

# How does the new WIC food package rule affect retailers?\*

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Authorized retailers are the primary means of delivering nutritious foods to WIC mothers and their infants and children, and are important partners in the success of the WIC Program.

Under new regulations governing the WIC food packages, authorized WIC vendors are required to:

**Stock new WIC foods** including at least two varieties of fruits, two varieties of vegetables, and at least one whole grain cereal authorized by the State agency. This ensures participant choice when they shop for WIC foods. State agencies may continue to establish different minimums for different vendors.

**Transact and process cash-value vouchers for fruit and vegetables.** The cash-value vouchers are provided to participants to purchase fruits and vegetables (fresh, frozen, canned, and dried).

\*Refer to the full regulation at [www.fns.usda.gov/siw](http://www.fns.usda.gov/siw) for the complete provisions and requirements for foods in the new WIC food packages.

# WIC Food Packages....Time for a Change

## *Fact Sheet for Retailers*

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The WIC food packages are changing to better meet the nutritional needs of WIC participants. The new food packages align with the 2005 Dietary Guidelines for Americans and infant feeding practice guidelines of the American Academy of Pediatrics.

### **New Foods Added to the WIC Food Packages Include**

- Fruits and vegetables (fresh, frozen, canned)
- Whole grain cereals
- Whole grain breads
- Baby foods fruits and vegetables
- Baby food meats
- Soy beverages
- Tofu
- Brown rice
- Bulgur
- Oatmeal
- Soft corn and whole wheat tortillas
- Canned beans
- Canned salmon, sardines, and mackerel