

MASSACHUSETTS WIC APPROVED

FOOD GUIDE



 **WIC**

**GOOD FOOD *and*
A WHOLE LOT MORE!**

September 2025



Shopping with your WIC Card

- Buy what you need. You do not have to buy all your foods at one time!
- Have your card ready at check out.
- Before scanning any of your foods, tell the cashier you are using a WIC Card.
- When the cashier tells you, slide your WIC Card in the Point of Sale (POS) machine or hand your WIC Card to the cashier.
- Enter your PIN and press the enter button on the keypad.
- The cashier will scan your foods.
- The amount of approved food items and dollar amount of fruits and vegetables you purchase will be deducted from your WIC account.
- The cashier will give you a receipt which shows your remaining benefit balance and the date benefits expire. Save this receipt for future reference.
- It's important to swipe your WIC Card **before** any other forms of payment. Any remaining balance can be paid with either cash, EBT, SNAP, or other form of payment accepted by the store.

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** For Fully Breastfeeding Moms and Babies Only



Fruits & Vegetables

FRESH

- Any size
- Any brand
- Whole, cut, bagged or packaged
- Organic allowed



Not allowed

DO NOT BUY:

- 🚫 Added sugars, fats or oils
- 🚫 Dried fruits or vegetables
- 🚫 Fruit baskets
- 🚫 Party trays with added food items (dip, dressing, nuts, etc.)
- 🚫 Salad bar items
- 🚫 Salad kits



SHOPPING TIP



Please be aware that fresh produce does not scan on the WICShopper app.

If a fresh produce item does not go through at checkout let the store know so it can be added as an approved item.

FROZEN

- Any size
- Any brand
- Any package type (bag, box, etc.)
- Any plain fruit or vegetable, or plain mixtures
- Organic allowed



Not allowed

DO NOT BUY:

- 🚫 Added fats, oils or salt
- 🚫 Added sugar, dextrose or artificial sweetener
- 🚫 Non-fruit or non-vegetable ingredients (pasta, rice, cheese, etc.)
- 🚫 Vegetables with sauce

CANNED

- Any size
- Any brand
- Any container (can, jar, plastic)
- Any plain fruit or fruit mixtures packed in water or juice
- Any plain vegetable or vegetable mixtures
- Organic allowed



Not allowed

DO NOT BUY:

- 🚫 Canned fruit packed in syrup
- 🚫 Sauce (pizza, spaghetti)
- 🚫 Items with added sugars, fats or oils
- 🚫 Pickled vegetables
- 🚫 Salsa



Whole Grains

Whole grain benefits include choices of:

- Pasta: Whole Wheat/Whole Grain
- Bread & Bread Products: Whole Wheat/Whole Grain loaf of bread, bagels, buns/rolls, and English muffins
- Tortillas: Whole Wheat/Corn
- Quinoa
- Brown Rice
- Oatmeal

WHOLE WHEAT PASTA

- 12 ounce packages or larger
- 100% Whole Wheat
- 100% Whole Grain
- Any shape



Barilla

Store Brands

365

Bowl & Basket

Essential Everyday

Full Circle

Good & Gather

Great Value

Hannaford

Market Basket

O Organics

Stop & Shop

Signature Select

Wegmans



Bionature

Delallo



Luigi Vitelli

Ronzoni

TORTILLAS

- 12 ounce packages or larger
- 100% Whole Wheat
- Corn



Chi-Chi's

- White corn, Taco Style
- Whole Wheat, Fajita Style



Goya

- Whole Wheat



La Banderita

- Corn
- Whole Wheat, Fajita



Mayan Farms

- Whole Wheat Soft Taco



Mission

- Whole Wheat, Soft Taco
- Whole Wheat, Fajita
- Yellow Corn, Extra Thin



Ortega

- Whole Wheat

Store Brands

Guerrero: Corn, Whole Wheat

Hannaford: Corn, Whole Wheat

Market Basket: Corn, Whole Wheat

Market Pantry: Whole Wheat

Nature's Promise: Whole Wheat

Pics by Price Chopper: Corn, Whole Wheat

Signature Select: Whole Wheat

Stop & Shop: Corn, Whole Wheat



SHOPPING TIP

Looking for tortillas?
Try the bread aisle, the cooler section or with the taco supplies.

BREAD

- 12 ounce packages or larger
- Whole Wheat
- Whole Grain



Brands

Arnold

- 100% Whole Wheat
- Sandwich Thins: 100% Whole Wheat, Honey Wheat, Multigrain
- Small Slices: 22 Grains & Seeds, 100% Whole Wheat, Oatnut
- Whole Grains: 12 Grains and Seeds, Healthy Multi-Grain, Oatnut

Bimbo

Freihofer's

Holsum

Nature's Own

Panera Bread

Pepperidge Farm:

- Farmhouse: 100% Whole Wheat, Whole Grain White
- Light Style: Soft Wheat
- Swirl: 100% Whole Wheat Cinnamon with Raisins
- Thin Sliced: 100% Whole Wheat, 15 Grain
- Very Thin: 100% Whole Wheat
- Whole Grain: 100% Whole Wheat, 15 Grain, Honey Whole Wheat, Oatmeal

Sara Lee

Stern's

Wonder



Store Brands

Big Y

Bowl & Basket

Gold Medal

Hannaford

Krasdale

Market Basket

Roche Bros

Signature Select

Stop & Shop

Town Talk

Trucchi's

Urban Meadows

BAGELS

- 12 ounce packages or larger
- Whole Wheat
- Whole Grain

Brands

Thomas
Market Basket



BUNS/ROLLS

- 12 ounce packages or larger
- Whole Wheat
- Whole Grain

Brands

Arnold
Brownberry
Market Basket
Nature's Own
Orowheat



ENGLISH MUFFINS

- 12 ounce packages or larger
- Whole Wheat
- Whole Grain

Brands

Thomas: 100% Whole Wheat



QUINOA

- 12 ounce packages or larger



Ancient Harvest



Bob's Red Mill



Earthly Choice



Pereg



Rice Select

Store Brands

365

Brothers Marketplace

Full Circle Market

Good & Gather

Great Value

Hannaford

Nature's Promise

O Organics

Whole Foods Market



Simpli



Tru Roots

BROWN RICE

- 12 ounce packages or larger
- Bags, boxes and plastic jars
- Any brand
- Regular
- Instant-cooking
- Quick-cooking
- Boil-in-bag



OATMEAL

- 12 ounce packages or larger



McCann's
Irish Oatmeal



Mom's Best
Quick Oats



Silver Palate Thick
& Rough Oatmeal



BENEFIT COMBINATION EXAMPLES

If your benefits show 32 OZ Whole Wheat Bread/Whole Grains, you can buy:



ONE (1)
16 OZ

+



ONE (1)
16 OZ

OR



ONE (1)
20 OZ

+



ONE (1)
12 OZ

OR any size combination to add up
to your benefit amount



Dairy

MILK

- Fluid: Least expensive brand
- Evaporated or Dry Milk: Any brand
- Long-Life Milk: Any brand
- Lactose Free Milk: Any brand

Choose only what is approved for you.

- Whole milk for children 12-24 months
- Low-fat (1%) and nonfat (skim) milk for women and children 2-5 years

Fluid



Least Expensive Brand

- Fat-free
- 1%, Low-fat
- 2% Reduced fat
- Whole

Not allowed

DO NOT BUY:

- 🚫 Organic
- 🚫 Flavored

Long-life/Shelf-stable



Any Brand

- Quart

Nonfat dry milk power



Any Brand

- 16 ounce box
- 96 ounce box

Lactose-free



Any Brand

- 96 ounce
- Half-gallon

Evaporated Milk



Any Brand

- 12 ounce cans
- Whole
- Low-fat
- Fat-free

CHEESE

- 8 ounce packages or larger
- Blocks, String, Shredded
- American slices allowed
- Regular, Low-fat
- Any brand: American, Colby, Cheddar, Monterey Jack, Mozzarella or Muenster

Not allowed

DO NOT BUY:

- ☒ Imported or deli cheese
- ☒ Sliced cheese (except American)
- ☒ Cheese food/product spread
- ☒ Individually wrapped slices
- ☒ Flavored
- ☒ Organic



BENEFIT COMBINATION EXAMPLES

If your benefits show 16 OZ Cheese, you can buy:



OR



OR



TWO (2)
8 OZ

ONE (1)
12 OZ

ONE (1)
16 OZ

OR any size combination to add up to your benefit amount

EGGS

- Whole dozen
- Brown
- White
- Grade A
- Medium, Large, Extra Large, Jumbo
- Least expensive brand



Not allowed

DO NOT BUY:

- ☒ Organic



TOFU

- 14–16 ounce packages only
- Organic allowed



Azumaya

- Silken Tofu



Franklin Farms

- Extra Firm Tofu
- Firm Tofu
- Medium Firm Tofu
- Soft Tofu



Heiwa

- Organic



House Foods

- Extra Firm Tofu
- Firm Tofu
- Medium Firm Tofu



Jadeite Foods

- Soft Tofu



Nasoya

- Extra Firm Tofu
- Lite Silken Tofu
- Organic Silken Tofu
- Organic Super Firm Tofu

Store Brands

365

Good & Gather

Nature's Promise

O Organics



SoyBoy

- Organic Firm Tofu

YOGURT

- 32 ounce tubs
- 8-packs and 16-packs of 2 oz. tubes
- 8-pack multipacks of 4 oz. containers
- Whole or low-fat
- Greek allowed
- Organic allowed
- Any flavor

Not allowed

DO NOT BUY:

🚫 Artificial Sweeteners

32 ounce tubs



Activia



Brown Cow



Cabot & Cabot Greek



Chobani



Dannon



FAGE



Green Mountain Creamery



Greek Gods



LALA



Light & Fit

- Plain Only



Maple Hill



Mehadrin



Oikos Greek

Stonyfield
Organic, Greek

Two Good



Yoplait



32 ounce tubs: Store Brands

365

Great Value

Best Yet

Hannaford

Bettergoods

Lucerne Dairy

Bowl & Basket

Market Basket

Butterworks Farm

Nature's Promise

Essential Everyday

Pics by Price Chopper

Food Club

Stop & Shop

Good & Gather

Wegmans

Tubes



Stonyfield Kids Tubes

- 8 pack – 2 oz. tubes (1LB package)*
- 16 pack – 2 oz. tubes (2LB package)



Yoplait GO-GURT Tubes

- 8 pack – 2 oz. tubes (1LB package)*
- 16 pack – 2 oz. tubes (2LB package)

Multipacks



Activia Multipack

- 4 pack (1LB package)*



Yoplait Multipack 4 oz.

- 8 pack (2LB package)

*Can purchase two (2) 1LB packs to equal 32 oz



BENEFIT COMBINATION EXAMPLE

If your benefits show 32 OZ Whole/Lowfat Yogurt, you can buy:



OR



ONE (1)
whole
32 OZ

ONE (1)
low-fat
32 OZ

OR any size combination to add up to your benefit amount

■ SOY/PLANT-BASED MILK

- Refrigerated: 64 ounce (1/2 gallon)
- Shelf-stable: 32 ounce (1 quart)

Refrigerated: 64 ounce (1/2 gallon)



8th Continent
 • Original
 • Vanilla



Bettergoods
 • Original



Ripple
 • Original
 (48 ounce)



Silk
 • Original



Silk Kids
 • Oatmilk
 blend
 (59 ounce)

Shelf-stable: 32 ounce (1 quart)



Pacific
 • Ultra Soy
 Original
 • Ultra Soy
 Vanilla



Ripple
 • Original

Not allowed
DO NOT BUY:



BENEFIT COMBINATION EXAMPLE

If your benefits show 2 CNT Soy/Plant-Based Milk, you can buy:



TWO (2)
 Half-Gallons
 64 OZ

OR



FOUR (4)
 Quarts
 32 OZ

OR any size combination to add up
 to your benefit amount



Peanut Butter & Beans

PEANUT BUTTER

- Any brand
- 16–18 ounce jars
- Smooth/Creamy
- Chunky/Crunchy
- Plastic or glass jars



16–18 ounce jars



Any brand



Jif



Peter Pan

Not allowed

DO NOT BUY:

- 🚫 Reduced fat
- 🚫 Organic
- 🚫 Specialty peanut butters
- 🚫 Peanut butter spreads
- 🚫 Flavored



Reese's



Skippy



Smuckers



Teddie

DRIED BEANS, LENTILS & PEAS

- Any brand
- 16 ounce (1 pound) packages
- Any type of mature beans, lentils or peas

Not allowed

DO NOT BUY:

- 🚫 Organic



Beans



Lentils



Peas

CANNED BEANS, LENTILS & PEAS

- 15–16 ounce cans
- Any brand
- Plain mature beans, peas or lentils



Not allowed

DO NOT BUY:

- 🚫 Organic
- 🚫 Green or wax beans*
- 🚫 Green peas or green pigeon peas*

*These items can be purchased with fruit and vegetable benefits.

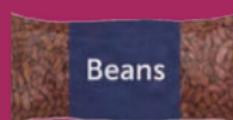


BENEFIT COMBINATION EXAMPLE

If your benefits show 1 LB Peanut Butter/Dry or Canned Beans, you can buy:



OR



OR



ONE (1)
jar

ONE (1)
bag

FOUR (4)
cans*

OR any size combination to add up to your benefit amount

*For each can of beans purchased, 0.25 LB will be deducted from your benefit balance.



Cereal

HOT CEREAL

- 10 ounce or larger packages

Key

- Whole grain
- GF Gluten-free



Cream of Rice
● GF Gluten Free



Cream of Wheat
• 1 Minute
• 2 1/2 Minute



Farina
• Original Hot Wheat Cereal



Maypo
● Maple Oatmeal
● Vermont Style Oatmeal



Quaker Instant Grits



Quaker Instant Oatmeal Packets
● Maple Oatmeal

Store Brands



Food Club
● Instant Oatmeal (Regular)



Hannaford
● Instant Oatmeal (Regular)

Store Brands (Cont'd)



Pic's by Price Chopper

- Instant Oatmeal (Regular)



Signature Select

- Instant Oatmeal (Regular)



Stop & Shop

- Instant Oatmeal (Regular)



BENEFIT COMBINATION EXAMPLES

Combine hot or cold cereal packages to add up to the total ounces on your Family Food Benefits list. Here are three ways to buy up to **36 ounces of cereal**:



THREE (3)
12 oz cereal
= 36 oz

OR



ONE (1)
14.5 oz cereal + **ONE (1)**
18 oz cereal = 32.5 oz

OR



TWO (2)
18 oz cereal
= 36 oz

COLD CEREAL

- 10 ounce or larger packages

General Mills



● Bluey

Key

- Whole grain
- GF Gluten-free



Cheerios

- GF Multigrain
- Oat Crunch Berry
- GF Original
- Vanilla Spice
- Veggie Blends:
- Apple Strawberry
- Blueberry Banana



Chex

- GF Blueberry
- Cinnamon
- GF Corn
- GF Rice
- GF Strawberry Vanilla
- Wheat



Fiber One
● Honey Clusters



Kix
● Berry Berry
● Honey
● Original



● Total



Wheatus

- Regular
- Protein
- Honey Pecan
- Protein
- Maple Almond

Kellogg's



All Bran

- Complete Wheat Flakes



Corn Flakes

- Cinnamon
- Honey
- Original



Crispix

- Original



Frosted Mini Wheats

- Blueberry Muffin
- Cinnamon Roll
- Golden Honey
- Filled:
 - Mixed Berry Little Bites:
 - Original,
 - Chocolate
 - Original
 - Strawberry



Rice Krispies

- Original



Special K

- Banana
- Original
- Protein Original

Post



Grape Nuts

- Flakes
- Original

Post (Cont'd)



Great Grains

- Banana Nut Crunch
- Crunchy Pecan



Honey Bunches Of Oats

- Cinnamon Bunches
- Honey Roasted
- Maple & Pecans
- Vanilla
- With Almonds

Quaker



Life

- Original
- Vanilla



Oatmeal Squares

- Golden Maple
- Hint of Brown Sugar
- Hint of Cinnamon
- Honey Nut

Store Brands



365

- 365 Frosted Wheat Squares



Best Yet

- Bite Size Frosted Shredded Wheat
- Bran Flakes
- Corn Flakes
- Crispy Rice
- Frosted Shredded Wheat
- Honey Oats & Flakes
- Toasted Oats

Store Brands (Cont'd)



Bowl & Basket

- Bran Flakes
- Corn Flakes
- Crispy Rice
- Frosted Shredded Wheat
- Multi Grain Toasted Oats
- Toasted Oats



Essential Everyday

- Bran Flakes
- Crispy Rice
- Frosted Shredded Wheat
- Honey Oats & Almonds
- Honey Oats & Flakes



Food Club

- Bran Flakes
- Corn Flakes
- Corn Squares
- Crisp Rice
- Honey & Oats with Almonds
- Rice Squares
- Toasted Oats



Great Value

- Bran Flakes
- Corn Flakes
- Corn Squares
- Crunchy Nugget
- Frosted Shredded Wheat
- Honey Oats with Almonds
- O's
- Rice Crisps
- Rice Squares



Hannaford

- Bran Flakes
- Bite Size Frosted Shredded Wheat
- Bite Size Strawberry Frosted Shredded Wheat
- Corn Flakes
- Crispy Hexagons
- Crispy Rice
- Easy Living Oat Squares
- Frosted Shredded Wheat
- Multigrain Tasteeos
- Nutty Nuggets
- Oats & More with Almonds
- Oats & More with Honey
- Tasteeos
- Toasted Corn Squares
- Toasted Rice Squares
- Toasted Wheat
- Wheat Flakes

Store Brands (Cont'd)



Krasdale

- Corn Flakes
- Crispy Rice
- Toasted Oats



Market Basket

- Bran Flakes
- Corn Biscuits
- Corn Flakes
- Crispy Hexagons
- Frosted Shredded Wheat
- Oats & More with Almonds
- Oats & More with Honey
- Rice Biscuits
- Tasteeo's



Pics by Price Chopper

- Bran Flakes
- Corn Flakes
- Crispy Rice
- Frosted Shredded Wheat
- Honey Oats & Flakes with Almonds
- Toasted Oats
- Toasted Rice Crisps



Signature Select

- Bran Flakes
- Bite Sized Frosted Wheat
- Corn Flakes
- Corn Pockets
- Crispy Rice
- Oats & More with Almonds
- Oats & More with Honey
- Rice Pockets
- Toasted Oats



Stop & Shop

- Bite Sized Frosted Shredded Wheat
- Bran Flakes
- Corn Flakes
- Corn & Rice Hexagons
- Crispy Rice



Wegmans

- Bite Size Shredded Wheat
- Bran Flakes
- Corn Flakes
- Corn Squares
- Frosted Shredded Wheat
- Oat Crisps
- Oats & Honey
- Oats & Honey with Almonds
- Rice Squares
- Toasted Oats
- Wheat Crunch



Juice

■ SHELF-STABLE

- Shelf-stable 100% Juice: 64 ounce bottles



Apple & Eve

- Apple
- Big Birds Apple
- Cookie Monsters Berry
- Cranberry and More
- Cranberry Apple
- Cranberry Grape
- Cranberry Pomegranate

- Cranberry Raspberry
- Elmo & Tangos Punch
- Grovers White Grape
- Mango Strawberry
- Natural Style Apple
- Naturally Cranberry



Best Yet

- Apple Juice
- Apple Kiwi Strawberry
- Cranberry
- Grape
- Pineapple
- White Grape
- White Grapefruit



Campbell's

- Tomato
- Tomato Low Sodium



Essential Everyday

- Apple Cider
- Apple
- Cranberry
- Grape
- Orange

- Pineapple Juice
- Vegetable
- White Grape
- White Grapefruit



Food Club

- Apple
- Grape
- Grapefruit
- White Grape
- Vegetable

Not allowed

DO NOT BUY:

- 🚫 Organic
- 🚫 Light
- 🚫 Fiber added



Great Value

- Apple
- Cranberry
- Cranberry Pomegranate
- Grape
- Orange
- Pineapple
- Tomato
- Vegetable
- White Grape
- White Grape Peach



Hannaford

- Apple
- Cherry
- Cranberry
- Cranberry Grape
- Fruit Punch
- Grape
- Pineapple
- Tomato
- Vegetable
- Vegetable Low Sodium
- White Grape
- White Grapefruit



Juicy Juice

- Any flavor



Kedem

- Grape



Krasdale

- Apple
- Grape
- White Grape



Langers

- Apple
- Apple Berry Cherry
- Apple Cranberry
- Apple Grape
- Apple Kiwi Strawberry
- Apple Orange Pineapple
- Apple Peach Mango
- Cranberry Plus
- Cranberry
- Cranberry Grape Plus
- Cranberry Raspberry Plus
- Disney Apple
- Disney Berry
- Disney Grape
- Disney Punch
- Disney Orange
- Disney Pomegranate
- Disney Cranberry Plus
- Disney Pineapple
- Disney Tomato
- Disney White Grape

- Disney Berry
- Disney Grape
- Disney Punch
- Disney Orange
- Disney Pomegranate
- Disney Cranberry Plus
- Disney Pineapple
- Disney Tomato
- Disney White Grape



Market Basket

- Apple
- Cranberry
- Cranberry & Grape
- Grape
- White Grape
- White Grape Peach



Market Pantry

- Apple
- Cranberry
- Grape
- Tomato
- White Grape



Motts

- Apple
- Apple Cherry
- Apple Mango
- Apple White Grape
- Fruit Punch
- Kiwi Strawberry
- Pineapple Passion Fruit



Ocean Spray

- Apple
- Concord Grape
- Cranberry
- Cranberry Blackberry
- Cranberry Cherry
- Cranberry Elderberry

- Cranberry Concord Grape
- Cranberry Mango
- Cranberry Pineapple
- Cranberry Pomegranate
- Cranberry Raspberry
- Cranberry Watermelon



Pic's by Price Chopper

- Apple
- Berry
- Cherry
- Cranberry Grape
- Cranberry Raspberry
- Grape
- Grapefruit

- Pineapple
- Tomato
- Vegetable
- Vegetable Low Sodium
- White Grape
- White Grape Peach



Signature Select

- Apple
- Berry Blend
- Cranberry
- Cranberry Grape
- Cranberry Raspberry
- Grape
- Grapefruit

- Orange
- Pineapple
- Tomato
- Vegetable Low Sodium
- White Grapefruit
- White Grape



Stop & Shop

- Apple
- Grape
- Tomato
- White Grape



V8 Vegetable

- Original Vegetable
- Spicy Hot Vegetable
- Low Sodium



Welch's 100%

- Grape
- Orange Pineapple
- White Grape
- White Grape Peach
- Red Grape
- Tropical Trio



Wegmans

- Apple
- Berry
- Cherry
- Cranberry
- Cranberry Apple
- Cranberry Grape
- Cranberry Peach
- Cranberry Raspberry

- Fruit Punch
- Grape
- Ruby Red Grapefruit
- White Grape
- White Grape Cranberry
- White Grape Peach
- White Grape Raspberry



BENEFIT COMBINATION EXAMPLE

If your benefits show 1 CNT 100% Fruit Juice, you can buy:



OR



ONE (1)
Frozen can
12 OZ

ONE (1)
Bottle
64 OZ

OR any size combination to add up to
your benefit amount

FROZEN

- Frozen concentrate:
11.5–12 ounce cans

Not allowed

DO NOT BUY:

🚫 Organic



Any store brand
Orange Juice



Best Yet

- Apple
- Grape
- Grapefruit



Dole

- 100 % juice,
Any flavor



Essential
Everyday

- Apple



Great Value

- Apple
- Grape



Hannaford

- Apple
- Grape
- Pineapple Orange



Market
Basket

- Apple
- Grape



Old Orchard

- Green peel strip,
Any flavor



Pics by Price
Chopper

- Apple
- Apple Raspberry
- Grape
- White Grape



Seneca

- Apple



Signature
Select

- Apple
- Berry Blend
- Cranberry
- Grape
- Pineapple



Stop & Shop

- Apple
- Grape
- Grapefruit



Wegmans

- Apple



Infant Foods

FRESH FRUIT & VEGETABLE OPTION

Infants 6-11 months of age, jarred infant food benefits can be replaced with fresh fruits and vegetables:

- \$11 for a half exchange
- \$22 for a full exchange



If this option is not already on your Shopping List and you would like it, please contact your local WIC office.



INFANT FRUITS & VEGETABLES

- Any variety fruit or vegetables
- Any variety mixed fruits and mixed vegetables
- Variety packs allowed

4 ounce jars



Beech-Nut
Naturals
(Stage 1 & Stage 2)



Beech-Nut
Organics
(Stage 1 & Stage 2)

Not allowed

DO NOT BUY:

- 🚫 Mixtures with cereal or food combinations
- 🚫 Dinners
- 🚫 Pouches
- 🚫 Desserts



Beech-Nut
(Stage 2)



Earth's Best
(Stage 2)



Gerber Naturals
(1st & 2nd Foods)



Gerber Organic
(1st & 2nd Foods)



Good & Gather



Happy Baby Organics
(Stage 1 & Stage 2)



Nature's Promise



Once Upon a Farm



O Organics



Parent's Choice
(Stage 1 & Stage 2)



Tippy Toes
(Stage 2)

2nd Foods/Stage 2 (2-packs of 4 ounce tubs)



Bowl & Basket



Gerber
(2nd Foods)



Tippy Toes
(Stage 2)



BENEFIT COMBINATION EXAMPLE

If your benefits show 128 OZ Infant Fruits + Veg, you can buy:



THIRTY-TWO (32)
4 OZ



THIRTY-TWO (32)
2 OZ two-packs



SIXTEEN (16)
4 OZ two-packs

OR any size combination to add up to your benefit amount

INFANT CEREAL

- 8 ounce packages only
- Single and multigrain
- Organic allowed



Beech-Nut

- Golden Corn
- Multigrain
- Oatmeal
- Organic Multigrain
- Organic Oatmeal

Not allowed

DO NOT BUY:

🚫 Added fruit, formula or vegetables



Earth's Best Organic

- Whole Grain Multigrain
- Whole Grain Oatmeal



Gerber

- Multigrain
- Oatmeal
- Organic Oatmeal
- Organic Rice
- Rice

INFANT FORMULA

- Purchase size and type shown on WIC Shopping List



For Fully Breastfeeding Moms and Babies ONLY

INFANT MEATS

- 2.5 ounce jars
- Stage 1 or Stage 2
- Variety packs allowed

Not allowed

DO NOT BUY:

- ∅ Added sugar or salt
- ∅ Dinners



Beech-Nut
Classics
(Stage 1)



Earth's Best
(Stage 1)



Gerber
(Stage 2)



BENEFIT COMBINATION EXAMPLE

If your benefits show 40 OZ Infant Meats, you can buy:



SIXTEEN (16)
2.5 OZ

OR any size combination to add up to your benefit amount

CANNED FISH

- Any brand
- 2.5 ounce cans or larger
- Varieties shown
- Packed in water or oil
- Sardines may include bones and skin

Not allowed

DO NOT BUY:

🚫 Albacore tuna



Chunk Light Tuna



Any brand

Salmon



Any brand

Sardines



Any brand



BENEFIT COMBINATION EXAMPLE

If your benefits show 30 OZ Fish, you can buy:



SIX (6)
5 OZ

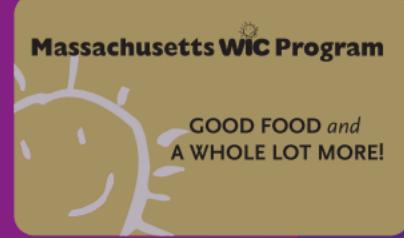
OR



FOUR (4) + THREE (3)
3.75 OZ + 5 OZ

OR any size combination to add up to your benefit amount for tuna, salmon, and sardines

Common Questions about your Card



What should I do if my card is lost or stolen?

Call your local WIC Program right away! They will stop anyone from using your food benefits and help you get a new card.

Is there a fee to replace my WIC Card?

Massachusetts WIC will replace your card free of charge.

What happens if I can't do my own shopping and need someone else to shop for me?

You may have someone else shop for you if you wish. You can give them your WIC Card and PIN. Just make sure this is someone you can trust!

What if I forgot my PIN or want to change it?

You can contact your local WIC office to change your PIN.

What if I enter the wrong PIN?

DO NOT try to guess your PIN. After several incorrect attempts, your PIN will be locked. This is done as a protection from someone guessing your PIN and getting your food benefits.

There are three ways to unlock your card:

- call your local program
- call the 800 number on the back of your card
- wait until midnight and your account will automatically unlock



Simplify your shopping



Download the 'WIC Shopper' App!

- Check your WIC balance
- Locate a WIC authorized store
- Scan a product to determine if it's WIC approved
- Access WIC recipes
- Review Purchase History

    @MassWIC

1-800-WIC-1007

Retail Stores call:
1-800-552-9425 – Retail Hotline

mass.gov/wic



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