the American Academy of Pediatrics and to encourage healthy dietary patterns.³⁴ These include: (1) providing only infant formula through age 5 months, with introduction of complementary foods at 6 months (previously, complementary foods were introduced at 4 months); (2) assigning monthly amounts of formula based on the mother's reported breastfeeding practice (fully breastfeeding, partially breastfeeding, or fully formula fed);³⁵ and (3) providing infant fruits and vegetables (F&V) in addition to infant cereal, plus infant meat if fully breastfed, beginning at 6 months.

Quantities of infant formula were increased slightly for infants aged 4-5 months to compensate for the removal of complementary foods, and infant juice was eliminated for infants over 6 months. Infant cereal prescriptions for infants age 6 months and older were unchanged.

Most SAs do not list infant formula on the food list, except to indicate that formula "brand, type, size, and quantity are specified on the food instrument." Formula is prescribed on an individual basis according to infant age and mother's breastfeeding practice. Approved brands are limited to the single manufacturer with which the agency has negotiated infant formula cost containment.³⁶ Some WIC food lists (for example, those in California, North Dakota, and Pennsylvania) include formula product names, container sizes, and pictures of the most commonly prescribed formulas, to help participants identify these items when redeeming food instruments.

This section describes the complementary infant foods on WIC food lists—infant cereals, fruits, vegetables, and meats. Similar to other food categories, WIC food lists indicate approved brands, varieties, and package sizes of infant foods eligible for WIC redemption.

Brands of Infant Foods

Three brands of infant foods—Beech-Nut, Gerber, and Nature's Goodness—account for nearly all authorized infant foods in SAs that specify approved brands on their food list (Table 21). Only two ITOs specify Earth's Best (an organic brand) and two ITOs plus two territories specify Heinz. The counts of SAs by brand in Table 21 include the number of SAs authorizing one or more brands on the food list, but do not include SAs allowing "any brand."

³⁴ Food Package III provides exempt infant formulas and WIC-eligible medical foods to participants with qualifying medical conditions for which the use of conventional formulas and foods is "precluded, restricted, or inadequate to address their special nutritional needs." (7CFR246.10). Food Package III is not discussed in this report.

³⁵ The monthly amount of formula depends on the feeding method, form of formula provided (concentrated liquid, powdered, or ready-to-use), and the age of the infant. See Chapter 1, Table 1.

³⁶ All SAs, except ITOs with 1,000 or fewer participants, are required to operate a single-supplier cost containment system for infant formula, implemented via rebates or a home delivery or direct distribution system.

Table 21. Infant Food Product Brands Authorized by WIC State Agencies, October 2009

	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
Infant Cereals							
Authorized brands, if specified							
Beech-Nut	30	58.8	23	59.0	53	58.9	44.2
Gerber	40	78.4	30	76.9	70	77.8	91.9
Nature's Goodness	21	41.2	15	38.5	36	40.0	29.4
Earth's Best	—	—	1	2.6	1	1.1	0.1
Heinz	—	—	4	10.3	4	4.4	0.2
Number of authorized brands							
Any brand	4	7.8	5	12.8	9	10.0	2.8
One	20	39.2	6	15.4	26	28.9	53.3
Two	7	13.7	5	12.8	12	13.3	12.5
Three	19	37.3	19	48.7	38	42.2	29.2
Not reported	6	11.8	4	10.3	10	11.1	6.8
Infant Fruits & Vegetables							
Authorized brands, if specified							
Beech-Nut	33	64.7	18	46.2	51	56.7	52.5
Gerber	32	62.7	32	82.1	64	71.1	53.0
Nature's Goodness	26	51.0	5	12.8	31	34.4	43.4
Earth's Best	—	—	2	5.1	2	2.2	0.1
Heinz	—	—	2	5.1	2	2.2	0.1
Number of authorized brands							
Any brand	10	19.6	4	10.3	14	15.6	37.1
One	10	19.6	12	30.8	22	24.4	7.3
Two	6	11.8	14	35.9	20	22.2	7.7
Three	23	45.1	5	12.8	28	31.1	42.0
Four	—	—	1	2.6	1	1.1	0.1
Not reported	4	7.8	3	7.7	7	7.8	6.3
Infant Meats							
Authorized brands, if specified							
Beech-Nut	31	60.8	26	66.7	57	63.3	49.8
Gerber	30	58.8	33	84.6	63	70.0	51.1
Nature's Goodness	22	43.1	14	35.9	36	40.0	38.9
Earth's Best	—	—	2	5.1	2	2.2	0.1
Heinz	—	—	2	5.1	2	2.2	0.1
Number of authorized brands							
Any brand	11	21.6	4	10.3	15	16.7	36.1
One	8	15.7	5	12.8	13	14.4	4.5
Two	12	23.5	13	33.3	25	27.8	16.9
Three	17	33.3	14	35.9	31	34.4	33.8
Four	—	—	1	2.6	1	1.1	0.1
Not reported	5	9.8	2	5.1	7	7.8	9.2

— Value is zero. Categories that do not apply in any State are not shown under that food group.

NOTE: If "any brand" is allowed, brands are not specified.

The percentages of SAs allowing “any brand” are low—10 percent for infant cereal, 16 percent for infant F&V, and 17 percent for infant meats (Table 21). These percentages, however, do not represent the prevalence of this policy for participants. While only two percent of participants may purchase any brand of infant cereal, 37 and 36 percent may purchase any brand of infant F&V and infant meat, respectively. Only one-third of participants may choose any brand or among three

brands of infant cereal, whereas 79 and 70 percent respectively, may choose any brand or among three or four brands of infant F&V and meat.

The small number of SAs allowing any brand of infant cereals is due to the prevalence of single supplier cost containment. Nineteen States and Puerto Rico have infant cereal rebate contracts: 15 with Gerber and 5 with Beech-Nut.³⁷ Infant foods, which are new to WIC food lists, were under single-supplier contract in only five States as of October 2009, with an additional 3 States under contract beginning in March 2010. The States with pending rebate contracts indicated “brand listed on check” and are included in Table 21 as number of brands not reported. Additional SAs with brand not reported may have been in negotiation with manufacturers at the time they developed their food list.

There is a pattern of SAs approving the same brands for all infant foods, but this does not hold true for all SAs, especially those with single-supplier contracts for infant cereal.

Varieties and Package Sizes of Infant Foods

Table 22 summarizes the choice available to WIC participants for infant cereals, F&V, and meats. Infant cereals are available in six grain varieties (listed in Table 22), but the number and types vary by manufacturer.³⁸ Most SAs (93percent) specify four or more grains, any grain, or do not specify grains (presumably allowing any grains). Only 6 percent of SAs limit choice to 2 or 3 grains.

Federal regulations define infant F&V as any variety of single ingredient, or combinations of single ingredient, commercial infant food fruit and vegetables without added sugars, starches, or salt. Infant meats include any variety of commercial infant food meat or poultry, as a single major ingredient, with added broth or gravy, but without added sugars or salt. Thirty-nine percent of SAs do not allow combinations of single ingredients of F&V; 39 percent of SAs allow only specified varieties of meats.³⁹

SAs also specify package sizes for infant foods on the food list—thereby indicating the available packaging for the approved brands and/or the amount of choice for participants. Food Packages I and II provide 24 oz of infant cereal per month. Half of all SAs allow participants to purchase 8 or 16 oz containers, while others allow only 8 oz containers. Three-fourths of SAs allow purchase of only single jars of infant F&V, two SAs require purchase of multi-packs, and 14 percent allow single jars or multipacks. Infant meat is always specified in 2.5 oz containers.

Organic infant cereal is authorized by one ITO (not shown in table). Two states (California and Minnesota) and three ITOs allow organic infant fruits and vegetables. One state (California) and three ITOs permit organic infant meats.

³⁷ Information about infant food rebate contracts was provided by the USDA, Food and Nutrition Service.

³⁸ Gerber offers barley, mixed, oatmeal, rice, and whole wheat; Beech-Nut offers barley, multigrain, oatmeal, and rice; Nature’s Goodness offers mixed, oatmeal, and rice; Heinz offers barley, oatmeal, and rice.

³⁹ The percent allowing only specified varieties is the total less the percents allowing any meat or not specified.

Table 22. Infant Food Varieties and Package Sizes, October 2009

	States		ITOs & Territories		All WIC State Agencies		Total WIC
	Number	Percent of agencies	Number	Percent of agencies	Number	Percent of agencies	Percent of participants
Infant Cereals							
Type or variety							
Any grain	5	9.8	1	2.6	6	6.7	8.8
Grains not specified	9	17.6	7	17.9	16	17.8	10.7
<i>Varieties, if specified</i>							
Barley	27	52.9	20	51.3	47	52.2	54.0
Mixed grain	29	56.9	24	61.5	53	58.9	71.6
Multigrain	9	17.6	2	5.1	11	12.2	12.8
Oatmeal	37	72.5	30	76.9	67	74.4	80.5
Rice	37	72.5	30	76.9	67	74.4	80.5
Whole wheat	20	39.2	16	41.0	36	40.0	46.6
Number of varieties							
Two	3	5.9	1	2.6	4	4.4	3.1
Three	2	3.9	—	—	2	2.2	1.3
Four	17	33.3	25	64.1	42	46.7	51.6
Five	11	21.6	4	10.3	15	16.7	17.8
Six	4	7.8	—	—	4	4.4	6.8
Not specified	14	27.5	8	20.5	22	24.4	19.5
Package size							
8 oz only	25	49.0	13	33.3	38	42.2	58.8
8 or 16 oz	24	47.1	22	56.4	46	51.1	37.6
Not specified	2	3.9	4	10.3	6	6.7	3.7
Infant Fruits & Vegetables							
Type or variety							
Single ingredient only	22	43.1	13	33.3	35	38.9	39.8
Single and combination ingredients	21	41.2	11	28.2	32	35.6	46.2
Not specified	8	15.7	15	38.5	23	25.6	14.0
Package size							
Single jars only	35	68.6	33	84.6	68	75.6	70.6
Multipacks only	2	3.9	—	—	2	2.2	0.4
Single or multipacks	9	17.6	4	10.3	13	14.4	20.9
Not specified	5	9.8	2	5.1	7	7.8	8.2
Infant Meats							
Type or variety							
Any meat	17	33.3	3	7.7	20	22.2	31.5
Not specified	17	33.3	18	46.2	35	38.9	42.9
<i>Varieties, if specified</i>							
Beef	17	33.3	16	41.0	33	36.7	25.5
Chicken	16	31.4	16	41.0	32	35.6	25.3
Ham	10	19.6	11	28.2	21	23.3	19.9
Lamb	10	19.6	14	35.9	24	26.7	21.3
Turkey	16	31.4	15	38.5	31	34.4	24.3
Veal	10	19.6	12	30.8	22	24.4	18.8

— Value is zero. Categories that do not apply in any State are not shown under that food group.

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IV. COMPARISON OF WIC FOOD LISTS BEFORE AND AFTER IMPLEMENTATION OF THE INTERIM RULE

Implementation of the Interim Rule required significant changes to the list of foods authorized for WIC redemption. SAs needed to:

- Identify and approve specific foods that are newly authorized for WIC redemption: fruits and vegetables, milk substitutes, canned beans, canned fish, whole grains, whole-grain cereals, and infant foods;
- Evaluate food list specifications for food categories with reduced quantities: milk, cheese, eggs, and juice;

Evaluate costs of changes in food packages;

- Determine how best to present product specifications for authorized foods in the format of a food list; and
- Communicate the changes to WIC participants and vendors.

This chapter focuses on changes in the format of food lists and changes in approved foods in categories that were not newly added by the Interim Rule. These changes were a critical component of the transition to the new food packages for both SAs and WIC participants. Tables in Appendix B compare all characteristics of foods on WIC food lists before and after the Interim Rule; this chapter focuses on the changes directly resulting from the Interim Rule.

A. The WIC Food List

The WIC food list is the principal device by which SAs communicate the purchasing options available to WIC participants when they redeem WIC food instruments at retail vendors.⁴⁰ Many WIC food lists are brochures that WIC participants can carry with them when shopping.⁴¹ Some SAs accommodated new WIC foods by retaining the format of their food list and adding additional pages; some SAs completely redesigned their food list; and some supplemented their food list with a shopping guide.

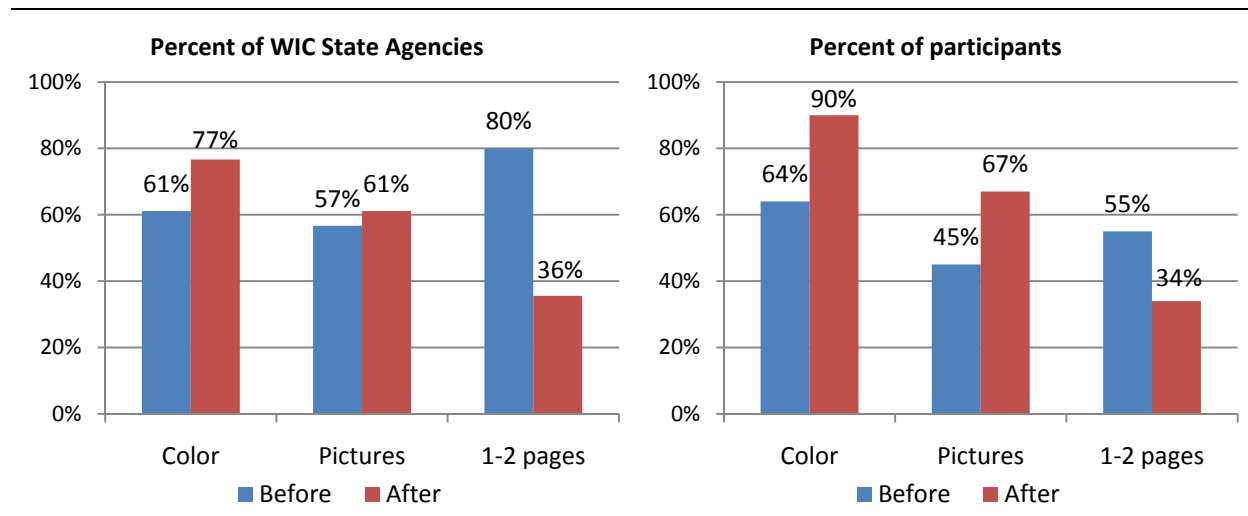
The major design features for WIC food lists are use of color, use of product pictures, and number of pages. The percentage of SAs using color and product pictures increased somewhat after the Interim Rule: from 61 to 77 percent of SAs using color, and from 57 to 61 percent of SAs using pictures (Figure 11). These changes yielded large increases in the percentages of participants receiving color food lists and/or food lists with product pictures. SAs may have used color and pictures to make the more complex FY2010 food list easier to navigate, or these trends may be independent of the Interim Rule.

⁴⁰ In this sense, the “food list” does not exist in direct distribution states (Mississippi and Vermont) although those states maintain inventory lists of food items that are provided in each food category.

⁴¹ Samples of WIC food lists are included in Appendix C.

The length of WIC food lists was clearly influenced by the Interim Rule. In FY2009, 80 percent of SAs printed the WIC food list on one to two pages, where pages are counted as front and back of a single sheet regardless of whether or how it was folded into a brochure. After implementation of the Interim Rule, the percentage of SAs with food lists that exceeded two pages increased from 20 to 64 percent (Figure 11), and the percentage of participants receiving food lists of more than two pages increased from just under half to two-thirds. This statistic helps to convey the additional cognitive burden associated with navigating WIC food lists after implementation of the Interim Rule.

Figure 11. Format of WIC Food Lists Before and After Implementation of the Interim Rule

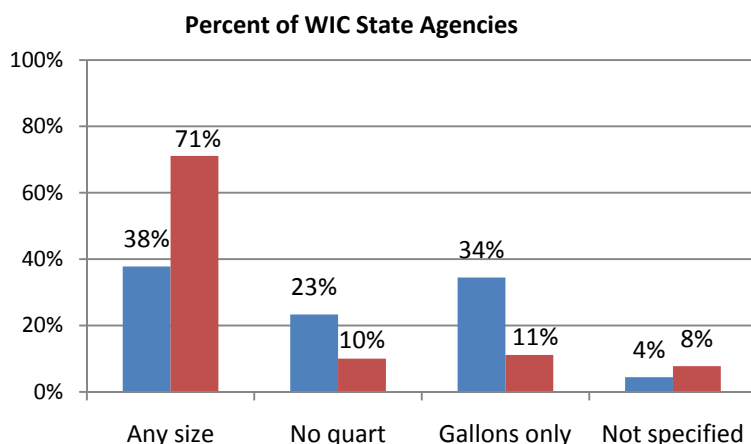


B. Differences in Package Sizes Before-and-After the Interim Rule

As described in Chapter III, the Interim Rule reduced prescribed quantities of milk, eggs, cheese, and juice. The reduction from two to one dozen eggs and from “up to 4 pounds” to “up to 2 pounds” of cheese did not require a change in authorized package sizes. For milk and juice, however, SAs had to change authorized package sizes to enable participants to fully redeem prescribed quantities:

- Milk prescriptions are fully redeemable only with purchase of quart size containers whenever participants substitute cheese for milk;
- Juice prescriptions are no longer equally divisible by the standard 46 ounce container sizes approved by most SAs prior to the Interim Rule.

The change in authorized package sizes for milk is shown in Figure 12. The percentages of SAs that authorize any size of milk nearly doubled after implementation of the Interim Rule, while the percentages specifying “no quarts” or “gallons only” fell from 23 to 10 percent and 33 to 10 percent, respectively. Available package sizes may, however, be somewhat misrepresented by these data. Some food lists indicate “gallons only” and “quart if listed on check.” We counted package sizes regardless of whether they are “available only if printed on check.” However, we may underestimate the availability of some package sizes. For example, a SA may print quarts on checks without indicating that possibility on the food list.

Figure 12. Difference in Authorized Package Sizes of Milk, Before and After the Interim Rule

The Interim Rule reduced juice prescriptions and had a large impact on authorized package sizes. Before implementation of the Interim Rule, prescribed quantities of juice were evenly divisible by 46 ounce containers (Food Packages IV, V, and VII) or a combination 46 and 48 oz containers (Food Package VI) (Table 23). Alternatively, all food packages could be redeemed with 64 ounce containers in combination with smaller sizes, with a small number of ounces left unredeemed. The most commonly authorized containers were 46 oz cans, 10 to 12 oz frozen concentrate, and 46 or 48 oz bottled single strength juice.

Table 23. Juice Prescriptions Before and After the Interim Rule

Food Package	Prescribed Quantities (fl oz single strength)		Alternative Package Sizes	
	Before	After	Before	After
IV	276	128	6 x 46 oz; or 2 x 64 oz + 3 x 48 oz ^a	2 x 64 oz
V	276	144	6 x 46 oz 2 x 64 oz + 3 x 48 oz ^a	3 x 48 oz
VI	188	96	2 x 46 + 2 x 48oz	2 x 48 oz
VII	322	144	7 x 46 oz; or 2 x 64 oz + 4 x 48 oz ^b	3 x 48 oz

Note: Combinations of single strength and concentrate may be combined as long as the total volume does not exceed the amount specified for single strength. Frozen concentrate reconstitutes at the rates of: 10 oz can to 40 oz; 11.5 or 12 oz can to 48 oz; 16 oz can to 64 oz.

^a4 ounces not redeemed

^b2 ounces not redeemed.

After implementation of the Interim Rule, juice quantities are evenly divisible by 64 ounces (Food Package IV) or 48 ounces (Food Packages V-VII), with no alternate combinations that leave minimal amounts unredeemed. The impact of the Interim Rule on authorized juice packages is shown, for the 50 States and the District of Columbia, in Figures 13 and 14 (information for all SAs is included in Appendix B).

- 46 oz canned juice was widely authorized before the Interim Rule (available in 43 States plus the District of Columbia). Ten of these States disallowed 46 oz. juice containers with implementation of the Interim Rule (Figure 13A).
- Shelf-stable concentrate, which reconstitutes to 48 ounces of juice, was not directly affected by the Interim Rule. It was available in 29 States before implementation of the Interim Rule. After implementation, eight of these States disallowed shelf-stable concentrate and five other States added this option (Figure 13B).
- The landscape for bottled single strength juice shifted dramatically (Figure 14 A and B). Before the Interim Rule, 26 States and the District of Columbia allowed small bottles (46 or 48 oz), two States allowed small and large (64 oz) bottles, three States allowed only large bottles, and 19 States did not allow any bottled single-strength juice. After implementing the Interim Rule, all but three States allowed bottled single-strength juice. Sixteen States allow small and large (64 oz) bottles of juice, and 31 States and the District of Columbia allow only large bottles.⁴²

After implementation, SAs recommend purchase of small bottles (48oz) or small concentrate (11.5 or 12 oz) for women; and large bottles (64 oz) or large frozen concentrate (16 oz) for children.

C. Differences in Breakfast Cereal Choices Before and After Implementation of the Interim Rule

The Interim Rule mandated that at least half of the cereals authorized on the WIC food list must be whole-grain cereal. SAs could meet this mandate by substituting whole grain for non whole-grain cereals or by adding whole-grain cereals and increasing the overall number of cereals allowed. Figure 15 A and B show the States that held the number of approved cereals relatively constant (within 10 percent) from pre- to post-implementation, and the States that increased or decreased cereals options.

Cold cereal. Among the 50 States and the District of Columbia, about half of the SAs kept the number of approved cold cereals relatively constant. Ten States reduced the number of cold cereals and 17 States increased the number of cold cereals.

Twenty-two cold cereals were either authorized or disallowed for ten percent or more of WIC participants (Appendix B). The three cereals that had decreased availability of over 20 percent (Kellogg's Special K, Quaker King Vitaman and General Mills Chex, Multibran) were not whole grain. Other non whole-grain cereals that were dropped from food lists include Kellogg's Product 19, Quaker Crunchy Corn Bran, and General Mills Country Corn Flakes (no longer available).

Of the 13 cold cereals that increased in availability, 12 are whole grain. The cereals with the greatest increase in availability were General Mills Honey Kix (50% increase), Post Honey Bunches of Oats, Vanilla Bunches (42%), Kellogg's Mini Wheats Unfrosted Bite-Size (42%), Malt-O-Meal Mini-Spooners, Strawberry Cream (29% percent) and Quaker Oatmeal Squares, Cinnamon (25% percent increase).

⁴² Some SAs retained the 46 oz bottle size (specifying 46 or 48 oz), perhaps due to limited product availability in 48 oz containers.

A. Authorization of 46 oz canned juice before and after Implementation

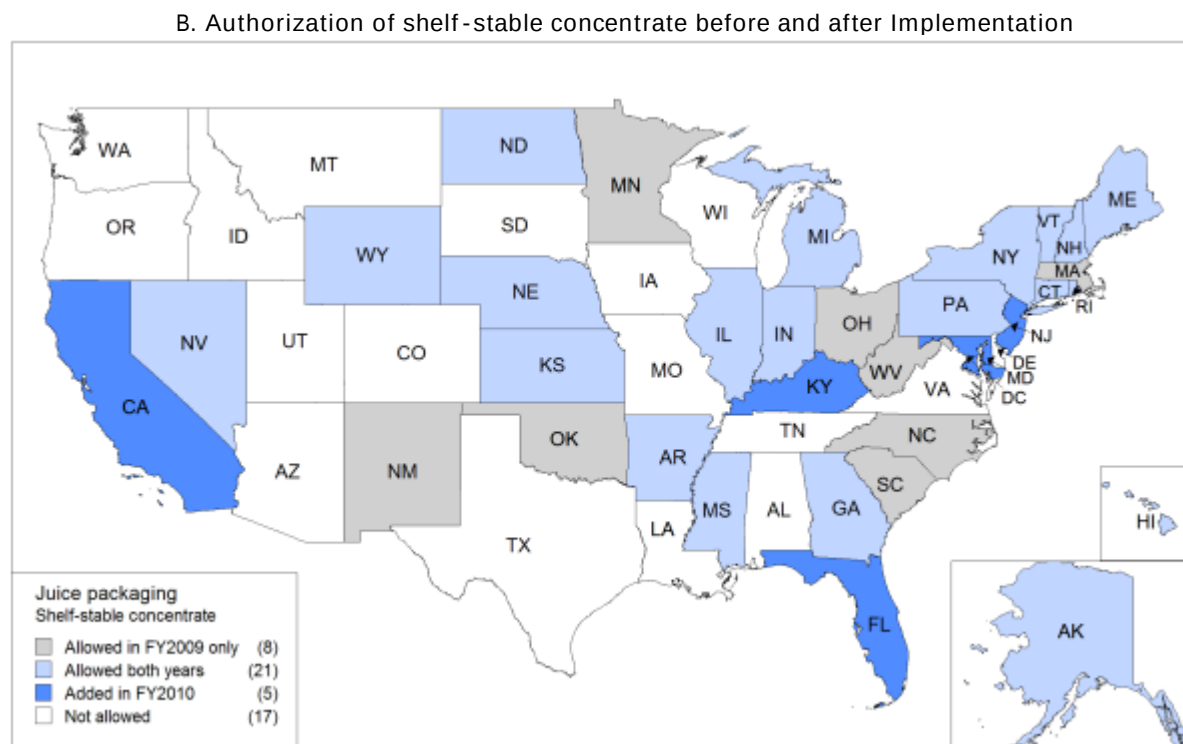


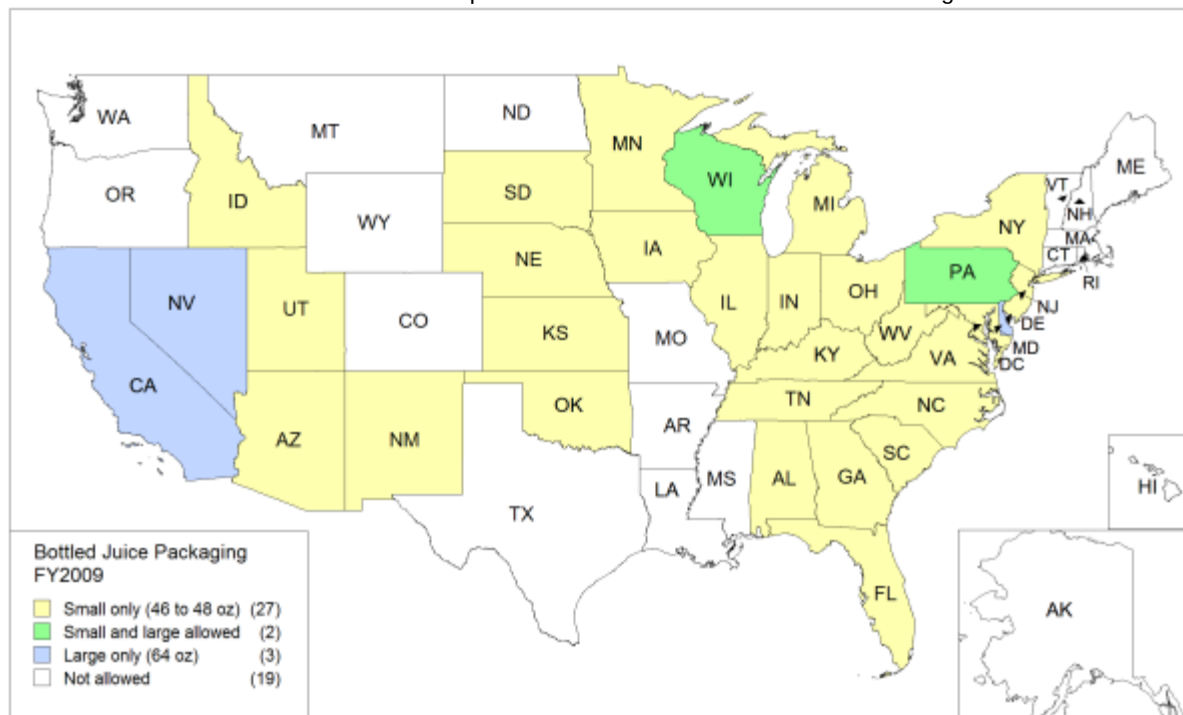
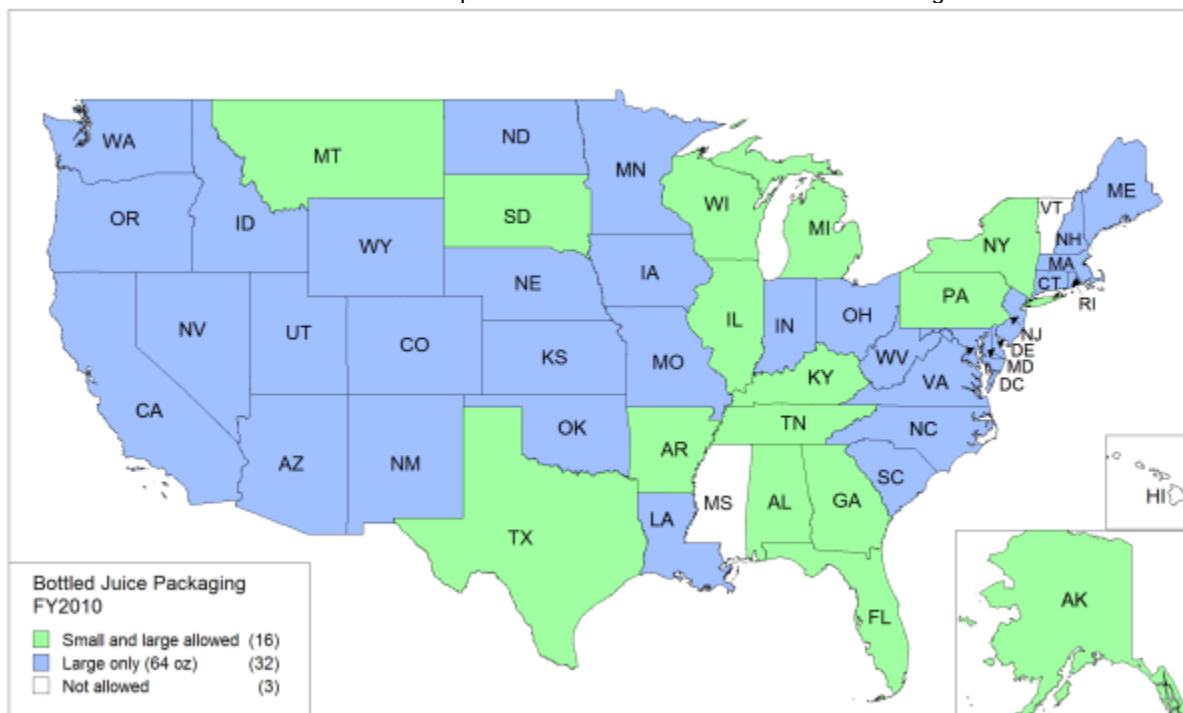
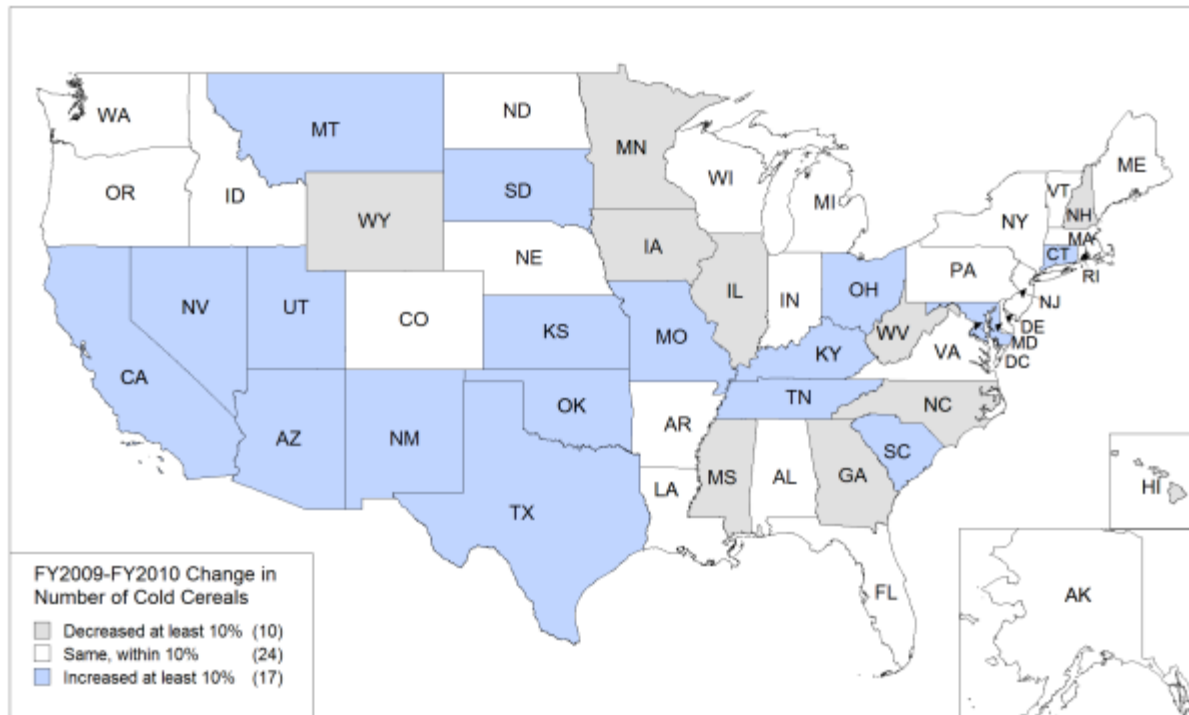
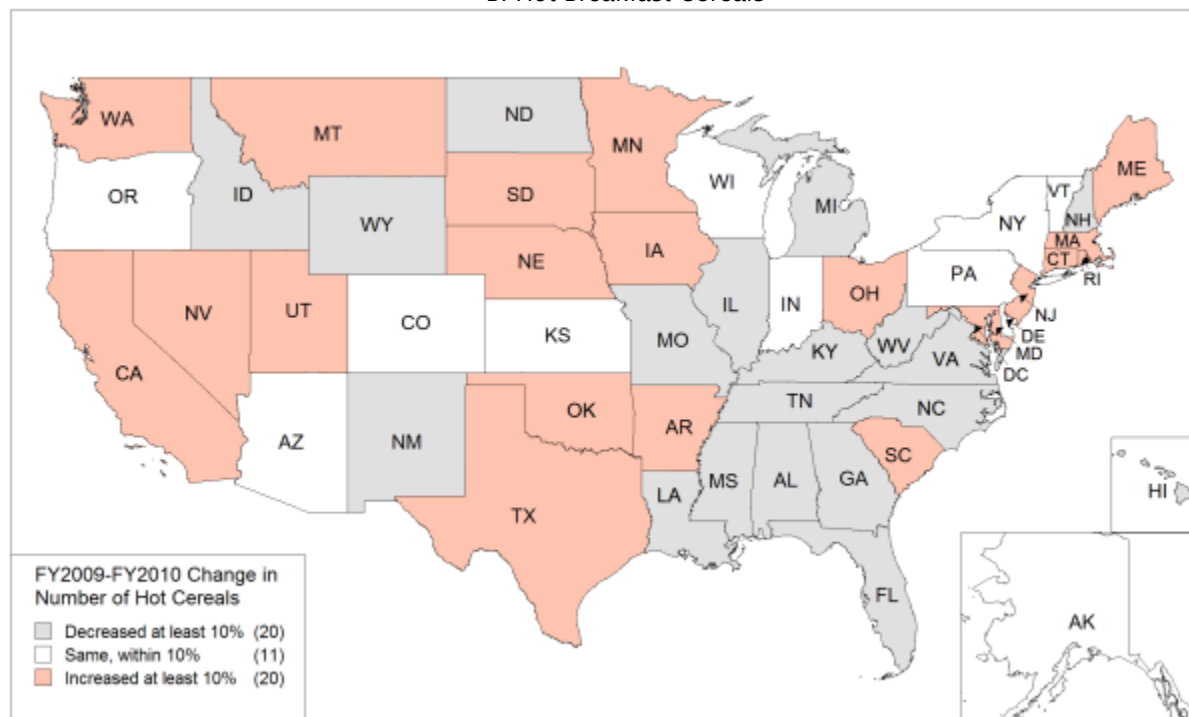
Figure 14. Changes in Authorized Sizes of Juice Packaging**A. Before Implementation of Revised WIC Food Packages****B. After Implementation of Revised WIC Food Packages**

Figure 15. Changes in Numbers of Authorized Breakfast Cereals**A. Cold Breakfast Cereals****B. Hot Breakfast Cereals**

Hot cereal. Compared with cold cereals, States were more likely to change the number of hot cereals on their food list: 20 States dropped one or more hot cereals from their list of approved foods, while another 20 States added to the number of hot cereals. There are limited options for adding whole-grain hot cereals. Therefore, States may have increased the number of options to include at least one whole-grain option, or decreased a large number of non whole-grain hot cereals to help meet the mandate or to simply make room on the food list.

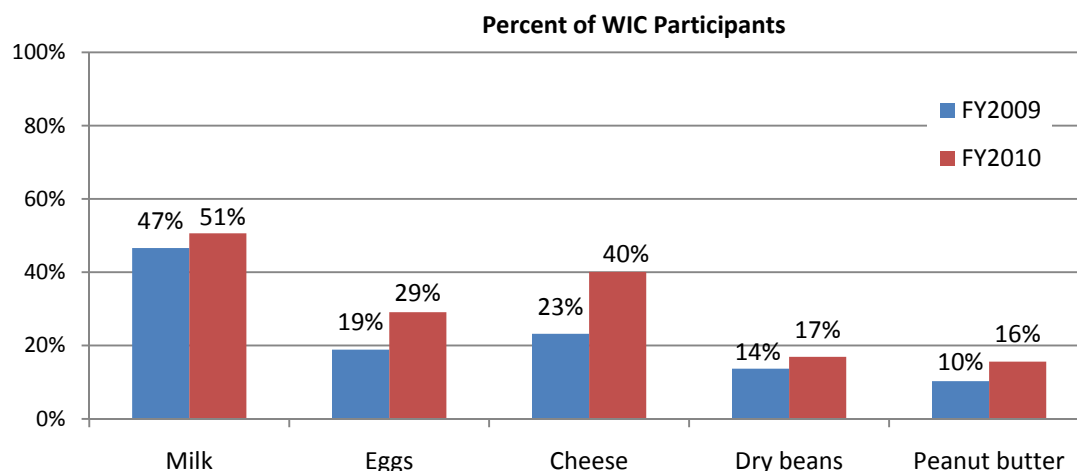
The biggest change in FY2010 among hot breakfast cereals was a large increase in the number of SAs authorizing B&G Whole Grain 2½ Minute Cream of Wheat (from 5 SAs to 56) and a corresponding decrease in the number of SAs offering the non whole-grain versions of B&G Cream of Wheat (Appendix B). Overall, however, 24 of the 35 hot cereals offered in FY2009 were available to fewer WIC participants in FY2010.

D. Possible Cost Containment Measures

In FY2010, some SAs instituted tighter policies governing allowable brands of milk, eggs, cheese and legumes, perhaps as a means of controlling costs to offset greater choice in other food categories. Fewer SAs allow “any brand” in these food categories (Appendix B) and a greater percentage of WIC participants are now required to select the least expensive brand (Figure 16).

The increased prevalence of least expensive brand requirements was modest for milk, where this policy was already prevalent, and greatest for cheese (17 percentage point increase) and eggs (10 percentage point increase).

Figure 16. Percentage of WIC Participants Required to Purchase Least Expensive Brands



V. SUMMARY

The revision of WIC food packages in 2009 was one of the most significant changes in program history, providing food packages better aligned with the 2005 Dietary Guidelines for Americans. SAs responded to the Interim Rule by revising their lists of authorized foods and selecting policy options for implementation.

This report examines three questions:

1. How did SAs respond to optional provisions of the Interim Rule?
2. What specific foods did SAs include on their food list when implementing the revised food packages?
3. What changes are observed on WIC food lists, before and after implementation of the Interim Rule, including food categories that were not directly affected by the Interim Rule?

How Did SAs Respond to Optional Provisions of the Interim Rule?

Many, but not all, of the optional provisions of the Interim Rule were widely adopted by SAs. Options for food substitutes were adopted at the highest rates. Options for tailoring legume combinations were widely adopted and most SAs implemented special provisions to tailor food packages for homeless participants. Most SAs adopted the CVV redemption option allowing WIC participants to “pay the difference” when F&V purchases exceed voucher amounts, but other CVV options were not widely adopted.

Percent of SAs offering food substitutes and alternatives:

- 80 percent offer processed F&V in addition to fresh F&V
- 76 percent offer one or more milk substitutes (soy-based beverages and calcium-set tofu)
- 98 percent offer whole-grain alternatives in addition to whole-wheat bread
- 57 percent offer three or four canned fish alternatives

Percent of SAs adopting food package tailoring:

- 78 percent offer more than one combination of legumes in Food Packages V and VII
- 67 percent offer infant formula in the 1st month
- 94 percent of those reporting have special provisions for homeless participants (10 percent did not report on this item)

Percent of SAs adopting the option to “round up” infant formula and food packages

- 18 percent use rounding of infant formula packages
- Less than 10 percent use rounding of infant food packages

Percent of SAs adopting CVV redemption policies⁴³:

- 71 percent of those reporting allow clients to pay the difference if the F&V total exceeds the CVV value (13 percent did not report)
- 44 percent of those reporting allow multiple CVVs to be redeemed in a single transaction (22 percent did not report)
- 22 percent of those reporting allow CVVs to be redeemed at farmers' markets (23 percent did not report)

What Specific Foods Do SAs Include on Their Food Lists?

WIC food lists show considerable variation across SAs. Food lists enumerate authorized (and unauthorized) forms of foods in each of over 10 food categories. This report describes authorized foods in terms of types, flavors, or varieties; package sizes; and brands.

WIC food lists must include foods that satisfy federal regulations, but SAs may impose more stringent criteria, based on factors including the availability of certain foods within the State, the cost of individual foods and brands, and the nutrient value of available foods. One way to summarize variations across food lists is in terms of these restrictions:

- A small number of SAs restrict fat content of reduced-fat milks for women and older children to include only skim and 1% milks (no 2%), or skim and 2% milks (no 1%).
- Two SAs authorize only two varieties of cheese, while six or more varieties are authorized in 47 SAs.
- Least expensive brand restrictions are common for milk, cheese, and eggs. Some SAs also require least expensive brands for legumes.
- One-third of SAs authorize all nine of the most common single flavor juices, while other SAs authorize a subset of those flavors.
- The numbers of authorized breakfast cereals ranges from less than 15 (18 SAs) to more than 25 (43 SAs), with five SAs offering only one type of hot cereal.

It is not possible to know the extent to which variations across SAs are due to each of the different factors noted above.

How Do Pre- and Post-Implementation Food Lists Differ?

Post-implementation food lists tend to be longer and more complex than pre-implementation lists. The percentage of SA food lists that fit on 1-2 pages fell from 80 percent before implementation to 36 percent after implementation. While WIC participants received additional foods from the new food packages, many WIC participants would also find that specific products were no longer available: whole milk for women and children over age 2, juice for infants, some package sizes of juice for women and children, and some breakfast cereals. In addition, the

⁴³ This study did not collect data on the use of redemption policies within States where these policies are allowed.

percentage of participants required to purchase “least expensive” brands increased for milk, cheese, eggs, and legumes.

Overall, WIC participants nationwide received a much different food list in October 2009, compared to earlier years. The addition of F&V and whole grains, and elimination of whole milk for women and older children is expected to have a large impact on WIC participants’ dietary intakes. The full impact of the Interim Rule, however, depends on many factors including the changes in the food list itself, the availability of foods in the marketplace, and the nutrient content of those foods.

APPENDIX A

FOODS ON WIC FOOD LISTS AFTER IMPLEMENTATION OF THE

INTERIM RULE: STATE- LEVEL TABLES

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Table A.1—Fruit and Vegetable Policies, By State: FY2010

	Allowed processed forms of F&V			Participants are allowed to ...		
	Canned	Dried	Frozen	Combine tender on F&V purchase	Redeem multiple CVVs in a trx	Redeem CVVs at farmers mkts
Alabama	—	—	—	Yes	—	—
Alaska	√	—	√	Yes	Yes	n.s.
Arizona	√	—	—	Yes	—	Yes
Arkansas	—	—	√	Yes	Yes	—
California	√	—	√	Yes	—	Yes
Colorado	—	—	√	—	—	—
Connecticut	√	—	√	Yes	Yes	n.s.
Delaware	—	—	—	—	Yes	—
District of Columbia	—	—	—	Yes	—	Yes
Florida	√	—	√	Yes	—	—
Georgia	√	—	√	Yes	n.s.	Yes
Hawaii	—	—	√	Yes	—	—
Idaho	—	—	—	Yes	—	—
Illinois	√	—	√	—	—	—
Indiana	—	—	—	Yes	—	—
Iowa	—	—	√	Yes	Yes	Yes
Kansas	√	—	√	Yes	Yes	—
Kentucky	—	—	—	Yes	—	—
Louisiana	—	—	—	Yes	—	—
Maine	√	—	√	—	—	Yes
Maryland	√	—	√	Yes	—	—
Massachusetts	√	—	√	—	—	—
Michigan	—	—	—	Yes	—	—
Minnesota	√	—	√	Yes	—	Yes
Mississippi	√	—	—	n.s.	n.s.	n.s.
Missouri	—	—	√	—	Yes	—
Montana	—	—	√	—	—	—
Nebraska	—	—	—	—	—	—
Nevada	—	—	—	Yes	Yes	—
New Hampshire	√	—	√	—	—	—
New Jersey	√	—	√	Yes	—	Yes
New Mexico	√	—	√	Yes	n.s.	Yes
New York	√	—	√	Yes	—	Yes
North Carolina	√	—	√	Yes	Yes	—
North Dakota	—	—	—	Yes	—	—
Ohio	√	—	√	Yes	Yes	Yes
Oklahoma	—	—	√	Yes	Yes	Yes
Oregon	—	—	√	Yes	Yes	—
Pennsylvania	√	—	√	Yes	Yes	—
Rhode Island	√	—	√	Yes	Yes	Yes
South Carolina	—	—	√	Yes	—	Yes
South Dakota	—	—	√	Yes	—	—
Tennessee	—	—	√	Yes	—	—
Texas	—	—	√	—	Yes	—
Utah	—	—	—	—	—	—
Vermont	√	—	√	Yes	Yes	—
Virginia	√	—	—	Yes	—	—
Washington	—	—	—	Yes	Yes	—
West Virginia	—	—	—	Yes	—	—
Wisconsin	√	—	√	Yes	Yes	—
Wyoming	—	—	—	—	Yes	—

See footnotes at end of table.

Table A.1—Fruit and Vegetable Policies, By State: FY2010 — Continued

	Allowed processed forms of F&V			Participants are allowed to ...		
	Canned	Dried	Frozen	Combine tender on F&V purchase	Redeem multiple CVVs in a trx	Redeem CVVs at farmers mkts
Territories						
American Samoa	√	—	—	Yes	—	—
Guam	√	—	√	Yes	Yes	Yes
Northern Mariana Islands	—	—	—	—	—	—
Puerto Rico	√	—	—	—	—	—
Virgin Islands	√	—	—	n.s.	n.s.	n.s.
Indian Tribal Organizations						
ACL (NM)	√	—	√	n.s.	n.s.	n.s.
Cherokee Nation (OK)	—	—	√	n.s.	n.s.	n.s.
Cheyenne River Sioux (SD) ...	√	—	√	n.s.	n.s.	n.s.
Chickasaw Nation (OK)	—	—	√	Yes	Yes	—
Choctaw Nation (OK)	—	—	√	Yes	n.s.	n.s.
Citizen-Potawatomi (OK)	—	—	√	Yes	Yes	—
Eastern Band-Cherokee (NC)	√	—	√	Yes	Yes	—
Eastern Shoshone (WY)	√	—	√	n.s.	n.s.	n.s.
Eight Northern Pueblos (NM)	√	—	√	Yes	Yes	—
Five Sandoval Pueblos (NM)	√	—	√	Yes	Yes	n.s.
Indian Township (ME)	√	—	√	Yes	—	—
ITC-Arizona (AZ)	—	—	—	Yes	—	—
ITC-Nevada (NV)	—	—	—	—	Yes	—
ITC-Oklahoma (OK)	—	—	√	—	—	—
Mississippi Choctaw (MS)	√	—	√	Yes	n.s.	n.s.
Muscogee Creek Nation (OK)	—	—	√	Yes	—	—
Navajo Nation (AZ)	√	—	—	Yes	Yes	—
Northern Arapahoe (WY)	—	√	—	—	n.s.	n.s.
Omaha Nation (NE)	√	—	√	n.s.	n.s.	n.s.
Osage Nation (OK)	—	—	√	Yes	Yes	—
Otoe-Missouria (OK)	—	—	√	—	n.s.	n.s.
Pleasant Point (ME)	√	—	√	n.s.	n.s.	n.s.
Pueblo of Isleta (NM)	√	—	√	—	Yes	—
Pueblo of San Felipe (NM)	—	—	√	—	Yes	—
Pueblo of Zuni (NM)	√	—	√	n.s.	n.s.	n.s.
Rosebud Sioux (SD)	√	√	√	n.s.	n.s.	n.s.
Santee Sioux (NE)	√	√	√	—	—	—
Santo Domingo (NM)	—	—	√	n.s.	n.s.	n.s.
Seneca Nation (NY)	√	—	√	Yes	—	—
Standing Rock Sioux (ND)	√	—	√	—	—	—
Three Affiliated (ND)	√	—	√	n.s.	n.s.	n.s.
Ute Mountain Ute (CO)	—	—	√	—	n.s.	n.s.
WCD (OK)	—	—	√	Yes	Yes	—
Winnebago (NE)	—	√	√	Yes	n.s.	n.s.

n.s. Not specified.
 — Not allowed by the State.

Table A.2—States Offering Food Substitutions and Alternatives Authorized by the Interim Rule, By State: FY2010

	Milk substitutes (Soy & Tofu)	Alternatives to canned tuna			Substitutes for 100% whole wheat bread					
		Mackerel	Salmon	Sardines	Tortillas		Brown Rice	Bulgur	Oats	Barley
					Corn	Wheat				
Alabama	—	—	√	—	—	—	√	—	—	—
Alaska	Both	—	√	√	√	√	√	—	—	—
Arizona	Both	—	√	—	√	—	√	—	—	—
Arkansas	Soy	—	√	—	√	√	√	√	—	—
California	Both	—	√	—	√	√	√	√	√	√
Colorado	Both	—	√	—	√	—	√	—	—	—
Connecticut	Both	—	√	—	√	√	√	—	—	—
Delaware	—	—	√	—	—	—	—	—	—	—
District of Columbia	Both	—	√	—	√	√	√	√	—	—
Florida	Soy	—	√	√	√	—	√	—	—	—
Georgia	Both	—	√	√	√	√	√	—	—	—
Hawaii	Both	—	√	—	√	—	√	—	—	—
Idaho	Both	—	√	√	√	—	—	—	—	—
Illinois	Soy	—	√	—	√	—	√	√	—	—
Indiana	—	—	√	√	√	√	√	—	—	—
Iowa	—	—	√	—	√	—	√	—	—	—
Kansas	—	—	√	—	√	√	√	√	—	—
Kentucky	Tofu	—	√	√	—	√	√	—	—	—
Louisiana	Soy	—	√	√	—	—	√	—	—	—
Maine	Both	—	√	√	√	√	√	√	—	—
Maryland	—	—	√	—	√	√	√	—	—	—
Massachusetts	Both	—	√	—	√	√	√	—	—	—
Michigan	—	—	√	—	√	√	—	—	—	—
Minnesota	Both	—	√	—	√	√	√	√	—	—
Mississippi	—	√	—	—	√	√	√	—	—	—
Missouri	Both	—	√	√	√	√	√	—	—	—
Montana	Soy	—	√	√	√	√	√	—	—	—
Nebraska	Soy	—	√	√	—	—	√	—	—	—
Nevada	Both	—	√	—	√	√	√	—	—	—
New Hampshire	Both	—	√	—	√	√	√	√	—	—
New Jersey	Both	—	√	√	—	√	√	—	—	—
New Mexico	Both	—	√	—	√	√	√	√	√	—
New York	Tofu	—	√	√	—	—	√	—	—	—
North Carolina	Tofu	—	√	—	√	√	√	—	—	—
North Dakota	Soy	—	√	—	√	√	√	—	—	—
Ohio	—	—	√	—	√	√	√	√	—	—
Oklahoma	Soy	—	√	√	√	√	√	√	—	√
Oregon	Soy	—	√	—	√	—	√	—	—	—
Pennsylvania	Both	—	√	—	√	√	√	√	—	—
Rhode Island	Both	—	√	—	√	√	√	—	—	—
South Carolina	Soy	—	√	√	—	√	√	—	—	—
South Dakota	Soy	—	√	√	√	√	√	√	—	—
Tennessee	Both	—	√	√	√	√	√	√	√	√
Texas	Both	—	√	—	√	√	√	√	—	—
Utah	—	—	√	—	√	√	√	—	—	—
Vermont	Both	—	√	—	—	—	√	—	—	—
Virginia	Soy	—	√	—	√	—	√	—	—	—
Washington	Both	—	√	—	√	—	√	√	—	√
West Virginia	Soy	—	√	—	—	—	—	—	—	—
Wisconsin	—	—	√	√	√	√	√	—	—	—

See footnotes at end of table.

**Table A.2—States Offering Food Substitutions and Alternatives Authorized by the Interim Rule, By State: FY2010
— Continued**

	Milk substitutes (Soy & Tofu)	Alternatives to canned tuna			Substitutes for 100% whole wheat bread					
		Mackerel	Salmon	Sardines	Tortillas		Brown Rice	Bulgur	Oats	Barley
					Corn	Wheat				
Wyoming	Soy	—	√	—	—	—	√	√	—	—
Territories										
American Samoa	—	—	√	—	—	—	√	—	—	—
Guam	—	—	√	—	—	—	√	—	—	—
Northern Mariana Islands	Both	—	√	√	—	—	√	—	—	—
Puerto Rico	—	—	√	√	√	√	—	—	—	—
Virgin Islands	Both	—	√	√	—	—	√	—	—	—
Indian Tribal Organizations										
ACL (NM)	Both	—	√	—	√	√	√	√	√	—
Cherokee Nation (OK)	Soy	—	√	√	√	√	√	√	—	√
Cheyenne River Sioux (SD) ...	Soy	—	√	√	√	—	√	—	—	—
Chickasaw Nation (OK)	Soy	—	√	√	√	√	√	√	—	√
Choctaw Nation (OK)	Soy	—	√	√	√	√	√	√	—	√
Citizen-Potawatomi (OK)	Soy	—	√	√	√	√	√	√	—	√
Eastern Band-Cherokee (NC)	Tofu	—	√	—	√	√	√	—	—	—
Eastern Shoshone (WY)	—	—	√	√	√	√	√	—	—	—
Eight Northern Pueblos (NM)	Both	—	√	—	√	√	√	√	√	—
Five Sandoval Pueblos (NM)	Both	—	√	—	√	√	√	√	√	—
Indian Township (ME)	—	—	√	√	—	—	—	—	—	—
ITC-Arizona (AZ)	Both	—	√	—	√	—	√	—	—	—
ITC-Nevada (NV)	Both	—	√	—	√	√	√	—	—	—
ITC-Oklahoma (OK)	Soy	—	√	√	√	√	√	√	—	√
Mississippi Choctaw (MS)	—	—	√	√	—	—	—	—	—	—
Muscogee Creek Nation (OK)	Soy	—	√	√	√	√	√	√	—	√
Navajo Nation (AZ)	Both	—	√	—	√	—	√	—	—	—
Northern Arapahoe (WY)	Soy	—	√	—	√	√	√	√	—	—
Omaha Nation (NE)	Soy	—	√	√	√	—	√	—	—	—
Osage Nation (OK)	Soy	—	√	√	√	√	√	√	—	√
Otoe-Missouria (OK)	Soy	—	√	√	√	√	√	√	—	√
Pleasant Point (ME)	Soy	—	√	√	—	—	—	—	—	—
Pueblo of Isleta (NM)	Both	—	√	—	√	√	√	√	√	—
Pueblo of San Felipe (NM)	Soy	—	√	—	√	√	√	√	—	—
Pueblo of Zuni (NM)	—	—	√	—	√	√	√	√	√	—
Rosebud Sioux (SD)	—	—	√	√	—	√	—	—	—	—
Santee Sioux (NE)	—	√	√	√	√	√	√	—	—	—
Santo Domingo (NM)	Soy	—	√	√	√	√	√	√	—	—
Seneca Nation (NY)	—	—	√	√	—	—	√	—	—	—
Standing Rock Sioux (ND)	—	—	√	√	√	√	√	—	—	—
Three Affiliated (ND)	Soy	—	√	√	√	√	√	√	—	—
Ute Mountain Ute (CO)	Soy	—	√	—	√	—	√	—	—	—
WCD (OK)	Soy	—	√	√	√	√	√	√	—	√
Winnebago (NE)	Soy	—	√	—	—	√	√	—	—	—

n.s. Not specified.

— Not allowed by the State.

NOTE: Organic milk is allowed by Montana. Calcium fortified milk is allowed by Alabama, Alaska, Kentucky, North Dakota, Washington, Three Affiliated Tribes, Ute Mountain Tribe, and Winnebago Tribe.

Table A.3—Legume and Peanut Butter Combinations Adopted by WIC State Agencies, FY2010

	Canned Beans Allowed	# of Legume Combos	Legume combinations in Food Package V & VII					
			1 lb dry & 18 oz PB	1 lb dry & 64 oz can	2 lb dry	128 oz canned	36 oz PB	64 oz can & 18 oz PB
Alabama	—	1	√	—	—	—	—	—
Alaska	Yes	1	√	—	—	—	—	—
Arizona	Yes	1	√	—	—	—	—	—
Arkansas	Yes	2	√	—	—	—	—	√
California	Yes	2	√	—	√	—	—	—
Colorado	Yes	6	√	√	√	√	√	√
Connecticut	—	1	√	—	—	—	—	—
Delaware	—	3	√	—	√	—	√	—
District of Columbia	Yes	6	√	√	√	√	√	√
Florida	Yes	5	√	—	√	√	√	√
Georgia	Yes	1	√	—	—	—	—	—
Hawaii	—	1	√	—	—	—	—	—
Idaho	Yes	3	√	—	√	—	√	—
Illinois	—	1	√	—	—	—	—	—
Indiana	Yes	6	√	√	√	√	√	√
Iowa	Yes	6	√	√	√	√	√	√
Kansas	Yes	1	—	—	—	—	—	√
Kentucky	Yes	2	√	—	—	—	—	√
Louisiana	—	3	√	—	√	—	√	—
Maine	Yes	2	√	—	—	—	—	√
Maryland	Yes	2	√	—	—	—	—	√
Massachusetts	Yes	4	√	—	√	—	√	√
Michigan	Yes	6	√	√	√	√	√	√
Minnesota	Yes	6	√	√	√	√	√	√
Mississippi	—	3	√	—	√	—	√	—
Missouri	Yes	3	√	√	—	—	—	√
Montana	Yes	1	√	—	—	—	—	—
Nebraska	Yes	6	√	√	√	√	√	√
Nevada	—	1	√	—	—	—	—	—
New Hampshire	Yes	5	√	√	√	√	—	√
New Jersey	Yes	5	√	—	√	√	√	√
New Mexico	Yes	6	√	√	√	√	√	√
New York	Yes	6	√	√	√	√	√	√
North Carolina	Yes	2	√	—	—	—	—	√
North Dakota	Yes	5	√	√	√	√	—	√
Ohio	Yes	2	√	—	—	—	—	√
Oklahoma	Yes	6	√	√	√	√	√	√
Oregon	—	2	√	—	√	—	—	—
Pennsylvania	Yes	2	√	—	—	—	—	√
Rhode Island	Yes	2	√	—	—	—	—	√
South Carolina	—	1	√	—	—	—	—	—
South Dakota	Yes	2	√	—	—	—	—	√
Tennessee	Yes	1	√	—	—	—	—	—
Texas	—	6	√	√	√	√	√	√
Utah	Yes	2	√	—	—	—	—	√
Vermont	Yes	3	—	—	—	√	√	√
Virginia	—	1	√	—	—	—	—	—
Washington	—	3	√	—	√	—	√	—
West Virginia	Yes	2	√	—	—	—	—	√
Wisconsin	Yes	2	√	—	—	—	—	√
Wyoming	Yes	2	√	—	—	—	—	√

See footnotes at end of table.

Table A.3—Legume and Peanut Butter Combinations Adopted by WIC State Agencies, FY2010 — Continued

	Canned Beans Allowed	# of Legume Combos	Legume combinations in Food Package V & VII					
			1 lb dry & 18 oz PB	1 lb dry & 64 oz can	2 lb dry	128 oz canned	36 oz PB	64 oz can & 18 oz PB
Territories								
American Samoa	—	1	√	—	—	—	—	—
Guam	Yes	1	√	—	—	—	—	—
Northern Mariana Islands	—	1	√	—	—	—	—	—
Puerto Rico	Yes	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
Virgin Islands	Yes	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
Indian Tribal Organizations								
ACL (NM)	Yes	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
Cherokee Nation (OK)	Yes	6	√	√	√	√	√	√
Cheyenne River Sioux (SD) ...	Yes	2	√	—	—	—	—	√
Chickasaw Nation (OK)	Yes	6	√	√	√	√	√	√
Choctaw Nation (OK)	Yes	1	√	—	—	—	—	—
Citizen-Potawatomi (OK)	Yes	5	√	—	√	√	√	√
Eastern Band-Cherokee (NC)	Yes	2	√	—	—	—	—	√
Eastern Shoshone (WY)	Yes	6	√	√	√	√	√	√
Eight Northern Pueblos (NM)	Yes	5	√	—	√	√	√	√
Five Sandoval Pueblos (NM)	Yes	6	√	√	√	√	√	√
Indian Township (ME)	Yes	1	√	—	—	—	—	—
ITC-Arizona (AZ)	Yes	6	√	√	√	√	√	√
ITC-Nevada (NV)	—	1	√	—	—	—	—	—
ITC-Oklahoma (OK)	Yes	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
Mississippi Choctaw (MS)	—	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
Muscogee Creek Nation (OK)	Yes	6	√	√	√	√	√	√
Navajo Nation (AZ)	Yes	1	√	—	—	—	—	—
Northern Arapahoe (WY)	Yes	6	√	√	√	√	√	√
Omaha Nation (NE)	Yes	6	√	√	√	√	√	√
Osage Nation (OK)	Yes	2	√	—	—	—	—	√
Otoe-Missouria (OK)	Yes	2	√	—	—	—	—	√
Pleasant Point (ME)	Yes	2	√	—	—	—	—	√
Pueblo of Isleta (NM)	Yes	6	√	√	√	√	√	√
Pueblo of San Felipe (NM)	—	2	√	—	—	—	—	√
Pueblo of Zuni (NM)	—	6	√	√	√	√	√	√
Rosebud Sioux (SD)	Yes	2	√	—	√	—	—	—
Santee Sioux (NE)	Yes	2	√	—	—	—	—	√
Santo Domingo (NM)	Yes	2	√	—	—	—	—	√
Seneca Nation (NY)	Yes	2	√	—	—	—	—	√
Standing Rock Sioux (ND)	Yes	2	√	—	—	—	—	√
Three Affiliated (ND)	Yes	6	√	√	√	√	√	√
Ute Mountain Ute (CO)	Yes	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
WCD (OK)	Yes	3	√	√	—	—	—	√
Winnebago (NE)	Yes	2	√	—	—	—	—	√

n.s. Not specified.

— Not allowed by the State.

Table A.4—Infant Formula and Infant Food Policies Adopted by WIC State Agencies, FY2010

	Infant Formula Policies		Infant Food Policies	
	Formula offered in 1st month for partially breastfed infants	Rounding methodology (averaging) is used for infant formula issuance	Rounding methodology (averaging) is used for infant food issuance	Allow bananas as partial substitute for infant foods
Alabama	√	—	—	—
Alaska	n.s.	n.s.	√	√
Arizona	√	—	—	—
Arkansas	—	√	—	—
California	—	√	—	—
Colorado	—	—	—	√
Connecticut	√	n.s.	n.s.	—
Delaware	√	√	—	—
District of Columbia	√	—	—	—
Florida	√	—	—	—
Georgia	√	n.s.	n.s.	—
Hawaii	√	—	—	—
Idaho	—	—	—	—
Illinois	√	—	—	—
Indiana	√	—	—	—
Iowa	—	—	—	—
Kansas	√	—	—	—
Kentucky	√	—	—	—
Louisiana	√	√	—	—
Maine	√	—	—	—
Maryland	√	—	—	—
Massachusetts	√	√	√	—
Michigan	√	—	—	—
Minnesota	√	—	—	√
Mississippi	√	n.s.	n.s.	—
Missouri	—	—	—	—
Montana	√	—	—	—
Nebraska	—	—	—	—
Nevada	√	—	—	—
New Hampshire	√	√	√	—
New Jersey	√	√	√	—
New Mexico	√	n.s.	n.s.	—
New York	√	—	—	—
North Carolina	√	—	√	—
North Dakota	√	—	—	—
Ohio	√	—	√	—
Oklahoma	—	—	—	—
Oregon	—	—	—	—
Pennsylvania	—	—	—	—
Rhode Island	√	n.s.	n.s.	n.s.
South Carolina	√	—	—	—
South Dakota	√	—	—	—
Tennessee	√	√	—	—
Texas	—	√	—	—
Utah	—	—	—	—
Vermont	—	√	—	—
Virginia	√	—	—	n.s.
Washington	√	—	—	—
West Virginia	√	—	—	—
Wisconsin	√	—	—	—
Wyoming	—	—	—	—

See footnotes at end of table.

Table A.4—Infant Formula and Infant Food Policies Adopted by WIC State Agencies, FY2010 — Continued

	Infant Formula Policies		Infant Food Policies	
	Formula offered in 1st month for partially breastfed infants	Rounding methodology (averaging) is used for infant formula issuance	Rounding methodology (averaging) is used for infant food issuance	Allow bananas as partial substitute for infant foods
Territories				
American Samoa	—	—	—	—
Guam	√	—	—	—
Northern Mariana Islands	√	—	—	—
Puerto Rico	√	—	—	—
Virgin Islands	n.s.	n.s.	n.s.	—
Indian Tribal Organizations				
ACL (NM)	n.s.	n.s.	n.s.	—
Cherokee Nation (OK)	√	n.s.	n.s.	—
Cheyenne River Sioux (SD) ...	√	n.s.	n.s.	—
Chickasaw Nation (OK)	√	—	—	—
Choctaw Nation (OK)	n.s.	n.s.	n.s.	—
Citizen-Potawatomi (OK)	√	—	—	—
Eastern Band-Cherokee (NC)	√	—	√	—
Eastern Shoshone (WY)	√	n.s.	n.s.	—
Eight Northern Pueblos (NM)	√	√	√	—
Five Sandoval Pueblos (NM)	√	n.s.	n.s.	—
Indian Township (ME)	√	—	—	—
ITC-Arizona (AZ)	—	—	—	—
ITC-Nevada (NV)	√	—	—	—
ITC-Oklahoma (OK)	—	—	—	—
Mississippi Choctaw (MS)	n.s.	n.s.	n.s.	—
Muscogee Creek Nation (OK)	—	—	—	—
Navajo Nation (AZ)	√	—	—	—
Northern Arapahoe (WY)	√	n.s.	n.s.	—
Omaha Nation (NE)	√	n.s.	n.s.	—
Osage Nation (OK)	—	—	—	—
Otoe-Missouria (OK)	√	n.s.	n.s.	—
Pleasant Point (ME)	n.s.	n.s.	n.s.	—
Pueblo of Isleta (NM)	√	√	—	—
Pueblo of San Felipe (NM)	—	√	√	√
Pueblo of Zuni (NM)	√	√	√	—
Rosebud Sioux (SD)	n.s.	n.s.	n.s.	—
Santee Sioux (NE)	√	√	—	—
Santo Domingo (NM)	n.s.	n.s.	n.s.	√
Seneca Nation (NY)	√	—	—	—
Standing Rock Sioux (ND)	√	—	√	—
Three Affiliated (ND)	√	n.s.	n.s.	—
Ute Mountain Ute (CO)	n.s.	n.s.	n.s.	—
WCD (OK)	—	—	—	—
Winnebago (NE)	√	√	n.s.	—

n.s. Not specified.

— Not allowed by the State.

Table A.5—Special Provisions for the Homeless, FY2010

	Any homeless provisions	Reasons for homeless substitutions			
		Lack of cooking facilities	Lack of refrigeration	Lack of access to sanitary water	Lack of food storage
Alabama	Yes	√	√	√	—
Alaska	Yes	√	√	√	√
Arizona	Yes	√	√	√	√
Arkansas	Yes	√	—	√	—
California	Yes	√	√	—	—
Colorado	Yes	√	—	—	—
Delaware	Yes	√	√	√	√
District of Columbia	Yes	√	√	√	√
Florida	Yes	√	√	√	√
Georgia	Yes	√	√	√	—
Hawaii	Yes	√	√	√	√
Idaho	Yes	√	√	√	—
Illinois	Yes	—	√	√	√
Indiana	Yes	√	√	√	—
Iowa	Yes	√	√	√	—
Kansas	—	—	—	—	—
Kentucky	Yes	√	√	√	—
Louisiana	Yes	√	√	—	√
Maine	Yes	—	√	√	—
Maryland	Yes	—	√	√	√
Massachusetts	Yes	√	√	√	√
Michigan	Yes	√	√	√	√
Minnesota	Yes	√	√	√	√
Mississippi	Yes	—	—	—	√
Missouri	Yes	√	√	√	—
Montana	Yes	√	√	√	√
Nebraska	Yes	√	√	√	—
Nevada	Yes	√	√	√	√
New Hampshire	Yes	—	√	√	√
New Jersey	Yes	√	√	√	√
New Mexico	Yes	—	—	—	—
New York	Yes	√	√	√	√
North Carolina	Yes	√	√	√	√
North Dakota	Yes	√	√	√	√
Ohio	Yes	—	—	—	—
Oklahoma	Yes	√	√	—	—
Oregon	Yes	—	√	√	√
Pennsylvania	Yes	√	√	√	√
South Carolina	Yes	√	√	√	—
South Dakota	Yes	—	√	—	—
Tennessee	Yes	—	—	—	—
Texas	Yes	√	√	√	—
Utah	Yes	√	√	√	√
Vermont	Yes	√	—	—	√
Virginia	Yes	√	√	√	—
Washington	Yes	—	√	√	√
West Virginia	Yes	√	√	√	√
Wisconsin	Yes	√	√	√	√
Wyoming	Yes	—	√	—	—
Territories					
American Samoa	—	—	—	—	—
Guam	Yes	√	√	√	—

See footnotes at end of table.

Table A.5—Special Provisions for the Homeless, FY2010 — Continued

	Any homeless provisions	Reasons for homeless substitutions			
		Lack of cooking facilities	Lack of refrigeration	Lack of access to sanitary water	Lack of food storage
Territories					
Northern Mariana Islands	Yes	—	—	—	—
Puerto Rico	—	—	—	—	—
Indian Tribal Organizations					
ACL (NM)	Yes	√	√	√	√
Cherokee Nation (OK)	Yes	—	√	—	—
Cheyenne River Sioux (SD) ...	Yes	√	√	√	√
Chickasaw Nation (OK)	Yes	—	√	√	—
Choctaw Nation (OK)	Yes	—	√	√	√
Citizen-Potawatomi (OK)	Yes	—	√	√	—
Eastern Band-Cherokee (NC)	Yes	√	√	√	√
Eastern Shoshone (WY)	Yes	√	√	—	√
Eight Northern Pueblos (NM)	Yes	√	√	√	—
Five Sandoval Pueblos (NM)	Yes	√	√	—	√
Indian Township (ME)	Yes	—	—	√	—
ITC-Arizona (AZ)	Yes	√	√	√	√
ITC-Nevada (NV)	Yes	√	√	√	—
ITC-Oklahoma (OK)	—	—	—	—	—
Muscogee Creek Nation (OK)	Yes	√	√	√	√
Navajo Nation (AZ)	Yes	√	√	√	√
Northern Arapahoe (WY)	Yes	√	√	—	√
Omaha Nation (NE)	Yes	√	√	√	√
Osage Nation (OK)	Yes	—	—	—	—
Otoe-Missouria (OK)	Yes	√	√	—	√
Pueblo of Isleta (NM)	Yes	√	√	√	√
Pueblo of San Felipe (NM)	Yes	√	√	√	—
Pueblo of Zuni (NM)	Yes	√	√	—	√
Santee Sioux (NE)	Yes	√	√	√	√
Seneca Nation (NY)	—	—	—	—	—
Standing Rock Sioux (ND)	Yes	—	—	—	—
WCD (OK)	Yes	√	√	—	√
Winnebago (NE)	Yes	√	√	—	—

n.s. Not specified.

— Not allowed by the State.

Table A.6—Milk and Milk Alternatives Authorized by State WIC Agencies, FY2010

		Milk fat content (excl. 1-yr-olds)	Allowed Package Sizes	Alternatives to regular fluid cow’s milk							
				Acidop- hilus	Butter milk	Dry milk	Evap. milk	Goat milk	Lactose free	Flavored milk	UHT
Alabama		Skim,1%,2%	No quarts	—	✓	✓	✓	✓	✓	—	✓
Alaska		Skim,1%,2%	Any size	✓	✓	✓	✓	✓	✓	—	✓
Arizona		Skim,1%,2%	Any size	—	—	✓	✓	✓	✓	—	✓
Arkansas		Skim,1%,2%	Any size	✓	n.s.	✓	✓	—	✓	—	n.s.
California		Skim,1%,2%	Any size	—	—	✓	✓	—	✓	—	—
Colorado		Skim,1%,2%	Any size	✓	✓	✓	✓	✓	✓	—	✓
Connecticut		Skim,1%,2%	No quarts	n.s.	n.s.	✓	✓	✓	✓	n.s.	n.s.
Delaware		Skim,1%,2%	Any size	n.s.	✓	✓	✓	n.s.	—	—	—
District of Columbia		Skim,1%,2%	Any size	n.s.	✓	✓	✓	—	✓	—	n.s.
Florida		Skim,1%,2%	Any size	—	—	✓	✓	—	✓	—	✓
Georgia		Skim,1%,2%	No quarts	✓	—	✓	✓	✓	✓	—	✓
Hawaii		n.s.	n.s.	✓	—	✓	✓	n.s.	✓	—	n.s.
Idaho		Skim,1%,2%	No quarts	✓	—	✓	✓	✓	✓	—	n.s.
Illinois		Skim,1%,2%	Gallons only	n.s.	—	✓	—	—	✓	—	n.s.
Indiana		Skim,1%,2%	No quarts	✓	—	✓	—	—	✓	—	✓
Iowa		Skim,1%	Any size	✓	n.s.	✓	✓	✓	✓	—	n.s.
Kansas		Skim,1%,2%	Any size	n.s.	—	✓	✓	n.s.	✓	—	n.s.
Kentucky		Skim,1%,2%	Any size	✓	—	✓	—	—	✓	—	—
Louisiana		Skim,1%,2%	n.s.	n.s.	—	—	—	—	✓	—	n.s.
Maine		Skim,1%,2%	Any size	✓	n.s.	✓	—	✓	✓	—	✓
Maryland		Skim,1%	Any size	n.s.	—	✓	✓	—	✓	—	✓
Massachusetts		Skim,1%,2%	Any size	n.s.	—	✓	✓	n.s.	✓	—	✓
Michigan		Skim,1%,2%	Any size	n.s.	✓	✓	✓	✓	✓	—	n.s.
Minnesota		Skim,1%,2%	Any size	✓	—	✓	✓	✓	✓	—	n.s.
Mississippi		Skim,1%,2%	n.s.	—	—	—	—	—	✓	✓	✓
Missouri		Skim,1%,2%	No quarts	n.s.	✓	✓	✓	n.s.	✓	—	n.s.
Montana		Skim,1%,2%	Any size	✓	n.s.	✓	✓	—	✓	—	n.s.
Nebraska		Skim,1%,2%	Any size	✓	n.s.	✓	✓	n.s.	✓	—	n.s.
Nevada		Skim,1%,2%	Any size	✓	n.s.	✓	✓	✓	✓	—	✓
New Hampshire		Skim,1%	Any size	n.s.	n.s.	✓	✓	—	✓	—	✓
New Jersey		Skim,1%,2%	No quarts	n.s.	—	✓	✓	—	✓	—	✓
New Mexico		Skim,1%,2%	Any size	✓	n.s.	—	—	n.s.	✓	n.s.	n.s.
New York		Skim,1%	Any size	n.s.	—	✓	✓	n.s.	✓	—	n.s.
North Carolina		Skim,1%,2%	Any size	n.s.	—	—	✓	—	✓	—	✓
North Dakota		Skim,1%,2%	Gallons only	✓	✓	✓	✓	✓	✓	—	n.s.
Ohio		Skim,1%,2%	No quarts	n.s.	n.s.	✓	—	n.s.	✓	—	n.s.
Oklahoma		Skim,1%,2%	Any size	✓	✓	✓	✓	n.s.	✓	✓	n.s.
Oregon		Skim,1%,2%	Any size	✓	—	✓	✓	—	✓	—	n.s.
Pennsylvania		Skim,1%,2%	Any size	✓	—	✓	✓	—	✓	—	—
Rhode Island		Skim,1%	Any size	n.s.	n.s.	✓	✓	n.s.	✓	—	n.s.
South Carolina		Skim,1%,2%	Gallons only	—	—	✓	—	—	✓	—	n.s.
South Dakota		Skim,1%,2%	Any size	✓	✓	✓	✓	✓	✓	—	n.s.
Tennessee		Skim,1%,2%	Gallons only	✓	✓	✓	✓	✓	✓	—	✓
Texas		Skim,1%,2%	Any size	n.s.	✓	✓	✓	—	✓	—	n.s.
Utah		Skim,1%,2%	Any size	n.s.	✓	✓	—	✓	✓	—	✓
Vermont		Skim,1%	Gallons only	n.s.	n.s.	—	—	n.s.	✓	n.s.	n.s.
Virginia		Skim,1%,2%	Gallons only	n.s.	—	—	—	—	✓	—	✓
Washington		Skim,1%,2%	Any size	✓	n.s.	✓	✓	—	✓	—	n.s.
West Virginia		Skim,1%,2%	Gallons only	—	—	✓	—	n.s.	✓	n.s.	n.s.
Wisconsin		Skim,1%,2%	No quarts	—	—	✓	✓	—	✓	—	—
Wyoming		Skim,1%,2%	Any size	✓	✓	✓	✓	✓	✓	—	n.s.

See footnotes at end of table.

Table A.6—Milk and Milk Alternatives Authorized by State WIC Agencies, FY2010 — Continued

	Milk fat content (excl. 1-yr-olds)	Allowed Package Sizes	Alternatives to regular fluid cow’s milk							
			Acidop- hilus	Butter milk	Dry milk	Evap. milk	Goat milk	Lactose free	Flavored milk	UHT
Indian Tribal Organizations										
Northern Mariana Islands	Skim,1%,2%	n.s.	—	—	—	—	—	√	—	√
ACL (NM)	Skim,1%,2%	Any size	√	n.s.	—	—	n.s.	√	n.s.	n.s.
Cherokee Nation (OK)	Skim,1%,2%	Any size	√	√	√	√	n.s.	√	√	n.s.
Cheyenne River Sioux (SD) ...	Skim,1%,2%	Any size	n.s.	n.s.	√	√	√	√	n.s.	n.s.
Chickasaw Nation (OK)	Skim,1%,2%	Any size	√	√	√	√	n.s.	√	√	n.s.
Choctaw Nation (OK)	Skim,1%,2%	Any size	√	√	√	√	n.s.	√	√	n.s.
Citizen-Potawatomi (OK)	Skim,1%,2%	Any size	√	√	√	√	n.s.	√	√	n.s.
Eastern Band-Cherokee (NC)	Skim,1%,2%	Any size	n.s.	—	—	√	—	√	—	√
Eastern Shoshone (WY)	n.s.	n.s.	n.s.	n.s.	—	—	n.s.	—	n.s.	n.s.
Eight Northern Pueblos (NM)	Skim,1%,2%	Any size	√	n.s.	—	—	n.s.	√	n.s.	n.s.
Five Sandoval Pueblos (NM)	Skim,1%,2%	Any size	√	n.s.	—	—	n.s.	√	n.s.	n.s.
Indian Township (ME)	Skim,1%	Any size	n.s.	—	—	—	n.s.	√	—	n.s.
ITC-Arizona (AZ)	Skim,1%,2%	Gallons only	—	—	√	√	—	√	—	—
ITC-Nevada (NV)	Skim,1%,2%	Any size	√	n.s.	√	√	√	√	—	√
ITC-Oklahoma (OK)	Skim,1%,2%	Any size	√	√	√	√	n.s.	√	√	n.s.
Mississippii Choctaw (MS)	Skim,1%	Any size	n.s.	n.s.	—	—	n.s.	√	—	n.s.
Muscogee Creek Nation (OK)	Skim,1%,2%	Any size	√	√	√	√	n.s.	√	√	n.s.
Navajo Nation (AZ)	Skim,1%,2%	Gallons only	—	—	√	√	—	√	—	√
Northern Arapahoe (WY)	Skim,1%,2%	Any size	√	√	√	√	√	√	√	n.s.
Omaha Nation (NE)	Skim,1%,2%	Any size	n.s.	—	√	√	n.s.	√	—	n.s.
Osage Nation (OK)	Skim,1%,2%	Any size	√	√	√	√	n.s.	√	√	n.s.
Otoe-Missouria (OK)	Skim,1%,2%	Any size	√	√	√	√	n.s.	√	√	n.s.
Pleasant Point (ME)	Skim,1%,2%	Any size	n.s.	—	—	—	n.s.	√	—	n.s.
Pueblo of Isleta (NM)	Skim,1%,2%	Any size	√	n.s.	—	—	n.s.	√	n.s.	n.s.
Pueblo of San Felipe (NM)	Skim,1%	Any size	n.s.	n.s.	—	—	√	√	n.s.	n.s.
Pueblo of Zuni (NM)	Skim,1%,2%	Any size	—	—	√	√	—	√	—	—
Rosebud Sioux (SD)	Skim,1%,2%	Any size	n.s.	—	√	√	n.s.	√	n.s.	n.s.
Santee Sioux (NE)	Skim,1%,2%	Gallons only	n.s.	n.s.	—	√	n.s.	√	—	n.s.
Santo Domingo (NM)	Skim,1%	Any size	n.s.	n.s.	—	—	n.s.	√	n.s.	n.s.
Seneca Nation (NY)	Skim,1%	Any size	n.s.	—	√	√	n.s.	√	—	n.s.
Standing Rock Sioux (ND)	Skim,1%,2%	Any size	√	√	√	√	√	√	—	n.s.
Three Affiliated (ND)	Skim,1%,2%	Any size	√	√	√	√	√	√	√	n.s.
Ute Mountain Ute (CO)	Skim,1%,2%	Any size	n.s.	n.s.	—	—	n.s.	√	√	n.s.
WCD (OK)	Skim,1%,2%	Any size	√	√	√	√	n.s.	√	√	n.s.
Winnebago (NE)	Skim,1%,2%	Any size	√	n.s.	—	—	n.s.	√	n.s.	n.s.

n.s. Not specified.

— Not allowed by the State.

NOTE: Organic milk is allowed by Montana. Calcium fortified milk is allowed by Alabama, Alaska, Kentucky, North Dakota, Washington, Three Affiliated Tribes, Ute Mountain Tribe, and Winnebago Tribe.

Table A.7—Cheese Authorized by State WIC Agencies, FY2010

		# Types	Types of cheese									Alternatives to block cheese		Modified nutrients ¹
			Amer- ican	Brick	Ched- dar	Colby	Mont- erey Jack	Mozz- arella	Muen- ster	Provo- lone	Swiss			
												Slices	String	
Alabama		6	✓	—	✓	✓	✓	✓	—	—	✓	Any type American ²	—	lf,lc,ls
Alaska		6	✓	—	✓	✓	✓	✓	—	—	✓	—	—	lf ls
Arizona		4	—	—	✓	✓	✓	✓	—	—	—	—	✓	lf ls
Arkansas		4	✓	—	✓	✓	—	✓	—	—	—	Any type	—	lf
California		4	—	—	✓	✓	✓	✓	—	—	—	—	✓	ff,lf ls
Colorado		7	✓	—	✓	✓	✓	✓	✓	—	✓	American	—	—
Connecticut		6	✓	—	✓	✓	✓	✓	—	—	—	American	—	ff
Delaware		3	✓	—	✓	—	—	✓	—	—	—	—	—	—
District of Columbia		8	✓	—	✓	✓	✓	✓	✓	✓	✓	Any type	—	lf
Florida		2	—	—	✓	—	—	✓	—	—	—	American	—	—
Georgia		6	✓	—	✓	✓	✓	✓	—	—	✓	Any type	✓	—
Hawaii		4	—	—	✓	✓	✓	✓	—	—	—	—	—	ff,lf
Idaho		5	—	—	✓	✓	✓	✓	—	—	✓	—	✓	lf
Illinois		8	✓	—	✓	✓	✓	✓	✓	✓	✓	Any type	—	lf,lc,ls
Indiana		7	✓	—	✓	✓	✓	✓	—	✓	✓	Any type	—	ff,lf
Iowa		5	—	—	✓	✓	✓	✓	—	—	✓	—	✓	ff,lf
Kansas		6	✓	—	✓	✓	✓	✓	—	—	✓	American	—	lf
Kentucky		6	—	—	✓	✓	✓	✓	—	✓	✓	Any type	—	ff,lf,lc,ls
Louisiana		4	✓	—	✓	—	—	✓	—	—	✓	Any type	—	ff,lf
Maine		6	✓	—	✓	✓	✓	✓	—	—	✓	Any type	—	lf
Maryland		8	✓	—	✓	✓	✓	✓	✓	✓	✓	Any type	—	lf ls
Massachusetts		6	✓	—	✓	✓	✓	✓	✓	—	—	American	—	—
Michigan		8	✓	✓	✓	✓	✓	✓	✓	—	✓	American	✓	lf ls
Minnesota		7	—	—	✓	✓	✓	✓	✓	✓	✓	—	✓	lf ls
Mississippi		2	✓	—	✓	—	—	—	—	—	—	Any type	✓	lf
Missouri		5	✓	—	✓	✓	✓	✓	—	—	—	American	—	—
Montana		5	—	—	✓	✓	✓	✓	—	—	✓	—	—	lf
Nebraska		7	✓	—	✓	✓	✓	✓	✓	—	✓	Any type	—	lf
Nevada		4	✓	—	✓	✓	—	✓	—	—	—	Any type	✓	ff,lf
New Hampshire		6	✓	—	✓	✓	✓	✓	—	—	✓	Any type	—	lf
New Jersey		6	✓	—	✓	✓	✓	✓	—	—	✓	—	—	ff,lf,lc,ls
New Mexico		4	—	—	✓	✓	✓	✓	—	—	—	n.s.	—	—
New York		5	✓	—	✓	✓	✓	✓	—	—	—	Any type	—	lf
North Carolina		9	✓	✓	✓	✓	✓	✓	✓	✓	✓	Any type	—	lf,lc,ls
North Dakota		7	✓	—	✓	✓	✓	✓	✓	—	✓	—	✓	lf
Ohio		9	✓	✓	✓	✓	✓	✓	✓	✓	✓	Any type	—	lf
Oklahoma		7	✓	—	✓	✓	✓	✓	✓	—	✓	Any type	—	—
Oregon		4	—	—	✓	✓	✓	✓	—	—	—	—	—	—
Pennsylvania		8	✓	—	✓	✓	✓	✓	✓	✓	✓	Any type	✓	ff,lf,lc,ls
Rhode Island		7	✓	—	✓	✓	✓	✓	✓	✓	—	Any type	—	—
South Carolina		8	✓	—	✓	✓	✓	✓	✓	✓	✓	Any type	—	lf,lc,ls
South Dakota		5	✓	—	✓	✓	✓	✓	—	—	—	—	—	lf
Tennessee		5	✓	—	✓	✓	✓	✓	—	—	—	Any type	—	ff,lf,lc,ls
Texas		5	✓	—	✓	✓	✓	✓	—	—	—	Any type	—	lf
Utah		4	—	—	✓	✓	✓	✓	—	—	—	—	—	—
Vermont		3	✓	—	✓	—	—	✓	—	—	—	American	—	—
Virginia		5	✓	—	✓	—	✓	✓	—	—	✓	Any type	—	lf
Washington		4	—	—	✓	✓	✓	✓	—	—	—	—	—	ff,lf ls
West Virginia		5	✓	—	✓	✓	✓	✓	—	—	—	Any type	—	ff,lf,lc,ls
Wisconsin		8	✓	✓	✓	✓	✓	✓	✓	✓	—	American	—	lf
Wyoming		7	✓	✓	✓	✓	✓	✓	—	—	✓	Any type	—	lf

See footnotes at end of table.

Table A.7—Cheese Authorized by State WIC Agencies, FY2010 — Continued

	# Types	Types of cheese									Alternatives to block cheese		Modified nutrients ¹
		Amer- ican	Brick	Ched- dar	Colby	Mont- erey Jack	Mozz- arella	Muen- ster	Provo- lone	Swiss	Slices	String	
Indian Tribal Organizations													
American Samoa	6	✓	—	✓	✓	✓	✓	—	—	✓	Any type	—	—
Guam	4	—	—	✓	✓	✓	✓	—	—	—	—	✓	—
Northern Mariana Islands	4	—	—	✓	✓	✓	✓	—	—	—	—	—	—
Puerto Rico	6	✓	—	✓	✓	✓	—	✓	—	✓	—	—	—
Virgin Islands	5	✓	—	✓	—	✓	✓	—	—	✓	American ²	—	—
ACL (NM)	4	—	—	✓	✓	✓	✓	—	—	—	n.s.	—	—
Cherokee Nation (OK)	7	✓	—	✓	✓	✓	✓	✓	—	✓	Any type	—	—
Cheyenne River Sioux (SD) ...	5	✓	—	✓	✓	✓	✓	—	—	—	Any type	—	lf
Chickasaw Nation (OK)	7	✓	—	✓	✓	✓	✓	✓	—	✓	Any type	—	—
Choctaw Nation (OK)	7	✓	—	✓	✓	✓	✓	✓	—	✓	Any type	—	—
Citizen-Potawatomi (OK)	7	✓	—	✓	✓	✓	✓	✓	—	✓	Any type	—	—
Eastern Band-Cherokee (NC)	9	✓	✓	✓	✓	✓	✓	✓	✓	✓	Any type	—	lf,lc,ls
Eastern Shoshone (WY)	0	—	—	—	—	—	—	—	—	—	n.s.	—	—
Eight Northern Pueblos (NM)	4	—	—	✓	✓	✓	✓	—	—	—	n.s.	—	—
Five Sandoval Pueblos (NM)	4	—	—	✓	✓	✓	✓	—	—	—	n.s.	—	—
Indian Township (ME)	5	✓	—	✓	✓	✓	✓	—	—	—	Any type	—	—
ITC-Arizona (AZ)	4	—	—	✓	✓	✓	✓	—	—	—	—	✓	lf ls
ITC-Nevada (NV)	5	✓	—	✓	✓	✓	✓	—	—	—	Any type	✓	ff,lf
ITC-Oklahoma (OK)	7	✓	—	✓	✓	✓	✓	✓	—	✓	Any type	—	—
Mississippi Choctaw (MS)	8	✓	—	✓	✓	✓	✓	✓	✓	✓	n.s.	—	lf
Muscogee Creek Nation (OK)	7	✓	—	✓	✓	✓	✓	✓	—	✓	Any type	—	—
Navajo Nation (AZ)	4	—	—	✓	✓	✓	✓	—	—	—	—	✓	lf ls
Northern Arapahoe (WY)	7	✓	✓	✓	✓	✓	✓	—	—	✓	n.s.	—	lf
Omaha Nation (NE)	5	✓	—	✓	✓	✓	✓	—	—	—	Any type	—	lf
Osage Nation (OK)	7	✓	—	✓	✓	✓	✓	✓	—	✓	Any type	—	—
Otoe-Missouria (OK)	7	✓	—	✓	✓	✓	✓	✓	—	✓	Any type	—	—
Pleasant Point (ME)	9	✓	✓	✓	✓	✓	✓	✓	✓	✓	Any type	✓	ff,lf,lc,ls
Pueblo of Isleta (NM)	4	—	—	✓	✓	✓	✓	—	—	—	n.s.	—	—
Pueblo of San Felipe (NM)	2	✓	—	—	✓	—	—	—	—	—	Any type	—	—
Pueblo of Zuni (NM)	4	—	—	✓	✓	✓	✓	—	—	—	—	✓	ff,lf ls
Rosebud Sioux (SD)	5	✓	—	✓	✓	✓	✓	—	—	—	Any type	—	—
Santee Sioux (NE)	9	✓	✓	✓	✓	✓	✓	✓	✓	✓	Any type	—	—
Santo Domingo (NM)	3	—	—	✓	✓	—	✓	—	—	—	n.s.	—	—
Seneca Nation (NY)	5	✓	—	✓	✓	✓	✓	—	—	—	Any type	—	—
Standing Rock Sioux (ND)	6	✓	—	✓	✓	✓	✓	—	—	✓	Any type	—	—
Three Affiliated (ND)	7	✓	✓	✓	✓	✓	✓	—	—	✓	—	✓	lf
Ute Mountain Ute (CO)	7	✓	✓	✓	✓	✓	✓	—	✓	—	n.s.	✓	lf
WCD (OK)	7	✓	—	✓	✓	✓	✓	✓	—	✓	Any type	—	—
Winnebago (NE)	6	✓	—	✓	✓	✓	✓	—	✓	—	n.s.	✓	lf

— Not allowed by the State.

¹ Modified nutrients are abbreviated as: ff = fat-free, lf=low fat, lc=low cholesterol, and ls=low sodium.

² Includes individually wrapped American slices.

Table A.8—Eggs Authorized by State WIC Agencies, FY2010

	Authorized sizes and grades		Other specifications	
	Sizes	Grades	Brown eggs allowed?	Half dozen packages allowed?
Alabama	Large only	n.s.	√	n.s.
Alaska	S, M, L	n.s.	—	√
Arizona	S, M, L	n.s.	—	—
Arkansas	Large only	Grade A, AA	—	—
California	Large only	n.s.	—	—
Colorado	S, M, L	Grade A, AA	—	n.s.
Connecticut	Large only	n.s.	√	—
Delaware	Large only	n.s.	—	n.s.
District of Columbia	M, L	n.s.	—	—
Florida	Large only	n.s.	—	n.s.
Georgia	Large only	Grade A	—	—
Hawaii	M, L	Grade A	—	—
Idaho	S, M, L	n.s.	—	—
Illinois	Large only	Grade A, AA	n.s.	n.s.
Indiana	M, L	n.s.	—	n.s.
Iowa	Large only	Grade A, AA	√	—
Kansas	Large only	Grade A, AA	n.s.	—
Kentucky	S, M, L	Grade A	—	—
Louisiana	Large only	n.s.	—	—
Maine	M, L	Grade A	√	—
Maryland	M, L	n.s.	—	—
Massachusetts	Large only	Grade A	√	n.s.
Michigan	S, M, L	Grade A, AA	—	—
Minnesota	Large only	n.s.	√	—
Mississippi	Other	n.s.	—	—
Missouri	Large only	Grade A, AA	—	—
Montana	Large only	Grade A, AA	—	—
Nebraska	M, L	n.s.	—	—
Nevada	M, L	Grade AA	n.s.	—
New Hampshire	M, L	n.s.	√	—
New Jersey	Large only	Grade A	—	—
New Mexico	S, M, L	Grade A, AA	—	n.s.
New York	M, L	n.s.	√	n.s.
North Carolina	Large only	Grade A	—	—
North Dakota	M, L	n.s.	n.s.	—
Ohio	Large only	n.s.	—	n.s.
Oklahoma	M, L	Grade A, AA	—	—
Oregon	Large only	n.s.	—	—
Pennsylvania	S, M, L	n.s.	√	—
Rhode Island	Large only	Grade A	√	—
South Carolina	M, L	Grade A	—	n.s.
South Dakota	M, L	n.s.	—	n.s.
Tennessee	Large only	Grade A	—	—
Texas	S, M, L	Grade A, AA	—	—
Utah	—	n.s.	—	n.s.
Vermont	Large only	Grade A	√	n.s.
Virginia	Large only	Grade A	—	—
Washington	S, M, L	n.s.	—	—
West Virginia	Large only	Grade A, AA	—	—
Wisconsin	Any	Grade A, AA	—	—
Wyoming	Large only	Grade A, AA	—	—
Territories				
American Samoa	—	n.s.	√	n.s.

Table A.8—Eggs Authorized by State WIC Agencies, FY2010
— Continued

	Authorized sizes and grades		Other specifications	
	Sizes	Grades	Brown eggs allowed?	Half dozen packages allowed?
Territories				
Guam	S, M, L	Grade A, AA	√	—
Northern Mariana Islands	Large only	Grade A	—	—
Puerto Rico	Other	n.s.	n.s.	n.s.
Virgin Islands	Any	Grade A	—	—
Indian Tribal Organizations				
ACL (NM)	S, M, L	Grade A, AA	—	n.s.
Cherokee Nation (OK)	M, L	Grade A, AA	—	—
Cheyenne River Sioux (SD)	Large only	Grade A, AA	n.s.	n.s.
Chickasaw Nation (OK)	M, L	Grade A, AA	—	—
Choctaw Nation (OK)	M, L	Grade A, AA	—	—
Citizen-Potawatomi (OK)	M, L	Grade A, AA	—	—
Eastern Band-Cherokee (NC)	Large only	Grade A	—	—
Eastern Shoshone (WY)	Other	n.s.	n.s.	n.s.
Eight Northern Pueblos (NM)	S, M, L	Grade A, AA	—	n.s.
Five Sandoval Pueblos (NM)	S, M, L	Grade A, AA	—	n.s.
Indian Township (ME)	—	n.s.	√	n.s.
ITC-Arizona (AZ)	S, M, L	n.s.	—	—
ITC-Nevada (NV)	M, L	Grade AA	n.s.	—
ITC-Oklahoma (OK)	M, L	Grade A, AA	—	—
Mississippi Choctaw (MS)	Large only	n.s.	n.s.	—
Muscogee Creek Nation (OK)	M, L	Grade A, AA	—	—
Navajo Nation (AZ)	S, M, L	n.s.	—	—
Northern Arapahoe (WY)	Large only	Grade A, AA	—	√
Omaha Nation (NE)	Large only	Grade A, AA	—	n.s.
Osage Nation (OK)	M, L	Grade A, AA	—	—
Otoe-Missouria (OK)	M, L	Grade A, AA	—	—
Pleasant Point (ME)	—	Grade A	√	n.s.
Pueblo of Isleta (NM)	S, M, L	Grade A, AA	—	n.s.
Pueblo of San Felipe (NM)	Large only	Grade AA	n.s.	n.s.
Pueblo of Zuni (NM)	S, M, L	n.s.	—	—
Rosebud Sioux (SD)	Large only	n.s.	n.s.	—
Santee Sioux (NE)	Any	n.s.	n.s.	—
Santo Domingo (NM)	Large only	n.s.	n.s.	n.s.
Seneca Nation (NY)	M, L	n.s.	√	n.s.
Standing Rock Sioux (ND)	Large only	n.s.	—	n.s.
Three Affiliated (ND)	Large only	n.s.	n.s.	—
Ute Mountain Ute (CO)	S, M, L	n.s.	√	n.s.
WCD (OK)	M, L	Grade A, AA	—	—
Winnebago (NE)	Any	n.s.	n.s.	n.s.

Table A.9—Product Brands Authorized for Milk, Cheese, Eggs, and Legumes, FY2010

		Authorized brands						
		Milk	Cheese	Eggs	Dry beans	Canned beans	Peanut butter	Canned fish
Alabama		Least cost	Least cost	Any brand	Any brand	—	Any brand	Any brand
Alaska		Least cost	Least cost	Any brand	Any brand	Any brand	Least cost	Any brand
Arizona		Least cost	Any brand	Any brand	Any brand	Brands listed	Any brand	Any brand
Arkansas		Least cost	Least cost	Least cost	Any brand	Least cost	Any brand	Any brand
California		Any brand	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
Colorado		Least cost	Generic only	Least cost	Any brand	Any brand	Any brand	Any brand
Connecticut		Generic only	Least cost	Generic only	Least cost	—	Least cost	Least cost
Delaware		Generic only	Generic only	Generic only	Generic only	—	Generic only	Generic only
District of Columbia		Any brand	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
Florida		Least cost	Least cost	Least cost	Any brand	Any brand	Any brand	Any brand
Georgia		Least cost	Least cost	Least cost	Any brand	Any brand	Any brand	Least cost
Hawaii		Least cost	Any brand	Any brand	Any brand	—	Any brand	Any brand
Idaho		Any brand	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
Illinois		Least cost	Least cost	Least cost	Any brand	Any brand	Least cost	Any brand
Indiana		Least cost	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
Iowa		Any brand	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
Kansas		Least cost	Least cost	Least cost	Least cost	Any brand	Any brand	Any brand
Kentucky		Least cost	Least cost	Any brand	Any brand	Brands listed	Any brand	Any brand
Louisiana		Least cost	Least cost	Least cost	Any brand	—	Any brand	Any brand
Maine		Any brand	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
Maryland		Generic only	Any brand	Generic only	Any brand	Any brand	Any brand	Any brand
Massachusetts		Least cost	Any brand	Least cost	Any brand	Brands listed	Any brand	Any brand
Michigan		Any brand	Any brand	Any brand	Any brand	Brands listed	Any brand	Any brand
Minnesota		Any brand	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
Mississippi		Generic only	Generic only	Generic only	Generic only	—	Generic only	Brands listed
Missouri		Any brand	Generic only	Any brand	Generic only	Brands listed	Generic only	Any brand
Montana		Generic only	Brands listed	Any brand	Any brand	Any brand	Brands listed	Any brand
Nebraska		Generic only	Generic only	Any brand	Generic only	Brands listed	Generic only	Any brand
Nevada		Least cost	Any brand	Least cost	Any brand	—	Any brand	Any brand
New Hampshire		Least cost	Any brand	Least cost	Any brand	Any brand	Any brand	Any brand
New Jersey		Generic only	Generic only	Any brand	Any brand	Any brand	Generic only	Any brand
New Mexico		Any brand	Any brand	Any brand	Any brand	Brands listed	Any brand	Any brand
New York		Any brand	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
North Carolina		Least cost	Least cost	Least cost	Any brand	Any brand	Any brand	Any brand
North Dakota		Any brand	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
Ohio		Generic only	Generic only	Generic only	Generic only	Generic only	Generic only	Generic only
Oklahoma		Least cost	Least cost	Least cost	Any brand	Any brand	Any brand	Any brand
Oregon		Any brand	Any brand	Any brand	Any brand	—	Any brand	Any brand
Pennsylvania		Any brand	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
Rhode Island		Least cost	Any brand	Least cost	Any brand	Any brand	Any brand	Least cost
South Carolina		Least cost	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
South Dakota		Any brand	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
Tennessee		Any brand	Generic only	Any brand	Any brand	—	Any brand	Any brand
Texas		Least cost	Least cost	Any brand	Least cost	—	Any brand	Any brand
Utah		Least cost	Least cost	Least cost	Least cost	Least cost	Least cost	Least cost
Vermont		Any brand	Any brand	Any brand	n.s.	Brands listed	Brands listed	Brands listed
Virginia		Generic only	Generic only	Any brand	Any brand	—	Generic only	Any brand
Washington		Any brand	Any brand	Any brand	Any brand	—	Any brand	Any brand
West Virginia		Least cost	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
Wisconsin		Any brand	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
Wyoming		Any brand	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand

See footnotes at end of table.

Table A.9—Product Brands Authorized for Milk, Cheese, Eggs, and Legumes, FY2010 — Continued

	Authorized brands						
	Milk	Cheese	Eggs	Dry beans	Canned beans	Peanut butter	Canned fish
Territories							
American Samoa	Any brand	n.s.	Any brand	Any brand	—	Any brand	Any brand
Guam	Generic only	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
Northern Mariana Islands	Brands listed	Brands listed	Any brand	Any brand	—	Brands listed	Any brand
Puerto Rico	Any brand	Any brand	Any brand	Brands listed	Brands listed	Brands listed	Brands listed
Virgin Islands	Generic only	Brands listed	Any brand	Any brand	Brands listed	Any brand	Any brand
Indian Tribal Organizations							
ACL (NM)	Any brand	Any brand	Any brand	Any brand	Brands listed	Any brand	Any brand
Cherokee Nation (OK)	Least cost	Least cost	Least cost	Any brand	Any brand	Any brand	Any brand
Cheyenne River Sioux (SD) ...	Generic only	Generic only	Any brand	Any brand	Brands listed	Any brand	Any brand
Chickasaw Nation (OK)	Least cost	Least cost	Least cost	Any brand	Any brand	Any brand	n.s.
Choctaw Nation (OK)	Least cost	Least cost	Least cost	Any brand	Any brand	Any brand	Any brand
Citizen-Potawatomi (OK)	Least cost	Least cost	Least cost	Any brand	Any brand	Any brand	Any brand
Eastern Band-Cherokee (NC)	Least cost	Least cost	Least cost	Any brand	Any brand	Any brand	Any brand
Eastern Shoshone (WY)	n.s.	n.s.	n.s.	Any brand	Any brand	n.s.	Generic only
Eight Northern Pueblos (NM)	Any brand	Any brand	Any brand	Any brand	Brands listed	Any brand	Any brand
Five Sandoval Pueblos (NM)	Any brand	Any brand	Any brand	Any brand	Brands listed	Any brand	Any brand
Indian Township (ME)	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
ITC-Arizona (AZ)	Least cost	Any brand	Any brand	Any brand	Brands listed	Any brand	Any brand
ITC-Nevada (NV)	Least cost	Any brand	Least cost	Any brand	—	Any brand	Any brand
ITC-Oklahoma (OK)	Least cost	Least cost	Least cost	Any brand	Any brand	Any brand	Any brand
Mississippi Choctaw (MS)	Generic only	Generic only	Any brand	Any brand	—	Any brand	Any brand
Muscogee Creek Nation (OK)	Least cost	Least cost	Least cost	Any brand	Any brand	Any brand	Any brand
Navajo Nation (AZ)	Least cost	Any brand	Any brand	Any brand	n.s.	Any brand	Any brand
Northern Arapahoe (WY)	Any brand	Brands listed	Any brand	Brands listed	Brands listed	Brands listed	Brands listed
Omaha Nation (NE)	Generic only	Generic only	Any brand	Generic only	Brands listed	Any brand	Any brand
Osage Nation (OK)	Least cost	Least cost	Least cost	Any brand	Any brand	Any brand	Any brand
Otoe-Missouria (OK)	Least cost	Least cost	Least cost	Any brand	Any brand	Any brand	Any brand
Pleasant Point (ME)	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
Pueblo of Isleta (NM)	Any brand	Any brand	Any brand	Any brand	Brands listed	Least cost	Any brand
Pueblo of San Felipe (NM)	n.s.	Brands listed	Brands listed	Brands listed	Brands listed	Brands listed	Brands listed
Pueblo of Zuni (NM)	Any brand	Any brand	Any brand	Any brand	—	Any brand	Any brand
Rosebud Sioux (SD)	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
Santee Sioux (NE)	Any brand	Generic only	Any brand	Any brand	Any brand	Any brand	Any brand
Santo Domingo (NM)	n.s.	n.s.	n.s.	Brands listed	Brands listed	Brands listed	Brands listed
Seneca Nation (NY)	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
Standing Rock Sioux (ND)	Any brand	Brands listed	Any brand	Any brand	Any brand	Brands listed	Any brand
Three Affiliated (ND)	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
Ute Mountain Ute (CO)	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand
WCD (OK)	Least cost	Least cost	Least cost	Any brand	Any brand	Any brand	Any brand
Winnebago (NE)	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand	Any brand

n.s. Not specified.

— Not allowed by the State.

Note: 'Brands listed' includes name brands and may also include generic brands

Table A.10—Brands and Counts of Breakfast Cereals Authorized by State WIC Agencies, FY2010

	Whole grain Indicator on food list	Number of cold cereals			Number of hot cereals		
		Name Brands	Generic Brands	Total	Name Brands	Generic Brands	Total
Alabama	√	16	0	16	2	0	2
Alaska	—	11	3	14	8	0	8
Arizona	—	22	2	24	3	0	3
Arkansas	—	24	0	24	9	0	9
California	√	15	1	16	5	1	6
Colorado	√	23	3	26	6	0	6
Connecticut	—	16	8	24	7	0	7
Delaware	—	10	0	10	2	0	2
District of Columbia	√	31	0	31	6	0	6
Florida	√	22	7	29	4	2	6
Georgia	√	23	5	28	3	2	5
Hawaii	√	7	3	10	2	1	3
Idaho	√	10	0	10	4	0	4
Illinois	—	16	6	22	2	0	2
Indiana	√	28	0	28	7	0	7
Iowa	√	19	4	23	6	0	6
Kansas	√	27	15	42	8	1	9
Kentucky	√	23	0	23	3	0	3
Louisiana	—	11	0	11	4	0	4
Maine	√	21	13	34	8	1	9
Maryland	√	24	0	24	7	0	7
Massachusetts	√	25	10	35	9	0	9
Michigan	√	22	3	25	11	1	12
Minnesota	√	28	2	30	9	1	10
Mississippi	—	10	0	10	0	1	1
Missouri	√	0	10	10	5	2	7
Montana	√	18	11	29	4	2	6
Nebraska	√	17	10	27	9	5	14
Nevada	√	17	0	17	5	0	5
New Hampshire	√	21	8	29	8	1	9
New Jersey	√	18	5	23	8	1	9
New Mexico	—	26	3	29	2	0	2
New York	√	10	5	15	9	2	11
North Carolina	—	23	8	31	1	0	1
North Dakota	√	23	10	33	7	1	8
Ohio	—	22	13	35	6	2	8
Oklahoma	—	25	8	33	9	0	9
Oregon	√	23	1	24	5	1	6
Pennsylvania	√	34	4	38	6	0	6
Rhode Island	√	19	5	24	5	2	7
South Carolina	√	16	1	17	3	0	3
South Dakota	—	8	0	8	7	0	7
Tennessee	√	34	3	37	7	0	7
Texas	√	15	0	15	2	0	2
Utah	√	19	9	28	7	2	9
Vermont	√	6	0	6	0	1	1
Virginia	√	2	16	18	1	1	2
Washington	—	10	1	11	4	1	5
West Virginia	√	25	0	25	3	0	3
Wisconsin	√	29	4	33	11	1	12
Wyoming	√	18	4	22	1	0	1

See footnotes at end of table.

Table A.10—Brands and Counts of Breakfast Cereals Authorized by State WIC Agencies, FY2010 — Continued

	Whole grain Indicator on food list	Number of cold cereals			Number of hot cereals		
		Name Brands	Generic Brands	Total	Name Brands	Generic Brands	Total
Indian Tribal Organizations							
American Samoa	√	17	0	17	6	1	7
Guam	√	14	0	14	6	0	6
Northern Mariana Islands	√	12	0	12	2	0	2
Puerto Rico	√	9	6	15	1	1	2
Virgin Islands	√	23	4	27	3	2	5
ACL (NM)	—	26	3	29	2	0	2
Cherokee Nation (OK)	—	25	8	33	9	0	9
Cheyenne River Sioux (SD) ...	√	23	9	32	8	2	10
Chickasaw Nation (OK)	—	25	9	34	8	0	8
Choctaw Nation (OK)	—	25	10	35	8	0	8
Citizen-Potawatomi (OK)	—	25	10	35	8	0	8
Eastern Band-Cherokee (NC)	—	23	8	31	1	0	1
Eastern Shoshone (WY)	—	11	2	13	8	0	8
Eight Northern Pueblos (NM)	—	26	3	29	2	0	2
Five Sandoval Pueblos (NM)	—	26	3	29	2	0	2
Indian Township (ME)	√	18	4	22	7	0	7
ITC-Arizona (AZ)	—	22	2	24	3	0	3
ITC-Nevada (NV)	√	17	0	17	5	0	5
ITC-Oklahoma (OK)	—	25	9	34	8	0	8
Mississippi Choctaw (MS)	√	34	2	36	8	1	9
Muscogee Creek Nation (OK)	—	25	10	35	7	0	7
Navajo Nation (AZ)	—	22	2	24	3	0	3
Northern Arapahoe (WY)	—	23	11	34	2	1	3
Omaha Nation (NE)	√	15	8	23	0	3	3
Osage Nation (OK)	—	25	10	35	8	0	8
Otoe-Missouria (OK)	—	25	8	33	9	0	9
Pleasant Point (ME)	√	20	11	31	7	0	7
Pueblo of Isleta (NM)	—	26	3	29	2	0	2
Pueblo of San Felipe (NM)	—	15	0	15	5	0	5
Pueblo of Zuni (NM)	—	22	0	22	5	1	6
Rosebud Sioux (SD)	—	20	5	25	3	0	3
Santee Sioux (NE)	—	20	4	24	8	0	8
Santo Domingo (NM)	—	13	0	13	5	0	5
Seneca Nation (NY)	—	13	4	17	7	4	11
Standing Rock Sioux (ND)	—	27	12	39	7	1	8
Three Affiliated (ND)	√	30	11	41	11	0	11
Ute Mountain Ute (CO)	—	24	0	24	5	0	5
WCD (OK)	—	25	8	33	9	0	9
Winnebago (NE)	—	44	0	44	3	1	4

Note: If no brand is indicated, brand is specified on the WIC check or voucher

Table A.11—Breakfast Cereals Authorized by State WIC Agencies, FY2010

	AL	AK	AZ	AR	CA	CO	CT	DE	DC	FL	GA	HI	ID	IL	IN	IA	KS
General Mills																	
Cheerios, Regular (WG)	√	√	√	√	√	√	√	√	√	√	√	—	√	√	√	√	√
Cheerios, MultiGrain (WG)	√	√	√	√	√	√	—	√	√	√	√	—	√	√	√	√	√
Chex, Corn	—	—	√	√	—	√	√	√	√	—	√	—	—	√	√	√	√
Chex, MultiBran	—	—	—	—	—	√	—	—	√	—	√	—	—	—	—	√	—
Chex, Rice	√	√	√	√	—	√	—	√	√	√	√	—	√	√	√	√	√
Chex, Wheat (WG)	√	—	√	√	—	√	—	√	√	√	√	—	—	—	√	√	√
Dora the Explorer	—	—	—	—	—	—	—	—	—	—	—	—	—	—	√	—	—
Fiber One (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	√
Honey Kix (WG)	√	√	—	√	√	—	—	—	√	√	—	—	—	√	√	—	√
Kix	—	—	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Total Whole Grain (WG)	√	—	√	—	—	√	√	—	√	—	—	√	—	√	√	—	—
Total Cinnamon Crunch	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Wheaties (WG)	—	—	—	√	—	√	—	√	√	—	—	—	—	—	√	√	√
Kellogg's																	
Complete All-Bran Wheat Flakes (WG)	√	—	√	—	—	√	√	—	√	√	—	—	—	√	—	—	√
Corn Flakes	√	—	√	√	√	√	√	√	√	√	√	—	√	√	√	√	√
Corn Flakes Touch of Honey	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Crispix	√	—	—	—	—	√	—	√	√	—	√	—	—	—	√	√	—
Frosted Mini-Wheats Big Bite (WG)	—	—	—	√	√	—	√	—	—	√	√	—	—	—	√	√	—
Frosted Mini-Wheats Bite Size (WG)	√	—	√	√	√	—	—	—	—	√	√	—	—	—	√	√	√
Mini-Wheats Unfrosted Bite Size (WG)	—	—	—	√	√	—	√	—	√	√	—	—	—	—	√	—	√
Product 19	—	—	—	—	—	√	—	√	√	—	—	—	—	—	—	—	—
Rice Krispies	√	—	√	—	—	—	—	—	√	—	√	—	√	√	√	√	√
Special K	√	—	√	—	—	√	√	—	√	—	√	—	—	—	√	√	—
Special K Protein Plus (WG)	—	—	—	—	—	—	—	—	—	√	—	—	—	—	—	—	—
Kashi																	
Mighty Bites Honey Crunch (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	√
Malt-O-Meal																	
Crispy Rice	—	√	√	—	—	—	√	—	√	—	—	√	—	—	√	—	√
Honey and Oat Blenders	—	—	—	—	—	—	√	—	√	—	—	√	—	—	—	—	√
Honey and Oat Blenders, Almonds	—	—	—	—	—	—	—	—	√	—	—	—	—	—	—	—	√
Mini Spooners Frosted (WG)	—	√	√	√	—	—	√	—	—	√	√	√	√	√	√	√	√
Mini-Spooners Maple & Brown Sugar	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Mini Spooners Strawberry Cream (WG)	—	—	—	√	—	—	—	—	—	√	—	—	—	—	—	—	—
Mini Spooners Vanilla Cream	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Scooters (WG)	—	—	—	—	—	—	—	—	—	—	—	√	—	—	—	—	—
Banana Nut Crunch (WG)	√	√	√	√	—	√	—	—	√	—	√	—	—	—	√	—	√
Bran Flakes (WG)	—	—	—	√	√	√	√	—	—	√	—	—	√	—	—	√	√
Grape Nuts Cereal (WG)	—	—	√	√	—	√	—	—	√	√	√	—	—	√	√	√	√
Grape Nuts Flakes (WG)	—	√	—	√	—	√	√	—	√	√	√	—	—	√	√	—	—
Grape Nuts Trail Mix Crunch, Maple Nut & Brown Sugar (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Honey Bunches of Oats																	
Regular	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Almonds	√	√	√	—	—	√	—	—	√	—	√	—	—	—	√	—	√
Cinnamon Bunches	—	—	—	—	—	—	—	—	√	—	—	—	—	—	—	—	—
Honey Roasted	√	—	√	—	√	√	—	—	√	—	√	—	√	—	√	—	√
Vanilla Bunches (WG)	—	√	√	√	√	—	—	—	√	√	√	—	—	—	—	—	—
Shredded Wheat Vanilla Almond (WG)	—	—	—	—	—	—	—	—	√	—	—	—	—	—	—	—	—
Trail Mix Crunch, Raisin & Almond (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Quaker																	
Crunchy Corn Bran	—	—	—	—	√	—	—	—	—	√	—	—	—	—	—	—	√
King Vitaman	√	—	—	√	—	—	—	—	—	—	—	—	—	—	√	—	—
Life, Regular (WG)	—	√	√	√	√	√	√	—	√	√	√	√	√	√	√	√	√
Oat Bran (WG)	—	—	—	√	—	—	√	—	—	—	—	—	—	—	—	—	—
Oatmeal Squares (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	√
Oatmeal Squares, Cinnamon (WG)	—	—	√	√	√	√	—	—	√	√	√	—	—	√	√	—	—
Oatmeal Squares, Brown Sugar (WG)	—	—	√	√	√	√	—	—	√	√	√	—	—	√	√	√	—

See footnotes at end of table.

Table A.11—Breakfast Cereals Authorized by State WIC Agencies, FY2010
— Continued

	KY	LA	ME	MD	MA	MI	MN	MS	MO	MT	NE	NV	NH	NJ	NM	NY	NC
General Mills																	
Cheerios, Regular (WG)	✓	✓	✓	✓	✓	✓	✓	✓	—	✓	✓	✓	✓	✓	✓	✓	✓
Cheerios, MultiGrain (WG)	✓	—	✓	✓	✓	✓	✓	—	—	✓	—	✓	✓	—	✓	—	✓
Chex, Corn	✓	—	✓	✓	✓	—	✓	—	—	✓	—	✓	✓	✓	✓	—	—
Chex, MultiBran	—	✓	✓	✓	✓	—	—	—	—	—	—	✓	✓	✓	✓	—	—
Chex, Rice	✓	✓	✓	✓	✓	✓	✓	—	—	✓	—	✓	✓	✓	✓	—	✓
Chex, Wheat (WG)	✓	—	✓	✓	✓	✓	✓	—	—	✓	—	✓	✓	✓	✓	—	✓
Dora the Explorer	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Fiber One (WG)	✓	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	✓
Honey Kix (WG)	✓	✓	—	—	—	—	✓	—	—	—	—	✓	—	✓	✓	✓	✓
Kix	✓	—	✓	✓	✓	✓	✓	—	—	—	—	✓	✓	✓	✓	✓	—
Total Whole Grain (WG)	—	—	✓	✓	✓	—	✓	—	—	✓	—	—	✓	✓	—	—	✓
Total Cinnamon Crunch	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	✓
Wheaties (WG)	✓	—	✓	✓	✓	—	✓	—	—	✓	—	—	✓	✓	✓	—	✓
Kellogg's																	
Complete All-Bran Wheat Flakes (WG)	✓	—	✓	✓	✓	—	—	✓	—	—	—	—	✓	✓	—	—	✓
Corn Flakes	✓	✓	✓	✓	✓	✓	✓	✓	—	✓	✓	✓	✓	✓	✓	✓	—
Corn Flakes Touch of Honey	—	—	—	—	—	—	—	—	—	—	—	—	—	—	✓	—	—
Crispix	—	—	✓	✓	✓	—	✓	✓	—	—	—	—	✓	—	✓	—	—
Frosted Mini-Wheats Big Bite (WG)	✓	—	—	—	✓	✓	✓	—	—	✓	—	✓	—	—	✓	—	✓
Frosted Mini-Wheats Bite Size (WG)	✓	—	—	—	✓	✓	✓	✓	—	—	✓	✓	—	—	—	✓	✓
Mini-Wheats Unfrosted Bite Size (WG)	✓	✓	✓	✓	—	✓	✓	✓	—	—	✓	—	✓	✓	—	✓	✓
Product 19	—	—	✓	—	—	—	—	✓	—	—	—	—	✓	—	—	—	—
Rice Krispies	—	—	✓	✓	✓	—	✓	✓	—	✓	—	—	✓	—	✓	—	—
Special K	—	—	✓	✓	✓	✓	✓	✓	—	—	—	—	✓	—	—	—	—
Special K Protein Plus (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	✓	—	—	—
Kashi																	
Mighty Bites Honey Crunch (WG)	—	—	—	—	—	—	—	✓	—	—	—	—	—	—	—	—	✓
Malt-O-Meal																	
Crispy Rice	✓	—	✓	—	—	—	✓	—	—	✓	✓	—	✓	—	—	—	—
Honey and Oat Blenders	—	—	—	—	—	—	—	—	—	✓	✓	—	—	—	✓	—	—
Honey and Oat Blenders, Almonds	—	—	—	—	—	—	—	—	—	✓	✓	—	—	—	✓	—	—
Mini Spooners Frosted (WG)	✓	✓	—	—	—	✓	✓	—	—	✓	✓	—	—	—	✓	—	✓
Mini-Spooners Maple & Brown Sugar	—	—	—	—	—	—	—	—	—	—	—	—	—	—	✓	—	—
Mini Spooners Strawberry Cream (WG)	—	✓	—	—	—	✓	✓	—	—	—	✓	—	—	—	✓	—	✓
Mini Spooners Vanilla Cream	—	—	—	—	—	—	—	—	—	—	—	—	—	—	✓	—	—
Scooters (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Banana Nut Crunch (WG)	—	—	—	✓	✓	✓	✓	—	—	—	—	✓	—	—	—	—	✓
Bran Flakes (WG)	✓	—	✓	✓	✓	✓	—	—	—	✓	—	—	✓	✓	✓	—	✓
Grape Nuts Cereal (WG)	✓	—	✓	✓	✓	—	✓	—	—	—	✓	✓	✓	✓	✓	✓	✓
Grape Nuts Flakes (WG)	✓	—	✓	✓	✓	—	—	—	—	—	—	—	✓	✓	✓	✓	✓
Grape Nuts Trail Mix Crunch, Maple Nut & Brown Sugar (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Honey Bunches of Oats																	
Regular	—	—	—	—	—	—	—	—	—	✓	—	—	—	—	—	—	—
Almonds	—	—	—	✓	✓	✓	✓	—	—	✓	✓	✓	—	—	✓	—	—
Cinnamon Bunches	—	—	—	✓	—	✓	✓	—	—	—	✓	—	—	—	—	—	—
Honey Roasted	✓	✓	—	✓	✓	✓	✓	—	—	✓	✓	✓	—	✓	✓	—	—
Vanilla Bunches (WG)	—	✓	—	✓	✓	✓	✓	—	—	—	✓	—	—	—	—	✓	✓
Shredded Wheat Vanilla Almond (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Trail Mix Crunch, Raisin & Almond (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Quaker																	
Crunchy Corn Bran	—	—	—	—	—	—	—	—	—	—	—	—	—	✓	—	—	—
King Vitaman	✓	—	—	—	—	✓	—	—	—	—	—	—	—	—	—	—	—
Life, Regular (WG)	✓	—	✓	—	✓	✓	✓	—	—	—	✓	✓	✓	✓	✓	✓	✓
Oat Bran (WG)	✓	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Oatmeal Squares (WG)	—	—	—	—	—	—	✓	—	—	—	—	—	—	—	✓	—	✓
Oatmeal Squares, Cinnamon (WG)	—	—	—	✓	—	✓	✓	—	—	—	✓	✓	—	—	—	—	—
Oatmeal Squares, Brown Sugar (WG)	—	✓	—	—	✓	✓	—	—	—	—	✓	—	—	—	—	✓	—

See footnotes at end of table.

Table A.11—Breakfast Cereals Authorized by State WIC Agencies, FY2010
— Continued

	ND	OH	OK	OR	PA	RI	SC	SD	TN	TX	UT	VT	VA	WA	WV	WI	WY
General Mills																	
Cheerios, Regular (WG)	√	√	√	√	√	√	√	√	√	√	√	√	—	√	√	√	—
Cheerios, MultiGrain (WG)	√	√	√	√	√	—	√	√	√	—	√	—	—	—	√	√	√
Chex, Corn	√	√	√	√	√	√	—	—	√	—	√	—	—	√	√	√	—
Chex, MultiBran	√	—	√	√	√	—	—	—	—	—	—	—	—	—	—	√	—
Chex, Rice	√	√	√	√	√	√	—	—	√	—	√	√	—	√	√	√	√
Chex, Wheat (WG)	√	√	√	√	√	—	—	—	√	—	√	—	—	√	√	√	—
Dora the Explorer	—	—	—	—	—	—	—	—	—	√	—	—	—	—	—	—	—
Fiber One (WG)	—	—	√	—	—	—	—	—	—	—	—	—	—	—	—	√	—
Honey Kix (WG)	—	—	√	—	√	—	√	—	—	—	√	—	—	—	—	—	√
Kix	√	√	√	√	√	—	√	—	√	√	√	√	—	√	√	√	—
Total Whole Grain (WG)	√	√	√	—	√	√	—	—	√	—	—	√	—	—	√	√	—
Total Cinnamon Crunch	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Wheaties (WG)	—	√	√	—	√	—	—	—	√	—	√	—	—	—	√	√	√
Kellogg's																	
Complete All-Bran Wheat Flakes (WG)	√	—	—	√	√	—	—	√	√	—	√	—	—	—	√	—	√
Corn Flakes	√	√	—	√	√	√	√	√	√	√	√	—	—	√	√	√	√
Corn Flakes Touch of Honey	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Crispix	√	—	—	—	√	—	√	—	√	—	—	—	—	—	√	√	—
Frosted Mini-Wheats Big Bite (WG)	√	√	√	√	√	—	—	—	√	—	—	√	—	—	√	√	—
Frosted Mini-Wheats Bite Size (WG)	√	√	√	√	√	√	√	—	√	√	—	—	—	—	—	√	√
Mini-Wheats Unfrosted Bite Size (WG)	√	—	√	—	√	√	—	—	√	√	—	—	—	√	√	√	—
Product 19	—	—	—	—	—	—	—	—	√	—	—	—	—	—	—	—	—
Rice Krispies	—	√	—	√	—	—	√	√	√	√	√	—	—	—	√	√	√
Special K	—	√	—	—	—	—	√	—	√	—	—	—	—	—	√	√	—
Special K Protein Plus (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Kashi																	
Mighty Bites Honey Crunch (WG)	—	—	—	—	√	—	—	—	—	—	—	—	—	—	—	—	—
Malt-O-Meal																	
Crispy Rice	√	—	—	—	√	√	√	√	√	—	√	—	—	—	—	—	—
Honey and Oat Blenders	—	√	—	—	√	—	—	√	√	√	√	—	√	—	—	—	—
Honey and Oat Blenders, Almonds	—	√	—	—	√	—	—	—	√	√	—	—	—	—	—	—	—
Mini Spooners Frosted (WG)	√	√	√	—	—	√	√	√	√	√	—	—	√	—	—	√	√
Mini-Spooners Maple & Brown Sugar	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Mini Spooners Strawberry Cream (WG)	—	—	√	—	—	—	—	—	√	√	—	—	—	—	—	—	√
Mini Spooners Vanilla Cream	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Scooters (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Banana Nut Crunch (WG)	—	√	√	√	√	√	—	—	√	—	—	—	—	—	√	√	—
Bran Flakes (WG)	√	√	√	—	√	—	—	—	√	—	√	—	—	—	√	√	√
Grape Nuts Cereal (WG)	√	—	√	√	√	√	—	—	√	—	√	—	—	√	√	√	√
Grape Nuts Flakes (WG)	√	—	√	—	√	√	√	—	√	√	—	—	—	—	—	√	—
Grape Nuts Trail Mix Crunch, Maple Nut & Brown Sugar (WG)	—	—	—	√	—	√	—	—	—	—	—	—	—	—	—	—	—
Honey Bunches of Oats																	
Regular	—	—	—	—	—	—	—	—	—	—	√	—	—	—	√	—	—
Almonds	—	√	—	√	√	√	—	—	√	√	—	—	—	—	√	√	√
Cinnamon Bunches	—	—	—	√	√	—	—	—	√	—	—	—	—	—	√	√	—
Honey Roasted	√	√	—	√	√	√	—	—	√	√	√	—	—	—	—	√	—
Vanilla Bunches (WG)	—	—	√	√	√	√	√	—	√	√	—	√	—	—	—	—	√
Shredded Wheat Vanilla Almond (WG)	—	—	√	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Trail Mix Crunch, Raisin & Almond (WG)	—	—	—	√	—	√	—	—	—	—	—	—	—	—	—	—	—
Quaker																	
Crunchy Corn Bran	—	—	—	—	√	—	—	—	—	—	—	—	—	—	—	—	—
King Vitamin	√	—	—	—	√	—	√	—	√	—	√	—	—	—	√	—	—
Life, Regular (WG)	√	√	√	√	√	√	—	—	√	—	√	—	—	√	√	√	√
Oat Bran (WG)	—	—	—	—	√	—	—	—	—	—	—	—	—	—	—	—	√
Oatmeal Squares (WG)	√	√	√	—	√	—	—	—	—	—	—	—	—	—	√	—	—
Oatmeal Squares, Cinnamon (WG)	—	—	√	√	√	—	√	—	√	—	—	—	—	—	√	√	√
Oatmeal Squares, Brown Sugar (WG)	—	—	—	√	—	√	√	—	√	—	—	—	—	—	—	√	√

See footnotes at end of table.

Table A.11—Breakfast Cereals Authorized by State WIC Agencies, FY2010
— Continued

	AL	AK	AZ	AR	CA	CO	CT	DE	DC	FL	GA	HI	ID	IL	IN	IA	KS
Store Brand or Private Label Cold Cereals																	
Crispy / Puffed																	
Crispy Corn & Rice	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Crispy Rice	—	√	√	—	√	√	√	—	—	—	√	√	—	√	—	√	√
Crispy Corn Puffs	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	√
Flakes																	
Bran Flakes (WG)	—	—	—	—	—	—	√	—	—	√	√	—	—	√	—	√	√
Corn Flakes	—	√	—	—	—	—	√	—	—	√	√	√	—	—	—	√	√
Frosted Flakes	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Multigrain Flakes	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	√
Oat Clusters & Flakes	—	—	—	—	—	—	√	—	—	—	—	—	—	—	—	—	√
Oat Clusters & Flakes with Almonds	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	√
Wheat Flakes (WG)	—	—	—	—	—	—	√	—	—	—	—	—	—	—	—	—	√
Wheat and Rice Flakes (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Whole Grain Flakes (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Granular																	
Nutty Nuggets (WG)	—	—	—	—	—	—	—	—	—	√	—	—	—	—	—	—	√
Shredded																	
Frosted Shredded Wheat (WG)	—	√	—	—	—	√	√	—	—	√	—	—	—	√	—	—	√
Frosted Shredded Wheat, Bite Sz (WG)	—	—	—	—	—	√	—	—	—	—	√	—	—	√	—	—	√
Frosted Shredded Wheat, Vanilla	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Toasted																	
Square-shaped/Toasted Corn	—	—	—	—	—	—	√	—	—	—	—	—	—	√	—	—	√
Square-shaped/Toasted Rice	—	—	—	—	—	—	—	—	—	√	—	—	—	—	—	—	√
Square-shaped/Toasted Wheat (WG)	—	—	—	—	—	—	—	—	—	√	—	—	—	—	—	—	√
Toasted Oats (WG)	—	—	√	—	—	—	√	—	—	√	√	√	—	√	—	√	√
Toasted Oats Multi-Grain (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Hot Cereals																	
B&G																	
Cream of Wheat																	
Instant	—	√	√	√	—	—	—	—	—	—	√	—	—	—	—	—	—
1 Minute	—	√	—	√	√	√	√	—	√	—	—	—	√	—	√	√	√
2 1/2 Minute	—	√	—	—	√	√	√	—	√	—	—	—	—	—	√	√	√
10 Minutes	—	√	—	—	√	√	√	—	√	—	—	—	—	—	√	√	√
Whole Grain, 2 1/2 Minute (WG)	—	√	—	√	√	√	√	√	√	√	—	—	√	√	√	√	√
Farina Mills, Creamy Hot Wheat Cereal	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Homestat Farm																	
Maltex Wheat Cereal (WG)	—	—	—	—	—	—	√	—	—	—	—	—	—	—	—	—	—
Maypo Instant Maple Oatmeal (WG)	—	—	—	—	—	√	—	—	—	—	—	—	—	—	—	—	—
Maypo Vermont Style Maple Oatmeal (WG)	—	—	—	—	—	—	√	—	—	—	—	—	—	—	—	—	—
Little Crow Foods, Coco Wheats	—	—	—	—	—	—	—	—	—	—	—	—	—	—	√	—	—
Malt-O-Meal																	
Chocolate Hot Wheat	—	—	—	√	—	—	—	—	—	—	—	—	—	—	—	√	√
Creamy Hot Wheat	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	√
Original Hot Wheat	—	√	√	√	√	√	√	—	—	√	—	√	√	√	√	√	√
Instant Grits	√	√	—	√	—	—	—	—	√	√	√	—	—	—	—	—	√
Instant Grits Butter Flavor	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Instant Oatmeal (Indiv. packets) (WG)	√	√	√	√	—	—	—	√	√	—	—	—	—	—	—	—	—
Instant Oatmeal (NFS) (WG)	—	—	—	—	—	—	—	—	—	√	√	√	√	—	√	—	—
Old Fashioned Oatmeal (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Quick Oats (WG)	—	—	—	√	—	—	—	—	—	—	—	—	—	—	—	—	—
Regular Grits	—	—	—	√	—	—	—	—	—	—	—	—	—	—	—	—	—

See footnotes at end of table.

Table A.11—Breakfast Cereals Authorized by State WIC Agencies, FY2010
— Continued

	KY	LA	ME	MD	MA	MI	MN	MS	MO	MT	NE	NV	NH	NJ	NM	NY	NC
	Store Brand or Private Label Cold Cereals																
Crispy / Puffed																	
Crispy Corn & Rice	—	—	√	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Crispy Rice	—	—	√	—	—	√	—	—	√	√	√	—	√	√	√	√	—
Crispy Corn Puffs	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Flakes																	
Bran Flakes (WG)	—	—	√	—	√	—	√	—	√	√	√	—	√	√	—	—	√
Corn Flakes	—	—	√	—	√	√	—	—	√	√	√	—	√	√	—	√	—
Frosted Flakes	—	—	—	—	—	—	—	—	—	—	—	—	—	—	√	—	—
Multigrain Flakes	—	—	√	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Oat Clusters & Flakes	—	—	√	—	√	—	—	—	—	√	√	—	—	—	—	—	—
Oat Clusters & Flakes with Almonds	—	—	—	—	√	—	—	—	—	√	√	—	—	—	—	—	—
Wheat Flakes (WG)	—	—	√	—	—	—	—	—	—	—	√	—	—	√	—	—	√
Wheat and Rice Flakes (WG)	—	—	—	—	—	—	—	—	√	—	—	—	—	—	—	—	—
Whole Grain Flakes (WG)	—	—	√	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Granular																	
Nutty Nuggets (WG)	—	—	√	—	√	—	—	—	—	—	√	—	√	—	—	—	√
Shredded																	
Frosted Shredded Wheat (WG)	—	—	—	—	√	—	—	—	√	—	√	—	—	—	—	√	√
Frosted Shredded Wheat, Bite Sz (WG)	—	—	—	—	—	—	—	—	√	√	√	—	—	—	—	√	√
Frosted Shredded Wheat, Vanilla	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	√
Toasted																	
Square-shaped/Toasted Corn	—	—	√	—	√	√	—	—	√	√	—	—	√	—	—	—	—
Square-shaped/Toasted Rice	—	—	√	—	√	—	—	—	√	√	—	—	√	—	—	—	—
Square-shaped/Toasted Wheat (WG)	—	—	√	—	√	—	—	—	√	√	—	—	√	—	—	—	√
Toasted Oats (WG)	—	—	√	—	√	—	√	—	√	√	√	—	√	√	√	√	√
Toasted Oats Multi-Grain (WG)	—	—	—	—	—	—	—	—	—	√	—	—	—	—	—	—	—
	Hot Cereals																
B&G																	
Cream of Wheat																	
Instant	√	—	—	√	—	√	—	—	—	—	—	—	√	—	—	—	—
1 Minute	—	—	√	√	√	√	√	—	√	√	√	√	√	√	√	√	—
2 1/2 Minute	—	√	√	√	√	√	√	—	√	√	√	√	√	√	√	√	—
10 Minutes	—	—	√	√	√	√	√	—	√	√	√	√	√	√	√	√	—
Whole Grain, 2 1/2 Minute (WG)	√	—	√	√	√	√	√	—	—	√	—	√	√	√	√	√	√
Farina Mills, Creamy Hot Wheat Cereal	—	—	—	—	√	—	—	—	—	—	—	—	—	—	—	√	—
Homestat Farm																	
Maltex Wheat Cereal (WG)	—	—	—	—	√	—	—	—	—	—	—	—	—	√	—	—	—
Maypo Instant Maple Oatmeal (WG)	—	—	√	—	√	√	—	—	—	—	—	—	√	√	—	—	—
Maypo Vermont Style Maple Oatmeal (WG)	—	—	√	—	√	—	—	—	—	—	—	—	√	—	—	√	—
Little Crow Foods, Coco Wheats	—	—	—	—	—	√	√	—	—	—	√	—	—	—	—	—	—
Malt-O-Meal																	
Chocolate Hot Wheat	—	—	—	—	—	√	√	—	—	—	√	—	—	—	—	—	—
Creamy Hot Wheat	—	—	√	—	—	—	—	—	—	—	√	—	—	—	—	—	—
Original Hot Wheat	—	—	√	—	—	√	√	—	√	—	√	—	√	√	√	√	—
Instant Grits	—	√	—	√	√	√	√	—	√	—	√	—	—	√	—	√	—
Instant Grits Butter Flavor	—	—	—	—	—	—	—	—	—	—	√	—	—	—	—	√	—
Instant Oatmeal (Indiv. packets) (WG) ...	—	—	—	—	—	√	√	—	—	—	—	—	—	—	—	—	—
Instant Oatmeal (NFS) (WG)	√	√	—	√	—	—	—	—	—	—	—	√	—	—	—	—	—
Old Fashioned Oatmeal (WG)	—	√	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Quick Oats (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Regular Grits	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—

See footnotes at end of table.

Table A.11—Breakfast Cereals Authorized by State WIC Agencies, FY2010
— Continued

	ND	OH	OK	OR	PA	RI	SC	SD	TN	TX	UT	VT	VA	WA	WV	WI	WY
	Store Brand or Private Label Cold Cereals																
Crispy / Puffed																	
Crispy Corn & Rice	√	—	—	—	—	—	—	—	—	—	—	—	√	—	—	—	—
Crispy Rice	√	√	—	√	—	√	—	—	√	—	√	—	√	—	—	√	—
Crispy Corn Puffs	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Flakes																	
Bran Flakes (WG)	√	√	√	—	—	√	—	—	—	—	√	—	√	√	—	—	—
Corn Flakes	√	√	—	—	√	√	√	—	√	—	√	—	√	—	—	√	√
Frosted Flakes	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Multigrain Flakes	—	√	—	—	—	—	—	—	—	—	—	—	√	—	—	—	—
Oat Clusters & Flakes	—	√	—	—	—	—	—	—	—	—	√	—	√	—	—	—	—
Oat Clusters & Flakes with Almonds	—	√	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Wheat Flakes (WG)	—	—	—	—	—	—	—	—	—	—	—	—	√	—	—	—	—
Wheat and Rice Flakes (WG)	√	√	—	—	—	—	—	—	—	—	—	—	√	—	—	—	—
Whole Grain Flakes (WG)	—	—	—	—	—	—	—	—	—	—	—	—	√	—	—	—	—
Granular																	
Nutty Nuggets (WG)	√	—	√	—	—	—	—	—	—	—	√	—	√	—	—	—	—
Shredded																	
Frosted Shredded Wheat (WG)	√	√	√	—	—	√	—	—	—	—	—	—	√	—	—	√	√
Frosted Shredded Wheat, Bite Sz (WG)	—	√	√	—	—	—	—	—	—	—	—	—	√	—	—	—	—
Frosted Shredded Wheat, Vanilla	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Toasted																	
Square-shaped/Toasted Corn	√	√	√	—	√	—	—	—	—	—	√	—	√	—	—	—	—
Square-shaped/Toasted Rice	√	√	√	—	√	—	—	—	—	—	√	—	√	—	—	—	—
Square-shaped/Toasted Wheat (WG)	—	√	√	—	—	—	—	—	—	—	√	—	√	—	—	—	√
Toasted Oats (WG)	√	√	√	—	√	√	—	—	√	—	√	—	√	—	—	√	√
Toasted Oats Multi-Grain (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
	Hot Cereals																
B&G																	
Cream of Wheat																	
Instant	—	√	√	—	—	—	√	—	—	—	√	—	—	—	—	√	—
1 Minute	√	√	√	√	√	—	—	—	√	—	√	—	—	√	—	√	—
2 1/2 Minute	√	√	√	√	√	—	—	√	√	—	√	—	—	√	—	√	—
10 Minutes	√	√	√	√	√	—	—	—	√	—	√	—	—	√	—	√	—
Whole Grain, 2 1/2 Minute (WG)	√	—	√	—	√	√	√	√	√	√	√	—	—	—	√	√	√
Farina Mills, Creamy Hot Wheat Cereal	—	—	—	—	—	√	—	—	—	—	—	—	√	—	—	√	—
Homestat Farm																	
Maltex Wheat Cereal (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Maypo Instant Maple Oatmeal (WG)	—	—	—	—	√	√	—	√	—	—	—	—	—	—	—	—	—
Maypo Vermont Style Maple Oatmeal (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Little Crow Foods, Coco Wheats	—	—	—	—	—	—	—	—	—	—	—	—	—	—	√	√	—
Malt-O-Meal																	
Chocolate Hot Wheat	√	—	√	—	—	—	—	√	—	—	—	—	—	—	—	√	—
Creamy Hot Wheat	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Original Hot Wheat	√	√	√	√	—	√	—	√	—	√	√	—	—	—	—	√	—
Instant Grits	—	√	√	√	√	√	√	√	√	—	—	—	—	—	—	√	—
Instant Grits Butter Flavor	—	—	—	—	—	—	—	—	√	—	—	—	—	—	—	—	—
Instant Oatmeal (Indiv. packets) (WG)	√	—	—	—	—	—	—	√	√	—	√	—	—	√	√	√	—
Instant Oatmeal (NFS) (WG)	—	—	√	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Old Fashioned Oatmeal (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Quick Oats (WG)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Regular Grits	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—

See footnotes at end of table.

Table A.11—Breakfast Cereals Authorized by State WIC Agencies, FY2010
— Continued

	AL	AK	AZ	AR	CA	CO	CT	DE	DC	FL	GA	HI	ID	IL	IN	IA	KS
	Hot Cereals																
Store brand or private label																	
Instant Oatmeal (Indiv. packets) (WG) ...	—	—	—	—	√	—	—	—	—	—	—	—	—	—	—	—	—
Instant Oatmeal (NFS) (WG)	—	—	—	—	—	—	—	—	—	√	√	√	—	—	—	—	—
Instant Grits	—	—	—	—	—	—	—	—	—	√	√	—	—	—	—	—	—
Creamy Hot Wheat Cereal	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	√
Quick Creamy Hot Wheat	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Instant Grits Butter Flavor	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—

See footnotes at end of table.

Table A.11—Breakfast Cereals Authorized by State WIC Agencies, FY2010
— Continued

	KY	LA	ME	MD	MA	MI	MN	MS	MO	MT	NE	NV	NH	NJ	NM	NY	NC
	Hot Cereals																
Store brand or private label																	
Instant Oatmeal (Indiv. packets) (WG) ...	—	—	—	—	—	√	√	—	√	√	—	—	—	—	—	—	—
Instant Oatmeal (NFS) (WG)	—	—	—	—	—	—	—	√	—	—	√	—	—	√	—	—	—
Instant Grits	—	—	—	—	—	—	—	—	—	—	√	—	—	—	—	√	—
Creamy Hot Wheat Cereal	—	—	√	—	—	—	—	—	√	√	√	—	√	—	—	—	—
Quick Creamy Hot Wheat	—	—	—	—	—	—	—	—	—	—	√	—	—	—	—	—	—
Instant Grits Butter Flavor	—	—	—	—	—	—	—	—	—	—	√	—	—	—	—	√	—

See footnotes at end of table.

Table A.11—Breakfast Cereals Authorized by State WIC Agencies, FY2010
— Continued

	ND	OH	OK	OR	PA	RI	SC	SD	TN	TX	UT	VT	VA	WA	WV	WI	WY
	Hot Cereals																
Store brand or private label																	
Instant Oatmeal (Indiv. packets) (WG) ...	√	—	—	√	—	—	—	—	—	—	√	—	—	√	—	√	—
Instant Oatmeal (NFS) (WG)	—	—	—	—	—	—	—	—	—	—	—	√	√	—	—	—	—
Instant Grits	—	√	—	—	—	√	—	—	—	—	—	—	—	—	—	—	—
Creamy Hot Wheat Cereal	—	√	—	—	—	√	—	—	—	—	√	—	—	—	—	—	—
Quick Creamy Hot Wheat	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Instant Grits Butter Flavor	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—

(WG) Whole grain cereals are shown in red.

Table A.12—Infant Food Product Brands Authorized by State WIC Agencies, FY2010

	Brands Authorized for Infant Cereal (C), Infant F&V (FV), and Infant Meat (M)				
	Any brands	Beech-Nut	Gerber	Heinz	Nature's Goodness
Alabama	—	C, FV	C, FV, M	—	C, FV, M
Alaska	—	C, FV, M	C, FV, M	—	C, FV
Arizona	FV, M	C	C	—	—
Arkansas	—	C, FV, M	C, FV, M	—	C, FV
California	FV, M	—	C	—	—
Colorado	FV, M	C	C	—	C
Connecticut	—	C, FV, M	—	—	—
Delaware	—	—	C, FV, M	—	—
District of Columbia	FV, M	—	C	—	—
Florida	—	C, FV, M	C, FV, M	—	C, FV, M
Georgia	—	C, FV, M	C, FV, M	—	FV, M
Hawaii	—	C, FV, M	C, FV, M	—	C, FV, M
Idaho	—	C, FV, M	C, FV, M	—	C, FV, M
Illinois	—	C, FV, M	C, FV, M	—	FV
Indiana	—	FV, M	C, FV, M	—	FV, M
Iowa	—	C, FV, M	C, FV, M	—	C, FV
Kansas	FV, M	—	—	—	—
Kentucky	—	C, FV, M	C, FV, M	—	C, FV, M
Louisiana	—	FV, M	FV, M	—	FV, M
Maine	—	C, FV, M	—	—	—
Maryland	—	—	C	—	—
Massachusetts	—	C, FV, M	—	—	—
Michigan	—	C, FV, M	C, FV, M	—	C, FV, M
Minnesota	—	C, FV, M	C, FV, M	—	C, FV, M
Mississippi	—	—	C	—	FV, M
Missouri	—	C, FV, M	C, FV, M	—	C, FV, M
Montana	—	C, FV, M	C, FV, M	—	—
Nebraska	C, M	FV	FV	—	FV
Nevada	FV, M	—	C	—	—
New Hampshire	—	C, FV, M	—	—	—
New Jersey	C, FV, M	—	—	—	—
New Mexico	—	C, FV, M	C, FV, M	—	C
New York	—	FV, M	C, FV, M	—	—
North Carolina	—	C, FV, M	C, FV, M	—	C, FV, M
North Dakota	C	—	FV, M	—	FV, M
Ohio	—	FV, M	C, FV, M	—	FV, M
Oklahoma	—	C, M	C, FV, M	—	C, M
Oregon	—	C, FV, M	C, FV, M	—	C, FV, M
Pennsylvania	FV	—	C	—	—
Rhode Island	C, FV, M	C, FV, M	—	—	—
South Carolina	—	C, FV, M	C, FV, M	—	C, FV, M
South Dakota	—	FV, M	C, FV, M	—	C
Tennessee	—	C, FV, M	C, FV, M	—	C, FV, M
Texas	FV, M	—	C	—	—
Utah	—	C, FV, M	C, FV, M	—	—
Vermont	—	—	—	—	C, FV, M
Virginia	—	—	C	—	—
Washington	—	C, FV	C, FV, M	—	FV, M
West Virginia	—	—	C	—	—
Wisconsin	M	—	C, FV	—	—
Wyoming	—	C, FV, M	C, FV, M	—	C, FV, M

See footnotes at end of table.

Table A.12—Infant Food Product Brands Authorized by State WIC Agencies, FY2010 — Continued

	Brands Authorized for Infant Cereal (C), Infant F&V (FV), and Infant Meat (M)				
	Any brands	Beech-Nut	Gerber	Heinz	Nature's Goodness
Territories					
American Samoa	—	C, FV, M	C, FV, M	C, FV, M	—
Guam	—	FV, M	C, FV, M	—	FV, M
Northern Mariana Islands	—	C, FV, M	C, FV, M	—	—
Puerto Rico	—	—	C	—	—
Virgin Islands	—	C, FV, M	C, FV, M	C, FV, M	—
Indian Tribal Organizations					
ACL (NM)	—	C, FV, M	C, FV, M	—	C
Cherokee Nation (OK)	—	C, M	C, FV, M	—	C, M
Cheyenne River Sioux (SD) ...	—	C, FV	C, FV, M	C	—
Chickasaw Nation (OK)	—	C, M	C, FV, M	—	C, M
Choctaw Nation (OK)	—	C, M	C, FV, M	—	C, M
Citizen-Potawatomi (OK)	—	C, M	C, FV, M	—	C, M
Eastern Band-Cherokee (NC)	—	C, FV, M	C, FV, M	—	C, FV, M
Eastern Shoshone (WY)	FV, M	—	—	—	—
Eight Northern Pueblos (NM)	—	C, FV, M	C, FV, M	—	C
Five Sandoval Pueblos (NM)	—	C, FV, M	C, FV, M	—	C
Indian Township (ME)	C	FV, M	FV, M	—	—
ITC-Arizona (AZ)	FV, M	C	C	—	—
ITC-Nevada (NV)	FV, M	—	C	—	—
ITC-Oklahoma (OK)	—	C, M	C, FV, M	—	C, M
Mississippi Choctaw (MS)	—	—	—	—	—
Muscogee Creek Nation (OK)	—	C, M	C, FV, M	—	C, M
Navajo Nation (AZ)	FV, M	C	C	—	—
Northern Arapahoe (WY)	—	C, FV, M	C, FV, M	—	C, FV, M
Omaha Nation (NE)	—	C, FV, M	C, FV, M	—	—
Osage Nation (OK)	—	C, M	C, FV, M	—	C, M
Otoe-Missouria (OK)	—	C, M	C, FV, M	—	C, M
Pleasant Point (ME)	C	FV, M	FV, M	—	—
Pueblo of Isleta (NM)	—	C, FV, M	C, FV, M	—	C
Pueblo of San Felipe (NM)	—	—	C, FV, M	—	—
Pueblo of Zuni (NM)	C	FV, M	FV, M	—	—
Rosebud Sioux (SD)	—	C	C, FV, M	—	—
Santee Sioux (NE)	—	—	C, FV, M	—	—
Santo Domingo (NM)	—	—	M	—	—
Seneca Nation (NY)	C	FV, M	FV, M	—	—
Standing Rock Sioux (ND)	C	—	FV, M	—	FV, M
Three Affiliated (ND)	—	—	C, FV, M	C	FV, M
Ute Mountain Ute (CO)	—	FV, M	C, FV, M	—	—
WCD (OK)	—	C, M	C, FV, M	—	C, M
Winnebago (NE)	—	FV, M	FV, M	—	—

Note: If no brand is indicated, brand is specified on the WIC check or voucher

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APPENDIX B

CHANGES IN FOODS LISTED ON WIC FOOD LISTS PRE- AND

POST- IMPLEMENTATION OF THE INTERIM RULE

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Table B.1—Milk and Milk Substitutes Authorized by WIC State Agencies, FY2009 and FY2010

	Number of States		Number of ITOs & Territories		Total WIC (percent of participants)		
	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010	Change
Fluid cow's milk							
Fat content for women and children age 2+							
Skim, 1%, and 2% milk	50	44	29	30	96.2	90.6	-5.6
Skim and 1% milk	1	6	8	6	3.7	8.8	5.1
Skim and 2% milk	—	—	—	1	—	0.1	—
Not specified	—	1	—	2	—	0.5	—
Package size							
Any size	17	32	17	32	24.0	68.7	44.7
No quart	11	9	10	—	27.0	16.2	-10.8
Gallons only	22	7	9	3	45.8	9.6	-36.1
Not specified	1	3	3	4	3.3	5.4	2.2
Lactose-free milk							
Package size							
Quart allowed	32	38	21	28	49.7	84.4	34.7
Half-gallon only ¹	12	8	8	8	41.1	8.2	-33.0
Gallons only	6	6	3	1	7.3	9.2	1.9
Not specified	2	1	8	2	2.2	0.3	-1.8
Other alternatives to fluid cow's milk							
Acidophilus	25	23	18	18	41.5	25.3	-16.2
Buttermilk	14	14	10	12	21.3	23.9	2.7
Dry	47	45	27	22	92.8	91.3	-1.5
Evaporated	46	39	27	24	91.6	82.9	-8.7
Goat milk	18	17	5	6	19.4	19.1	-0.3
Calcium fortified	6	5	1	3	6.1	5.7	-0.4
Flavored milk	3	2	6	12	3.1	2.7	-0.5
UHT	15	18	8	8	26.7	33.3	6.6

¹ Two states in this category also allow gallons.

— Value is zero.

Table B.2—Cheese Authorized by WIC State Agencies, FY2009 and FY2010

	Number of States		Number of ITOs & Territories		Total WIC (percent of participants)		
	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010	Change
Most common types or varieties							
American	43	38	31	28	91.8	66.5	-25.4
Brick	8	5	10	6	7.7	10.6	2.9
Cheddar	51	51	39	37	100.0	100.0	0.0
Colby	43	45	37	37	77.1	89.2	12.1
Monterey Jack	47	44	34	36	95.4	89.2	-6.3
Mozarella	48	50	36	36	93.7	96.8	3.1
Muenster	14	17	13	14	16.9	29.2	12.3
Provolone	14	12	6	6	18.5	22.5	3.9
Swiss	31	28	24	19	39.7	42.6	2.9
Number of varieties							
2-3	4	4	3	2	5.4	7.3	1.9
4-5	18	20	14	16	56.0	51.3	-4.7
6-7	20	18	15	16	28.8	21.3	-7.5
8-9	9	9	7	4	9.8	20.0	10.2
Package size							
Less than 16 oz allowed	26	26	16	17	43.7	44.3	0.5
16 oz only	9	17	8	10	12.3	30.7	18.4
16 or 32 oz	7	5	4	5	30.3	15.2	-15.1
Not specified	9	3	11	7	13.6	9.8	-3.8
Other allowed forms							
<i>Deli</i>							
Yes	4	3	4	3	23.0	7.4	-15.6
No	40	39	17	24	68.3	80.5	12.2
Not specified	7	9	18	12	8.7	12.1	3.4
<i>Sliced</i>							
Any variety	31	27	25	21	78.4	53.3	-25.1
Any variety, incl. indiv wrapped	—	1	1	—	0.1	0.3	0.2
American, not indiv wrapped	6	10	3	1	9.8	16.2	6.4
American, indiv wrapped	—	1	1	1	0.1	0.3	0.3
Not allowed	11	14	8	6	10.1	28.1	18.0
Not specified	2	1	5	10	0.5	0.7	0.2
<i>Shredded</i>							
Yes	1	1	—	—	2.9	0.8	-2.0
Not specified	50	50	39	39	97.1	99.2	2.0
<i>String</i>							
Yes	13	11	6	9	21.6	31.9	10.3
No	38	40	33	29	78.4	68.1	-10.3
<i>Fat free</i>							
Yes	10	13	—	3	35.6	32.5	-3.1
No	3	5	—	—	3.3	5.2	1.9
Not specified	38	33	39	36	61.1	62.3	1.2
<i>Low cholesterol</i>							
Yes	7	9	1	2	14.4	18.1	3.7
No	3	4	—	—	4.2	21.3	17.1
Not specified	41	38	38	37	81.4	60.6	-20.8
<i>Low sodium</i>							
Yes	13	16	1	5	37.7	44.2	6.5
No	4	3	—	—	6.2	5.0	-1.2
Not specified	34	32	38	34	56.1	50.8	-5.3

— Value is zero.

Table B.3—Eggs Authorized by WIC State Agencies, FY2009 and FY2010

	Number of States		Number of ITOs & Territories		Total WIC (percent of participants)		
	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010	Change
Size							
Any size	6	1	4	3	6.0	1.5	-4.5
Small, Medium, Large	8	10	7	9	36.7	25.7	-11.0
Medium, Large	11	13	10	11	13.9	14.8	0.9
Large only	21	25	12	11	36.8	53.9	17.1
Other	2	1	5	3	3.5	0.9	-2.6
Not specified	3	1	1	2	3.2	3.2	0.1
Grade							
Grade A only	12	12	10	4	16.7	17.6	0.9
Grade AA only	2	1	1	2	16.2	0.8	-15.4
Both	13	14	12	17	26.7	27.7	1.0
Not specified	24	24	16	16	40.3	53.9	13.6
Other Specifications							
Brown eggs							
Yes	12	11	9	6	21.3	15.5	-5.8
No	31	36	21	22	71.5	77.2	5.7
Not specified	8	4	9	11	7.1	7.3	0.1
Half dozen							
Yes	1	1	—	1	0.2	0.3	0.1
No	24	36	24	21	32.0	69.9	37.8
Not specified	26	14	15	17	67.8	29.8	-37.9

— Value is zero.

Table B.4—Dry and Canned Beans Authorized by WIC State Agencies, FY2009 and FY2010

	Number of States		Number of ITOs & Territories		Total WIC (percent of participants)		
	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010	Change
Dry Beans and Peas							
Type or variety							
Any variety of plain beans or peas	40	41	24	29	77.4	78.3	0.9
<i>Most common types specified</i>							
Black beans	6	8	9	7	15.1	19.9	4.8
Garbanzo beans	5	6	9	6	5.4	7.0	1.5
Great Northern beans	5	4	7	6	3.2	2.0	-1.2
Kidney beans	7	7	14	6	7.3	6.6	-0.7
Lima beans	5	4	10	5	4.2	4.9	0.7
Navy beans	7	7	13	6	15.4	16.6	1.3
Pink beans	—	—	1	2	2.1	2.1	0.0
Pinto beans	7	8	15	10	18.4	20.0	1.5
Red beans	4	4	6	5	2.2	4.1	1.9
Blackeyed peas	6	5	9	7	5.1	6.7	1.7
<i>Number of varieties specified</i>							
3 to 5	1	3	4	5	13.4	14.2	0.8
6 to 8	3	3	9	3	3.9	4.8	0.9
More than 8	4	4	4	2	2.1	2.0	-0.1
Package size							
One pound only	35	38	29	28	64.0	80.9	16.8
Less than 1 lb. allowed	7	6	2	5	10.6	5.1	-5.6
2 lbs. allowed	1	2	—	—	1.2	1.3	0.1
Not specified	8	5	8	6	24.1	12.7	-11.4
Canned Beans							
Canned beans are authorized	13	37	3	32	18.7	71.3	52.6
Type or variety							
Any variety	7	24	1	20	10.6	56.9	46.3
Varieties are specified ¹	4	14	—	13	16.7	16.6	-0.2
Not specified	4	—	2	—	7.3	—	-7.3
<i>Other allowed types</i>							
Baked beans							
Yes	4	3	1	3	4.8	5.9	1.1
No	1	22	—	9	0.9	47.9	47.1
Not specified	8	12	2	20	13.1	17.5	4.4
Refried beans, fat free							
Yes	—	8	—	2	—	6.7	6.7
No	1	12	—	3	1.6	25.1	23.4
Not specified	12	17	3	27	17.1	39.6	22.5
Low sodium beans							
Yes	—	8	—	4	—	23.8	23.8
No	—	2	—	—	—	1.8	1.8
Not specified	13	27	3	28	18.7	45.7	27.0
Package size							
16 oz only	—	6	1	4	0.1	7.6	7.5
Less than 16 oz allowed	7	29	—	24	12.3	54.7	42.4
Not specified	6	2	2	4	6.4	9.1	2.7

¹ When specified, varieties of canned beans are generally the same as the varieties specified for dry bean.

— Value is zero.

Table B.5—Peanut Butter Authorized by WIC State Agencies, FY2009 and FY2010

	Number of States		Number of ITOs & Territories		Total WIC (percent of participants)		
	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010	Change
Type or variety							
Creamy / smooth	50	50	37	37	99.7	99.8	0.1
Crunchy / chunky	47	48	35	35	94.4	94.6	0.3
Extra crunchy / super chunky	18	21	13	16	58.3	57.9	-0.4
Natural / Old fashioned	18	19	9	14	39.8	44.2	4.4
Not specified	—	—	2	2	0.0	0.0	0.0
<i>Combinations of allowed types</i>							
Creamy only	3	2	2	2	5.4	5.2	-0.2
Natural only	1	1	—	—	0.3	0.2	-0.1
Creamy or Crunchy	22	19	21	13	27.6	27.0	-0.6
Creamy, Crunchy, or Natural	7	8	1	6	8.5	9.7	1.2
Creamy, Crunchy, or Extra							
Crunchy	8	11	5	8	27.2	23.6	-3.6
All four types	10	10	8	8	31.1	34.3	3.2
Not specified	—	—	2	2	0.0	0.0	0.0
Package size							
18 oz only	22	22	24	21	50.8	38.9	-11.8
Less than 18 oz allowed	27	27	11	15	46.2	52.1	5.9
Not specified	2	2	4	3	3.0	9.0	5.9
Other allowed specifications							
Reduced fat							
Yes	3	7	2	7	8.4	16.3	8.0
No	31	26	7	3	69.7	60.7	-9.0
Not specified	17	18	30	29	22.0	23.0	1.0
Low sodium							
Yes	10	16	2	7	31.7	40.0	8.4
No	3	5	1	—	3.6	8.3	4.7
Not specified	38	30	36	32	64.8	51.7	-13.1
Low sugar							
Yes	8	11	2	6	25.8	29.8	4.0
No	2	4	1	—	1.9	6.6	4.6
Not specified	41	36	36	33	72.3	63.6	-8.6

— Value is zero.

NOTE: Organic peanut butter is not allowed in any state and is explicitly disallowed in 56 States. Fortified peanut butter and fresh ground peanut butter

are each allowed in one State, while these product forms are each explicitly disallowed in 19 States.

Table B.6—Product Brands Authorized for Milk, Cheese, Eggs, and Legumes: FY2009 and FY2010

	Number of States		Number of ITOs & Territories		Total WIC (percent of participants)		
	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010	Change
Milk							
Any brand	21	19	17	15	47.5	41.9	-5.6
Least expensive, no NTE	24	23	14	13	46.6	46.6	-0.1
Store brand or private label only ...	6	9	3	3	5.8	11.5	5.6
Specific brands allowed	—	—	—	—	—	0.1	0.1
Not reported	—	—	—	3	—	0.0	0.0
Cheese							
Any brand	33	27	23	15	66.1	49.3	-16.8
Least expensive, no NTE	11	14	6	10	23.2	36.7	13.5
Store brand or private label only ...	7	9	4	4	8.6	13.6	5.0
Specific brands allowed	—	1	1	3	2.2	0.4	-1.8
Not reported	—	—	—	2	—	0.1	0.1
Eggs							
Any brand	35	32	26	20	77.9	67.8	-10.2
Least expensive, no NTE	13	14	6	11	19.0	25.2	6.2
Store brand or private label only ...	3	5	2	—	3.1	7.0	3.9
Specific brands allowed	—	—	—	1	—	0.0	0.0
Not reported	—	—	—	2	—	0.0	0.0
Dry beans/peas							
Any brand	44	41	29	30	81.1	77.2	-3.9
Least expensive, no NTE	4	4	4	—	13.7	13.6	-0.1
Store brand or private label only ...	3	5	1	1	3.1	6.9	3.7
Specific brands allowed	—	—	—	3	2.1	2.1	0.0
Not reported	—	1	—	—	—	0.2	0.2
Canned beans							
Any brand	12	28	2	20	33.4	56.7	23.2
Least expensive, no NTE	2	2	—	—	1.1	1.9	0.8
Store brand or private label only ...	—	1	—	—	—	3.3	3.3
Specific brands allowed	—	8	—	10	—	13.1	13.1
Not applicable	36	12	32	3	65.3	24.9	-40.4
Not reported	1	—	—	1	0.1	0.1	0.0
<i>Number of specific brands allowed</i>							
One	—	3	—	1	—	3.4	3.4
Two	—	2	—	3	—	1.9	1.9
Three or more	—	3	—	6	—	7.8	7.8
Peanut butter							
Any brand	42	38	31	28	87.6	81.9	-5.7
Least expensive, no NTE	5	4	—	1	5.4	5.1	-0.2
Store brand or private label only ...	4	7	1	—	4.9	10.5	5.5
Specific brands allowed	—	2	1	4	2.1	2.5	0.4
Not reported	—	—	1	1	0.0	0.0	0.0

— Value is zero. NTE = Not to exceed. Categories that do not apply to a food group in any State are not shown under that food group.

Table B.7—Juice Flavors, Brands, and Package Sizes on WIC Food Lists, FY2009 and FY2010

	Number of States		Number of ITOs & Territories		Total WIC (percent of participants)		
	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010	Change
Single flavors							
Apple	51	51	39	39	100.0	100.0	—
Cranberry	13	21	5	24	20.3	45.8	25.5
Grape	50	51	36	39	98.1	100.0	1.9
White grape	48	49	34	38	97.0	98.1	1.0
Grapefruit	42	42	27	34	75.3	90.6	15.3
Orange	48	49	39	39	98.4	98.6	0.2
Pineapple	46	46	35	38	97.3	95.8	-1.5
Tomato	33	32	22	29	58.3	61.7	3.4
Vegetable	41	36	22	28	89.5	76.7	-12.8
<i>All 9 single flavors authorized</i>							
Yes	9	12	3	18	14.7	28.2	13.5
No	42	39	36	21	85.3	71.8	-13.5
Blended flavors							
<i>Any blends authorized</i>							
Yes	44	37	34	36	80.0	81.5	1.5
No	7	14	5	3	20.0	18.5	-1.5
<i>Flavor blends</i>							
Apple blends	3	5	7	12	3.6	20.4	16.8
Cranberry blends	6	8	6	15	9.9	26.8	16.9
Grape blends	32	28	17	29	47.8	44.6	-3.2
Orange blends	30	22	26	27	62.6	66.7	4.1
Pineapple blends	12	13	12	11	19.5	36.6	17.1
Any Juicy Juice flavor	33	24	19	22	53.0	39.7	-13.4
Types of brands							
Any brand	32	35	21	28	67.2	71.1	3.9
Least expensive	8	7	6	1	25.1	23.8	-1.4
Store brands or private labels	37	39	27	35	57.2	65.9	8.6
Name brands	49	46	38	34	73.2	69.4	-3.9
Package type							
<i>Concentrate</i>							
Frozen (10 to 12 oz)	49	48	38	39	98.6	95.7	-2.9
Frozen (16 oz)	2	9	4	5	6.8	42.5	35.7
Shelf-stable	44	17	35	11	81.4	26.1	-55.3
Canned juice	29	26	19	14	42.5	55.5	13.0
<i>Bottled juice</i>							
46 to 48 oz bottles	29	16	25	12	57.6	43.6	-14.0
64 oz bottles	5	48	4	36	20.8	98.2	77.4
Refrigerated juice	3	18	1	19	2.8	46.8	44.0
<i>Authorized packaging varies for women and children</i>							
Yes	—	13	—	2	—	13.3	13.3
No	51	38	39	37	100.0	86.7	-13.3

— Value is zero.

Table B.8—Average Number of Juice Flavors on WIC Food Lists, Overall and By Type of Package and Brand: FY2009 and FY2010

	Number of States		Number of ITOs & Territories		Total WIC, weighted by participants	
	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010
Average number of authorized flavors						
Single flavors	7.3	7.4	6.6	7.9	7.3	7.7
Flavor blends	2.3	2.0	2.2	3.0	2.0	2.4
Total	9.6	9.4	8.9	10.9	9.3	10.0
Average number of flavors by brand type						
Any brand	1.9	2.4	1.5	3.1	2.7	4.4
Least expensive	0.8	0.9	0.8	0.0	1.7	2.0
Store brands and private labels	2.6	4.0	2.5	7.1	2.2	3.3
Name brands	8.2	7.7	7.4	8.7	6.5	6.0
Average number of flavors by package type						
Frozen, 10 to 12 oz	7.5	7.1	7.4	8.8	7.2	7.4
Frozen, 16 oz	0.0	1.0	0.8	1.3	0.0	2.5
Shelf-stable concentrate	2.6	2.4	2.2	1.9	2.2	3.2
Cans	7.2	2.7	6.4	2.4	7.1	2.5
Bottles, 46 to 48 oz	4.6	2.4	4.1	2.6	4.8	3.8
Bottles, 64 oz	0.0	8.1	0.9	10.4	1.2	9.9
Refrigerated	0.0	0.9	0.0	1.8	0.0	1.1

Table B.9—Cold Breakfast Cereals Authorized by WIC State Agencies, FY2009 and FY2010

	Number of States		Number of ITOs & Territories		Total WIC (percent of participants)		
	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010	Change
General Mills							
Cheerios, Regular (WG)	46	47	39	39	93.6	96.1	2.5
Cheerios, MultiGrain (WG)	34	38	18	34	51.8	68.8	17.0
Chex, Corn	33	32	20	29	50.1	42.5	-7.6
Chex, MultiBran	24	15	14	18	40.2	18.9	-21.3
Chex, Rice	37	40	21	31	54.9	57.7	2.8
Chex, Wheat (WG)	35	33	22	30	51.2	51.2	0.0
Cinnamon Toast Crunch	—	—	1	—	0.0	—	0.0
Country Corn Flakes ¹	10	—	16	—	14.1	—	-14.1
Dora the Explorer	6	2	7	3	23.8	15.3	-8.5
Fiber One Frosted Shredded Wheats (WG)	—	5	1	12	0.0	8.3	8.3
Honey Kix (WG)	—	22	1	20	0.0	49.7	49.7
Kaboom (WG)	3	—	5	2	8.7	0.1	-8.6
Kix	44	39	37	37	91.5	87.6	-3.9
Oatmeal Crisp Crunchy Almond (WG)	—	—	—	1	—	0.1	0.1
Total Whole Grain (WG)	26	25	22	28	36.9	36.1	-0.8
Total Cinnamon Crunch	—	1	1	4	0.0	3.0	3.0
Total Honey Clusters	—	—	—	1	—	0.0	0.0
Wheaties (WG)	24	25	23	27	36.6	31.3	-5.3
Para Su Familia Raisin Bran	1	—	—	1	11.3	0.0	-11.3
Kellogg's							
Complete All-Bran Wheat Flakes (WG)	22	24	19	13	38.6	35.0	-3.6
Corn Flakes	44	44	29	27	91.6	89.2	-2.4
Corn Flakes Touch of Honey	—	1	—	6	—	0.7	0.7
Crispix	26	20	15	17	37.2	24.8	-12.4
Frosted Mini-Wheats Big Bite (WG)	32	24	18	27	62.7	54.3	-8.4
Frosted Mini-Wheats Bite Size (WG)	32	29	21	23	68.2	77.0	8.8
Frosted Mini-Wheats Little Bites Chocolate	—	—	—	1	—	0.0	0.0
Frosted Mini-Wheats Blueberry Muffin	—	—	—	1	—	0.0	0.0
Frosted Mini-Wheats Strawberry Delight	1	—	1	1	1.1	0.0	-1.1
Mini-Wheats Raisin	2	—	2	—	2.4	—	-2.4
Mini-Wheats Unfrosted Bite Size (WG)	5	28	—	20	27.6	69.7	42.1
Product 19	16	7	14	9	23.9	5.3	-18.6
Rice Krispies	19	27	7	19	45.9	44.5	-1.4
Special K	31	20	18	17	52.3	29.9	-22.4
Special K Protein Plus (WG)	2	2	1	—	8.7	7.6	-1.1
Special K with Red Berries	—	—	—	1	—	0.0	0.0
Kashi							
Mighty Bites Honey Crunch (WG)	1	4	—	1	2.9	7.9	5.0
Mighty Bites Cinnamon	1	—	—	—	2.9	—	-2.9
Malt-O-Meal							
Crispy Rice	14	20	3	10	25.4	20.7	-4.8
Corn Flakes ¹	4	—	—	—	4.4	—	-4.4
Honey and Oat Blenders	4	14	1	8	18.1	25.7	7.6
Honey and Oat Blenders, Almonds	1	9	—	6	11.3	23.9	12.6
LifeTime ¹	1	—	—	—	0.2	—	-0.2
Mini Spooners Frosted (WG)	20	31	9	24	46.6	58.7	12.1
Mini-Spooners Maple & Brown Sugar	4	1	—	5	4.9	0.7	-4.2
Mini Spooners Strawberry Cream (WG)	2	12	—	16	3.0	31.7	28.7
Mini Spooners Vanilla Cream	2	1	1	5	3.3	0.7	-2.6
Puffed Rice (WG)	8	—	4	1	10.3	0.0	-10.3
Puffed Wheat (WG)	4	—	3	1	3.3	0.0	-3.3
Scooters (WG)	13	1	8	1	18.8	0.4	-18.3
Toasty O's (WG) ¹	1	—	3	1	1.1	0.0	-1.1

See footnotes at end of table.

Table B.9—Cold Breakfast Cereals Authorized by WIC State Agencies, FY2009 and FY2010
— Continued

	Number of States		Number of ITOs & Territories		Total WIC (percent of participants)		
	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010	Change
Post							
100% Bran (WG)	—	—	5	1	0.2	0.0	-0.2
Alpha-Bits	—	—	3	2	0.1	0.0	0.0
Post (continued)							
Banana Nut Crunch (WG)	22	23	11	16	38.3	36.9	-1.4
Bran Flakes (WG)	25	27	26	23	47.6	52.7	5.1
Shredded Wheat, Spoon size, Lightly Frosted (WG)	—	—	3	1	2.1	0.0	-2.1
Grape Nuts Cereal (WG)	25	33	25	35	38.5	53.0	14.5
Grape Nuts Flakes (WG)	25	27	25	32	37.5	57.2	19.7
Grape-Nuts Trail Mix Crunch	2	—	—	2	3.0	0.0	-3.0
Grape Nuts Trail Mix Crunch, Maple Nut & Brown Sugar (WG)	—	2	—	3	—	1.5	1.5
Great Grains Crunchy Pecans	—	—	1	1	0.0	0.0	—
Great Grains Raisins, Dates, & Pecans	—	—	1	—	0.0	—	0.0
Honey Bunches of Oats	5	3	13	3	6.3	1.7	-4.6
Honey Bunches of Oats, Almonds	28	25	23	15	45.2	44.2	-0.9
Honey Bunches of Oats, Cinnamon Bunches ..	11	10	—	1	23.9	14.6	-9.3
Honey Bunches of Oats, Honey Roasted	35	29	18	14	70.8	67.4	-3.4
Honey Bunches of Oats w/ Real Peaches	—	—	—	1	—	0.0	0.0
Honey Bunches of Oats w/Strawberries	—	—	—	1	—	0.0	0.0
Honey Bunches of Oats, Pecan Bunches	—	—	—	1	—	0.0	0.0
Honey Bunches of Oats, Vanilla Bunches (WG)	6	24	2	19	27.2	69.4	42.3
Shredded Wheat Vanilla Almond (WG)	—	2	—	9	—	1.7	1.7
Trail Mix Crunch, Raisin & Almond (WG)	—	2	—	—	—	1.5	1.5
Quaker							
Crunchy Corn Bran	14	5	9	7	41.6	26.9	-14.7
King Vitaman	19	11	15	8	39.2	16.8	-22.4
Life, Regular (WG)	38	39	30	37	76.5	74.8	-1.6
Life, Cinnamon	—	—	1	—	0.1	—	-0.1
Life, Maple and Brown Sugar	—	—	—	1	—	0.0	0.0
Oat Bran (WG)	6	5	4	3	14.9	6.3	-8.5
Oatmeal Squares (WG)	10	9	15	20	14.7	14.7	0.0
Oatmeal Squares, Cinnamon (WG)	16	22	1	17	28.4	52.9	24.5
Oatmeal Squares, Hint of Brown Sugar (WG) ..	14	21	2	9	39.6	53.6	14.0
Puffed Wheat	—	—	1	—	0.0	—	0.0
Store brand or private label							
<i>Crispy / Puffed</i>							
Crispy Corn & Rice	7	3	7	5	7.2	2.3	-4.9
Crispy Rice	29	27	18	24	57.8	55.7	-2.2
Crispy Corn Puffs	5	1	5	1	5.3	0.9	-4.5
<i>Flakes</i>							
Bran Flakes (WG)	21	22	16	18	35.0	37.4	2.4
Corn Flakes	28	26	16	11	46.3	40.8	-5.5
Frosted Flakes	—	1	1	5	2.1	2.7	0.7
Multigrain Flakes	7	4	1	—	9.9	6.2	-3.8
Oat Clusters & Flakes	8	9	4	1	13.7	9.8	-3.9
Oat Clusters & Flakes with Almonds	8	5	3	2	6.7	6.3	-0.4
Wheat Flakes (WG)	1	7	2	8	0.2	9.0	8.7
Wheat and Rice Flakes (WG)	5	4	1	1	11.1	6.8	-4.3
Whole Grain Flakes (WG)	5	2	3	1	6.6	2.0	-4.6
<i>Granular</i>							
Nutty Nuggets (WG)	12	11	12	16	10.7	16.1	5.4

See footnotes at end of table.

Table B.9—Cold Breakfast Cereals Authorized by WIC State Agencies, FY2009 and FY2010
— Continued

	Number of States		Number of ITOs & Territories		Total WIC (percent of participants)		
	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010	Change
<i>Shredded</i>							
Frosted Shredded Wheat (WG)	13	18	7	16	23.7	34.7	11.0
Frosted Shredded Wheat, Bite Size (WG)	15	12	6	17	26.7	26.3	-0.4
Frosted Shredded Wheat, Vanilla	—	1	—	1	—	3.0	3.0
<i>Toasted</i>							
Square Shaped Corn / Toasted Corn	17	15	13	14	25.6	21.8	-3.8
Square Shaped Rice / Toasted Rice	16	13	14	14	22.8	20.7	-2.1
Square Shaped Wheat / Toasted Wheat (WG)	9	13	4	14	11.4	20.8	9.3
Toasted Oats (WG)	25	29	24	29	40.7	50.6	10.0
Toasted Oats Multi-Grain (WG)	1	1	—	—	0.2	0.2	—
Toasted Oats with Honey	—	—	1	—	0.0	—	0.0
Toasted Oats, Fruit flavored	—	—	1	1	2.1	2.1	—

¹ Product is discontinued.

— Value is zero.

(WG) Whole grain cereals are shown in red.

Table B.10—Hot Breakfast Cereals Authorized by WIC State Agencies, FY2009 and FY2010

	Number of States		Number of ITOs & Territories		Total WIC (percent of participants)		
	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010	Change
B&G							
Cream of Wheat							
Instant	25	13	23	21	43.3	21.9	-21.4
1 Minute	40	32	31	23	77.1	57.3	-19.7
2 1/2 Minute	38	31	32	26	72.3	57.2	-15.1
10 Minutes	36	29	32	24	69.1	55.2	-13.9
Whole Grain, 2 1/2 Minute (WG)	5	37	—	19	12.3	75.7	63.4
Chocolate	—	—	1	—	0.0	—	0.0
Cream of Rice	1	—	—	—	5.7	—	-5.7
Happy Morning							
Maciena	—	—	1	—	2.1	—	-2.1
Nestum 3 Cereales	—	—	1	—	2.1	—	-2.1
Tres Cereales	—	—	1	—	2.1	—	-2.1
Farina Mills							
Creamy Hot Wheat Cereal	5	5	3	—	10.9	10.4	-0.5
Homestat Farm							
Maltex Wheat Cereal (WG)	4	3	1	1	4.1	3.9	-0.2
Maypo Instant Maple Oatmeal (WG) ..	12	9	7	5	21.3	11.2	-10.1
Maypo Vermont Style Maple Oatmeal (WG)	5	5	2	2	13.3	8.1	-5.2
Little Crow Foods							
Coco Wheats	8	6	6	4	12.2	8.7	-3.4
Malt-O-Meal							
Chocolate Hot Wheat	10	10	17	14	10.1	10.8	0.8
Creamy Hot Wheat	2	3	—	—	1.8	1.6	-0.2
Original Hot Wheat	27	31	32	29	68.4	70.0	1.6
Quaker							
Farina	—	—	4	3	2.1	0.1	-2.1
Instant Grits	30	25	15	12	58.0	45.8	-12.1
Instant Grits Butter Flavor	3	3	2	2	10.3	8.0	-2.3
Instant Grits Cheddar Cheese	—	—	—	1	—	0.0	0.0
Instant Oatmeal (Indiv. packets) (WG)	10	15	6	5	11.6	17.1	5.5
Instant Oatmeal (No indiv.) (WG)	1	—	3	1	2.9	0.0	-2.9
Instant Oatmeal (NFS) ¹ (WG)	16	10	13	16	32.4	21.3	-11.1
Old Fashioned Oatmeal (WG)	1	1	3	1	2.0	1.7	-0.2
Quick Oats (WG)	—	1	2	2	2.1	1.1	-1.0
Regular Grits	—	1	—	—	—	1.1	1.1
Store brand or private label							
Instant Oatmeal (Indiv. packets) (WG)	10	10	1	1	28.7	27.4	-1.3
Instant Oatmeal (No indiv.) (WG)	—	—	1	2	0.0	0.0	0.0
Instant Oatmeal (NFS) (WG)	9	8	11	8	16.7	17.2	0.5
Instant Grits	10	6	4	2	20.2	18.9	-1.4
Creamy Hot Wheat Cereal	8	9	1	3	4.7	8.1	3.4
Quick Creamy Hot Wheat	4	1	—	1	8.4	0.5	-7.9
Instant Grits Butter Flavor	2	2	—	1	6.1	6.1	0.0

¹ Packaging was not further specified (NFS).

— Value is zero.

(WG) Whole grain cereals are shown in red.

Table B.11—Infant Cereals Authorized by WIC State Agencies, FY2009 and FY2010

	Number of States		Number of ITOs & Territories		Total WIC (percent of participants)		
	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010	Change
Infant Cereals							
Type or variety							
Any grain	7	5	4	—	10.4	8.8	-1.6
Grains not specified	12	9	9	7	16.6	10.7	-5.9
<i>Varieties, if specified</i>							
Barley	30	27	17	16	69.6	54.0	-15.6
Mixed grain	27	29	16	22	66.5	71.6	5.1
Multigrain	—	9	—	2	—	12.8	12.8
Oatmeal	32	37	20	26	71.0	80.5	9.6
Rice	32	37	20	26	71.0	80.5	9.6
Whole wheat	—	20	—	14	0.2	46.6	46.4
Number of varieties							
Two	2	3	1	1	1.4	3.1	1.7
Three	3	2	5	—	3.0	1.3	-1.8
Four	27	17	14	21	66.6	51.6	-15.0
Five	—	11	—	4	—	17.8	17.8
Six	—	4	—	—	—	6.8	6.8
Not specified	19	14	13	7	26.9	19.5	-7.5
Number of authorized brands							
Any brand	12	4	13	5	13.8	2.8	-11.0
One	10	20	1	4	35.3	53.3	17.9
Two	7	7	5	5	11.6	12.5	0.9
Three	15	19	14	16	24.4	29.2	4.8
Four	3	—	—	—	7.1	—	-7.1
Not reported	4	6	1	4	7.9	6.8	-1.1
Authorized brands, if specified							
Beech-Nut	21	30	16	20	38.7	44.2	5.5
Gerber	35	40	20	25	78.4	91.9	13.6
Nature's Goodness	9	21	—	15	14.7	29.4	14.7
Del-Monte	11	—	8	—	17.6	—	-17.6
Earth's Best	1	—	—	—	2.1	0.1	-2.0
Heinz	4	—	9	2	8.4	0.2	-8.3
Package size							
8 oz only	22	25	16	10	43.3	58.8	15.5
8 or 16 oz	22	24	9	20	48.2	37.6	-10.6
Not specified	6	2	9	4	7.7	3.7	-4.1

— Value is zero. Categories that do not apply in any State are not shown under that food group.

NOTE: If "any brand" is allowed, brands are not specified.

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