



Nebraska WIC Program
Approved Product List – Food Product Submission Information
January 2021

Approval Criteria by WIC Food Category

Breakfast Cereals

*Brand Specific

- Must contain a minimum of 28 mg or iron per 100 grams of dry cereal
- Must contain no more than 21.2 grams of sucrose and other sugars per 100 grams of dry cereal (no more than 6 grams per dry ounce)
- At least half of the cereals on the product 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”
- No organic
- Package size 12 ounce minimum for cold cereals

100% Whole Wheat Bread

*Brand Specific

- Whole wheat bread must conform to the FDA standard of identity (21 CFR 136.180)
- Includes whole wheat buns and rolls
- Whole wheat flour and/or bromated whole wheat flour must be the only flours listed in the ingredient list.
- Whole grain must be the primary ingredient by weight
- Must meet the FDA labeling requirements for making a health claim as a “whole grain food with moderate fat content”
- Breads with added fruit, nuts and/or seeds are allowed.
- No organic
- 8-32 ounce packages only

Tortillas

*Brand Specific

- Soft corn or whole wheat tortillas
- Soft corn tortillas made from ground masa flour (corn flour) using traditional processing methods, e.g., whole corn, corn (masa), whole ground corn, corn masa flour, masa harina, and white corn flour.
- 100% Whole wheat tortillas, whole wheat flour must be the only flour listed in the ingredient list.
- No organic
- 8-32 ounce packages only

Whole Wheat Pasta

*Brand Specific

- Whole wheat macaroni product
- Must conform to FDA standard of identity (21 CFR 139.138)
- No added sugars, fats, oils or salt
- Whole wheat flour and/or whole durum wheat flour must be the only flours listed in the ingredient list
- Different pasta shapes and sizes allowed
- No organic
- 16 ounce package size only

Juice

*Brand Specific

- Must be pasteurized 100% unsweetened fruit juice
- Must conform to FDA standard of identity for fruit juice (21 CFR part 146) or vegetable juice (21 CFR part 156).
- Must contain a minimum of 30 mg of vitamin C per 100 ml of juice
- No added sugars
- No organic
- 64 ounce package size only for single strength shelf stable juices
- 64 ounce package size for refrigerated orange juice only
- 11.5 - 12 package size for frozen concentrate

Yogurt

*Brand Specific

- Must conform to FDA standard of identify for whole fat yogurt (21 CFR 131.200), low-fat yogurt (21 CFR 131.203), or nonfat yogurt (21 CFR 131.206)
- Must be pasteurized
- No more than 40 grams of total sugars per 1 cup (8 oz.) yogurt.
- Plain or flavored; Traditional or Greek
- No accompanying mix-in ingredients such as granola, candy pieces, honey, nuts, or similar.; No drinkable yogurts
- No organic
- 32 ounce container size only

Soy-based Beverage

*Brand Specific

- 64 ounce (1/2 Gallon) only
- Flavored or unflavored
- Must be fortified to meet the following nutrient levels per cup (8 oz.):

Calcium 276 mg	Protein 8 g
Vitamin A 500 IU	Vitamin D 100 IU
Magnesium 24 mg	Phosphorus 222 mg
Potassium 349 mg	Riboflavin 0.44 mg
Vitamin B12 1.1 mcg	

Infant Cereals

*Brand Specific

- Must contain a minimum of 45 mg iron per 100 g of dry cereal
- Rice, oatmeal, wheat, barley, corn or mixed grain cereal
- No added fruit, milk, infant formula, DHA or other non-cereal ingredients
- No organic
- 8 oz. package size only

Infant Fruits and Vegetables

*Brand Specific

- Any variety of commercial infant food fruits - single ingredient or combination of single ingredients.
- Any variety of commercial infant food vegetables - single ingredient or combination of single ingredients
- No added sugars, starches or sodium.
- No mixtures with cereal, noodles, rice, meats, cheese, or yogurt.
- No infant food desserts
- Texture may range from strained through diced
- No organic
- 4 ounce containers; glass or plastic, 2-packs allowed

Infant Meats

*Brand Specific

- Any variety of single ingredient commercial infant food meat or poultry, as a single major ingredient.
- Texture may range from pureed through diced
- No infant food combinations or dinners; no added fruit, vegetables, rice, pasta
- No added sugars or salts, no DHA
- No organic
- 2.5 ounce jars, glass or plastic only

Brown Rice

- Brown rice without added sugars, fats, oils or salt.
- May be instant, quick-cooking or regular-cooking.
- No organic
- 14 - 16 ounce package sizes only

Beans and Peas - Dry

- Any type of mature dry beans, peas or lentils
- Single variety only , no mixed beans
- No seasonings or flavorings
- No bulk beans
- No organic
- 16 ounce bag only

Beans and Peas - Canned

- Any type of mature beans, peas or lentils in canned form.
 - (Black beans, black-eyed peas, butter beans, garbanzo beans, great northern beans, kidney beans, lima beans, navy beans, pinto beans, red beans)
- Regular, low-sodium or no-sodium
- May not contain added sugars, fats, oils, vegetables or meat.
- No organic
- 15-16 ounce can size only

Peanut Butter

- Must conform to FDA standard of identity (21 CFR 164.150)
- Creamy, chunky, crunchy or smooth
- Salted or unsalted forms are allowed
- May not contain added items such as marshmallows, honey, jelly, chocolate or similar ingredients
- Peanut Butter Spreads are not allowed, no natural peanut butter, no reduced-fat peanut butter
- No added DHA, ARA or Omega 3's added
- No organic
- 16 - 18 ounce jar only

Milk

- Must conform to FDA standard of identity for whole, reduced-fat, low-fat, or nonfat milks (21 CFR 131.110). Must be pasteurized.
- All reduced fat, low-fat and nonfat cow's milk types and varieties must contain at least 400 IU of vitamin D per quart (100 IU per cup) and 2000 IU of vitamin A per quart (500 IU per cup)
- Lactose-free and lactose reduced and acidophilus milks allowed when specified.
- No flavored milk
- No rice or nut milks or milks with special health claims
- No organic
- Gallon or half-gallon/64 ounce size only

Cheese

- Domestic cheese made from 100% pasteurized milk.
- Must conform to FDA standard of identity (21 CFR part 133)
- Monterey Jack, Colby, natural Cheddar, Swiss, Brick, Muenster, Provolone, Mozzarella, pasteurized processed American, or blends of any of these cheeses.
- Block, sliced or shredded
- String mozzarella cheese
- No added ingredients
- No organic
- 16 ounce package size only

Eggs

- USDA Grade A chicken eggs
- Medium or large white eggs
- No specialty eggs such as vegetarian fed, low cholesterol eggs, free range eggs, fat modified eggs, DHA, cage free, etc.
- No organic
- 1 dozen package size only

Canned Fish

- Canned light tuna packed in water or oil
- Canned pink salmon with or without bones and skin
- May be regular or low sodium
- No added ingredients, sauces or flavorings
- No white albacore, solid or yellow fin tuna
- No red salmon
- No organic
- No foil pouches
- Minimum 5 ounce can size

**Fruits and
Vegetables**

- Any variety of fresh whole or cut fruit or vegetable.
 - Any variety of frozen fruits and vegetables without added sugars, fats, oils, or salt (i.e., sodium).
 - Organic fresh fruits and vegetables are allowed
 - No French fries, hash browns tater tots with added sugar, fat or oil
 - No salad bar items
 - No salad kits with added dressings
 - No fruit and vegetable baskets or party trays with non-fruit or vegetable items like dips
 - No herbs, spices, edible blossoms or flowers
 - No decorative fruits or vegetables
 - No dried fruits
 - No added sauce, meat, pasta rice or noodles
 - Added syrup, sweetener, flavoring, sugar, fat or oil
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