

Missouri WIC Program Food Selection Criteria and Applicant Responsibilities

A. Whole Wheat Bread and Whole Grain Bread

- 16 oz package only.
- No added seasoning (except salt)
- No powdered sugar coating, nuts, or dry fruits (e.g. raisins).
- No organic products.
- Must be available at WIC vendors in Missouri by September 30, 2011.

Whole Wheat Bread:

1. Whole wheat bread must conform to FDA standard of identity (21 CFR 136.180).
2. Whole wheat must be the primary ingredient by weight in all whole wheat bread products.

Whole Grain Bread:

1. Whole grain bread must meet labeling requirements for making a health claim as “Whole grain food with moderate fat content”.
 - a. Contain a minimum of 51% whole grains using dietary fiber as the indicator.
 - b. Meet regulatory definitions for:
 - i. “low saturated fat” (less than or equal to 1 gram saturated fat per RACC).
 - ii. “low cholesterol” (less than or equal to 20 milligram cholesterol per RACC).
 - c. Bear quantitative trans-fat labeling.
 - d. Contain less than or equal to 6.5 grams total fat per RACC and less than or equal to 0.5 grams trans-fat per RACC.
2. Whole grain must be the first ingredient by weight in all whole grain bread products.

B. Additional Criteria

In addition to the criteria in Section A, the State reserves the right to limit the number of breads for the WIC Approved Breads & Tortillas list based on:

- a. Accessibility/Availability
 - i. Number of WIC vendors (WIC grocery stores) carrying the brand.
 - ii. Number of WIC participants having access to the brand.
 - iii. Geographic availability.

- b. Cost Control Measures
 - i. Product cost.
 - ii. Increased number of WIC participants.
 - iii. Change in funding appropriations.

C. Applicant's Responsibilities

1. Applicants (e.g. grocery stores, wholesalers, manufacturers) must identify the contact person responsible for their brands. The person responsible must assure that application packets for their products are submitted and are completed as instructed.
2. Applicants must use the application form(s) provided by the Missouri WIC Program. Additional copies of the form may be reproduced as needed.
3. Applicants must complete an application form for each item to be considered for the Missouri WIC Approved Breads & Tortillas list. Missing data will disqualify the product from consideration.
4. Applicants must submit an empty box/package for a product with each application.
5. Grocery store and wholesale store applicants must communicate with their own manufacturers to avoid duplicate application packet submission and/or failure to submit application packets for items.
6. Applicants must contact the WIC State Office at least ninety (90) days prior to warehouse distribution if an approved product has been reformulated or has undergone a packaging or labeling change.
 - a. A changed product will be reviewed to determine if it still meets the Missouri WIC Program selection criteria.
 - b. If the Missouri WIC Program is not notified within the correct timeframe of the reformulation, packaging, and/or labeling changes, the product will be eliminated from the Program when it appears in the changed form on store shelves.