MISSISSIPPI
WIC SHOPPING GUIDE
Good food is essential to your health and to the health of your children. Your eWIC card makes buying what you need easier than ever. You will now use an eWIC card to pick up your WIC foods at approved grocery stores. Here is some important information about eWIC:

- At each WIC appointment, you will receive a shopping list that will tell you which and how many of these WIC foods you are allowed to pick up.

- Any WIC benefits you do not use during a benefit cycle do not roll over. They expire. When you have used all your WIC benefits for the month, do not throw the card away. WIC will reload the card.

- Your eWIC card will have a unique account number. WIC will use this number to send your benefits to your account each month.

- It is very important that you keep up with your eWIC card so you will be able to pick up your WIC foods when you need them. If you lose your card or it is stolen or damaged, contact customer service immediately at 1-855-897-5897.

- Your eWIC card contains a magnetic strip that you will swipe through a card reader at the grocery store. Simply swipe your eWIC card and enter your PIN, just like you would with a debit card.

- You do not need to buy all your WIC foods at once. Simply buy them as you need them. Be mindful of the last day on which you can use your monthly benefit.
1. Look for shelf tags for WIC-approved items. (See left image for shelf tag.)

2. Bring the shopping list you received at your WIC appointment or check your benefit balance before your shopping trip.

3. Bring your eWIC card with you and know your PIN. If you cannot remember your PIN, call customer service at 1-855-897-5897 and change it to something that will be easy to remember.

4. Select the right amount and package size of your WIC foods. The Mississippi WIC Shopping Guide will help you with this. Remember: Not every store will carry all WIC-approved foods.

5. Tell the cashier right away that you will be using an eWIC card. In most instances, you will be able to scan everything together. At some smaller stores, you may need to separate your WIC foods. Ask your cashier to be sure.

6. If you have a problem at the store, ask to speak with the store manager. If the issue cannot be resolved at the store, call your local WIC agency, or the state WIC office at (800) 545-6747, to discuss your concerns.

7. Call Conduent customer service at (855) 897-5897 or visit their web portal at www.WICconnect.com to:
   • Report your card as damaged, lost, or stolen
   • Change or set your card’s PIN
   • Check your benefit balance
# Fruits & Vegetables

## Fresh Fruits & Vegetables

**Allowed:**
- Any variety of whole or cut fresh fruits or vegetables
- Bagged vegetables of any size (for example, carrots or salad greens)

**Not Allowed:**
- Items for purchase at a salad bar
- Bagged lettuce or salad greens with dressing, croutons, nuts, or dried fruit
- Fruit baskets or party trays
- Peanuts
- Decorative fruits or vegetables (for example, painted pumpkins)
- Herbs and spices

## Frozen Vegetables

**Allowed:**
- Any size or package type
- Any plain vegetables or plain vegetable mixtures without white potatoes
- Any beans or mixtures with beans or peas (for example, mixed vegetables with lima beans)

**Not Allowed:**
- With pasta, noodles, nuts, rice, cheese, or meat
- With butter, oil, sauces, glazes, breading, herbs, or seasonings
- Frozen potatoes, sweet potato fries, french fries, hash browns, or shaped potatoes

## Frozen Fruits

**Allowed:**
- Any brand or package size of whole or cut frozen fruits

**Not Allowed:**
- Fruit bars, popsicles, or fruit smoothies
- With sugar or other sweeteners (for example, syrup or Splenda)

## Canned Tomato Products

**Allowed:**
- Any size
- Whole, diced, crushed, or stewed tomatoes
- Tomato sauce, paste or puree

**Not Allowed:**
- Herbs or seasonings (for example, onions, chilies, or garlic)
- Pizza, lasagna, or spaghetti sauce
- Soup, salsa, or ketchup
- With any oil
FRUITS & VEGETABLES (CONT.)

Canned Fruits

Allowed:
- Packed in water, juice, or fruit juice concentrate
- Any plain fruit or plain fruit mixture
- Any container type
- Any brand
- Applesauce (no sugar added or unsweetened varieties only)

Not Allowed:
- Cranberry sauce, pie filling
- With any syrup (for example, heavy, light, naturally light, or extra light)
- With added sugar (for example, sweetened juice, fruit gel, or nectar)
- With artificial sweetener (for example, Splenda or NutraSweet)

Canned Vegetables

Allowed:
- Any size
- Plain vegetables and plain vegetable mixtures including green (sweet) peas and green beans, snap beans, wax beans, and yellow beans

Not Allowed:
- Pickles and pickled vegetables (for example, sauerkraut)
- Creamed vegetables (for example, creamed corn)
- Baked beans, pork and beans, and refried beans
- Chopped garlic in oil
- Soup, ketchup, relish, and olives
- Canned white potatoes
- *Canned beans, peas, and lentils

*Canned beans, peas, and lentils are allowed in the Beans, Peas, and Peanut Butter section, pp. 26-27. These are not part of the canned vegetable allowance.
**Cereals**

Select only the cereals pictured. Select 11 oz.–36 oz. boxes or bags only. Buy any combination that does not go over 36 ounces.

**WAYS TO COMBINE 36 OUNCES OF CEREAL**

Select only whole grain cereals.

<table>
<thead>
<tr>
<th>24 oz</th>
<th>12 oz</th>
<th>36 oz</th>
<th>18 oz</th>
<th>12 oz</th>
<th>36 oz</th>
<th>18 oz</th>
<th>12 oz</th>
<th>36 oz</th>
</tr>
</thead>
</table>

### Hot Cereals (packets only)

- **Cream of Wheat Instant**
  - Original Flavor
- **Quaker Instant Grits**
  - Original Flavor
- **Quaker Instant Oatmeal**
  - Original Flavor *

*Pictures are subject to change. All eligible brands may not be pictured. Products may be added so check the MS WIC app for updates.*

### General Mills

- **Cheerios**
  - Original *
  - Multigrain *
- **Chex**
  - Corn
  - Rice
  - Kix
  - Original *
  - Honey *
  - Berry Berry
  - Total *
  - Wheaties *

### Post

- **Grape-Nuts Flakes**
  - Original *
  - Flakes *
- **Great Grains**
  - Banana Nut Crunch *
  - Crunchy Pecan *
- **Honey Bunches of Oats**
  - With Almonds
  - Honey Roasted
  - With Vanilla Bunches
  - Whole Grain Honey Crunch *
CEREALS (CONT.)

Malt O Meal

Mini Spooners
- Frosted*
- Strawberry Cream*

Quaker

Oatmeal Squares
- Brown Sugar*
- Cinnamon*
- Golden Maple*
- Life Original*
- Vanilla*
- Strawberry*

Kellogg’s

Crispix Original

Special K
- Original
- Multigrain with a Touch of Cinnamon*
- Honey Almond Ancient Grains*

Corn Flakes

Rice Krispies Original
- All-Bran Complete Wheat Flakes*

Frosted Mini Wheats
- Original*
- Little Bites*
- Filled Mixed Berry*
- Blueberry*
- Strawberry*
- Pumpkin Spice*

Frosted Mini Spooners
- Strawberry Cream Mini Spooners

Frosted Mini Wheats
- Little Bites
- Filled Mixed Berry
- Blueberry
- Strawberry
- Pumpkin Spice

Frosted Mini Oatmeal Squares
- Brown Sugar
- Cinnamon
- Golden Maple
- Life Original
- Vanilla
- Strawberry

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Milk

Allowed: Declared store brand of any of the following at time of purchase:
- Fat-free
- 1% low-fat
- Whole (for children 12-23 months only)
- Chocolate
- Lactose-free/reduced
- Calcium enriched

Select any combination of gallon and half-gallon sizes. Quarts are available only if specified.

Allowed only when specified:
- Evaporated milk (canned), 12 oz. can, Carnation and Pet brands only
- Dry milk (powdered), 9.6 oz. box
- Ultra-high temperature (UHT) milk, quart

Not Allowed:
- Acidophilus-treated milk
- Condensed milk
- Organic milk
- Goat milk
- Nut milk
- Rice milk

Soy Beverage

Allowed only when specified. These brands and varieties are available in half-gallon, refrigerated cartons:
- 8th Continent (Original or Vanilla only)
- Silk (Original only)

Not Allowed:
- DHA
- Omega-3
- Fat-free
- Light
- Organic
- Quarts or twin packs

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YOGURT

Allowed:
- Choose from the listed brands and flavors.
- Must be 1 quart (32 oz.) containers, except for YoPlait Go-Gurt. See approved sizes for YoPlait Go-Gurt.

Not Allowed:
- Organic
- Drinkable
- Mix-in ingredients (for example, granola, candy pieces, honey, or nuts)

Whole yogurt for children 12–23 months of age.

CHOBANI
Plain Whole Milk Greek

DANNON
Plain Lowfat
Vanilla Lowfat

DANNON OIKOS
Plain Greek Nonfat
Vanilla Greek Nonfat

DANNON LIGHT & FIT
Vanilla Nonfat
Strawberry Nonfat

KROGER
Nonfat Plain
Blended Vanilla Lowfat
Blended Plain Lowfat

GREAT VALUE
Original Vanilla Lowfat
Original Strawberry Lowfat
Original Strawberry Banana Lowfat

YoPlait Go-Gurt Non-Dairy
YoPlait Go-Gurt Slushies

Nonfat or lowfat yogurt (0%–2% fat) for women and for children two years of age or older.

CHOBANI
Plain Nonfat Greek
Strawberry Blended Greek Nonfat
Vanilla Blended Greek Nonfat
Peach Blended Greek Nonfat

DANNON
Plain Lowfat
Vanilla Lowfat

DANNON OIKOS
Plain Greek Nonfat
Vanilla Greek Nonfat

DANNON LIGHT & FIT
Vanilla Nonfat
Strawberry Nonfat

KROGER
Nonfat Plain
Blended Vanilla Lowfat
Blended Plain Lowfat

GREAT VALUE
Original Vanilla Lowfat
Original Strawberry Lowfat
Original Strawberry Banana Lowfat

Approved Size – Either:
1 - 16-pack (2 oz. servings)
2 - 8-packs (2 oz. servings)

YoPlait Go-Gurt Non-Dairy
YoPlait Go-Gurt Slushies

Pictures are subject to change. All eligible brands may not be pictured. Products may be added so check the MS WIC app for updates.
1 pound (16 oz.) package of the declared store brand of any of the following varieties.

Choose any of the following varieties.
- Processed American
- Cheddar
- Colby
- Monterey Jack
- Colby-Jack
- Mozzarella
- Swiss

May be block, hoop, cubed, shredded, sliced, or string.

May be low fat, low cholesterol, or low sodium, but you are not limited to these options.

Allowed:
- Declared store brand
- Grade-A, large
- One-dozen carton

Not Allowed:
- Brown eggs
- Specialty eggs
- Eggland’s Best
Select only the following size(s). Must be 100% juice, without added sweeteners. May contain added calcium. No fruit punch, fruit drink, or drink ades.

11.5 oz.–12 oz. Frozen
*For women only
Select only the brands and flavors pictured above. All flavors of Old Orchard Juice (green lid only) are approved.

11.5 oz. Non-Frozen Pourable Concentrate
*For women only
Select only the brands and flavors pictured above.

48 oz. Containers
*For women only
Select only the brands and flavors pictured above. All flavors of Juicy Juice and Northland Cranberry Juice blends are allowed. Welch’s Grape, Red Grape, and White Grape juices are not available in 48 oz containers.

64 oz. Containers
*For children only
Select only the brands and flavors pictured above. All flavors of Juicy Juice and Northland Cranberry Juice blends are allowed.

64 oz. Refrigerated Containers
*For children only
Select only 100% orange juice.

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WHOLE GRAINS

Whole Wheat Pasta

Allowed:
• 1 pound (16 oz.) package
• Any brand or shape
• 100% whole wheat flour and/or whole durum wheat flour must be the only flours listed on the ingredients list

Not Allowed:
• Organic
• Gluten free
• Pasta made from rice, quinoa, flax, corn, or vegetables
• Added sugars, fats, oils, or salt

Whole Grain Tortillas

1 pound (16 oz.) package. Choose whole wheat or corn tortillas from the brands pictured below.

Allowed:
• Any brand or shape from the brands pictured below.

Not Allowed:
• Organic
• Gluten free
• Tortillas made from rice, quinoa, flax, corn, or vegetables
• Added sugars, fats, oils, or salt

CELIA’S
- Whole Wheat Tortillas
- Corn Tortillas

LA BANDERITA
- Whole Wheat Tortillas
- Corn Tortillas

MISSION
- Whole Wheat Tortillas
- Corn Tortillas

Pictures are subject to change. All eligible brands may not be pictured. Products may be added so check the MS WIC app for updates.
Whole Grain or Whole Wheat Bread
Whole wheat and whole grain breads. 1 pound (16 oz.) package. Select only the breads pictured below.

- Bimbo 100% Whole Wheat
- Nature’s Own 100% Whole Wheat
- Nature’s Own 100% Whole Wheat with Honey
- Pepperidge Farm 100% Stone Ground Whole Wheat
- Roman Meal Sungrain 100% Whole Grain
- Sara Lee 100% Whole Wheat
- Wonder 100% Whole Wheat
- Arnold 100% Whole Grain Sliced Buns

Whole Grain Rice
Allowed:
- 1 pound (14-16 oz.) bag or box.
- Any brand of regular, instant, or boil-in-bag rice.

- Seasoned
- White rice
- Frozen

Not Allowed:
- Gourmet blends
- Organic

Fish
For women who exclusively breastfeed.

Canned Tuna
Allowed:
Any brand light tuna, chunk style, packed in water.
5, 6, and 7.5 oz. cans.

Not Allowed:
No smoked, solid white, or other flavorings.

Canned Salmon
Allowed:
Any brand pink salmon.
5, 6, 7.5, and 14.75 oz. cans.

Not Allowed:
No red or sockeye.

Ways to Combine Fish
Choose a combination that does not go over 30 ounces.

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Beans, Peas, and Peanut Butter

Ways to combine:

Beans and Peas

Allowed:
- Black beans
- Black-eyed peas
- Garbanzo beans (chickpeas)
- Great northern beans
- Kidney beans
- Fava and mung beans
- Pinto beans
- Split peas
- Lentils
- White beans (navy and pea beans)
- Mature lima beans (butter beans)

Dried Beans

1 pound (16 oz.) bag, any brand.

Canned Beans

Allowed:
- 1 pound (15-16 oz.) can, any brand.

Not Allowed:
- Organic
- Added sugar, fat, oil, or meat
- Soups or baked beans

Peanut Butter

Allowed:
- 1 pound (16 - 18 oz.) container, any brand, may be creamy, crunchy, or extra crunchy.

Not Allowed:
- No whipped, spreads, omega-3, organic, or combinations with jelly, honey, marshmallows, chocolate, or similar ingredients.

*Green (sweet) peas, green beans, snap beans, wax beans, and yellow beans are allowed as part of the Canned Vegetable allowance, pg 8-9. These are not part of the bean, pea, and peanut butter allowance.
Infants

Infant Formula

The WIC Shopping List shows the brand, size, form (powder, concentrate), and quantity to purchase. No substitutions allowed.

Dry Infant Cereal

8 oz. containers of Gerber or Beech-Nut.

Allowed:
- Oatmeal
- Rice
- Multigrain
- Whole Wheat

Not Allowed:
No organic, DHA, fruit, or other additives.

Infant Fruits and Vegetables

Select any second-stage, single ingredient infant fruits or vegetables, only in these sizes and brands.

Allowed:
- Beech Nut Nothing Artificial Added – 4 oz. jar
- Gerber - 8 oz. (2 packs of 4 oz.)

You can buy infant fruits and vegetables in any combination of packages or jars that add up to the total ounces (oz.) you receive per month.

Not Allowed:
No added sugar, starches, salt, DHA, or organic.

Infant Meats
(for exclusively breastfed infants)

Includes chicken, turkey, ham, and beef.

Allowed:
- Beech Nut Stage 1
  - Meat with broth
  - 2.5 oz. container
- Gerber 2nd Foods
  - Meat with gravy
  - 2.5 oz. container

Not Allowed:
No organic, meat and vegetable, or meat and pasta mixtures. No DHA. No meat sticks.

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Mail:  
U.S. Department of Agriculture  
Office of the Assistant Secretary for Civil Rights  
1400 Independence Avenue SW  
Washington, D.C. 20250-9410

Fax:  
(202) 690-7442

Email:  
program.intake@usda.gov

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