

9/10/15

Good Afternoon Retailers & Wholesalers,

As we are approaching our new contract period for store approval and the release of the NEW WIC foods, we would like to summarize a few changes to be looking for. Attached you will also find a list of new WIC approved food products beginning October 1st, 2015. You will soon receive the food booklets, toward the end of the month.

Please note some of the guidelines that have changed since our last food approval:

- Brown rice instant and quick cooking are allowed in 14-16 oz. bags or boxes
- Brown rice regular cooking is allowed only in a 16 oz. bag or box
- Canned beans are now **15-16oz only**
- Peanut Butter is allowed in **16-18 oz.** jars only
- The \$10.00 fruit and vegetable check will be increased to \$11.00 beginning October 1st, 2015.
- All potatoes are now WIC approved

Some of the NEW additions I would like to highlight

- General Mills Kix
- Kellogg's All Bran Complete Wheat Flakes
- Kellogg's Rice Krispies
- Quaker Corn Bran Crunch
- La Banderita Fajita Style Whole Wheat
- Silk Soymilk Original

Please remember as we transition from the old food list to the new there will be WIC shoppers that have not yet received the new food list. Please allow for a transitional period through mid-December. By this time all WIC shoppers will have been educated on the new foods. Thank you for your cooperation and patience during this time.