Guidelines for the Missouri WIC Cereal Application

There are two WIC cereal application categories. If you are submitting a cereal for consideration for Category II, you must complete the Category II section of the excel spread sheet. If you are submitting a cereal for consideration for Category I, please complete only the Category I section of the excel spread sheet.

At least half of the cereals on the Missouri WIC Approved Food List must be cereals that meet the whole grain specifications (#5 - #13) listed in the table below.

Missouri WIC Breakfast Cereal Specifications*	
Category I	**Category II**
1. Contains at least 28 milligrams of iron per 100 grams of dry cereal. 2. Contains 21.2 grams or less of sucrose and other sugars per 100 grams of dry cereal (6.0 grams per ounce). 3. No aspartame or other non-nutritive sweeteners. 4. Nationally or non-nationally advertised brands (store brands).	1. Contains at least 28 milligrams of iron per 100 grams of dry cereal. 2. Contains 21.2 grams or less of sucrose and other sugars per 100 grams of dry cereal (6.0 grams per ounce). 3. No aspartame or other non-nutritive sweeteners. 4. Nationally or non-nationally advertised brands (store brands).
	Required Whole Grain Specifications 5. Contains a minimum of 51% whole grains using dietary fiber as the indicator. 6. Contains at least 5.6 gm of fiber per 100 grams of dry cereal. 7. Total Fat --- less than or equal to 6.5 grams per RACC** 8. Saturated Fat --- less than or equal to 1 gram per RACC 9. Trans Fatty Acids less than or equal to 0.5 grams per RACC 10. Cholesterol less than or equal to 20 milligrams per RACC 11. Quantitative information on trans fat must be indicated on the label 12. Must have whole grain as primary ingredient by weight

* The cereal specifications as indicated in the Federal Register: December 6, 2007 (Volume 72, Number 234) Table 4: Minimum Requirements and Specifications for Supplemental Foods (Page 68991).

** Reference Amounts Customarily Consumed per Eating Occasion

For more information, please visit the website below.

- Federal Register: December 6, 2007 http://www.fns.usda.gov/wic/regspublished/wicfoodpkginterimrulepdf.pdf
- Reference amounts customarily consumed per eating occasion. http://www.ecfr.gov/cgi-bin/text-idx?c=ecfr;rgn=div8;view=text;node=21%3A2.0.1.1.2.1.1.8;idno=21;sid=60d0920ae5d7fd1c95abccab7a9cbd20;cc=ecfr