

Missouri WIC Approved New Food List  
 (Effective: October 1, 2013 – September 30, 2015)

**“What’s New!”**

I. Not allowed/Discontinued Items

Food Items	Not Allowed Items/Discontinued Brands
Cold Cereals	Valu Time
Hot Cereals	<ul style="list-style-type: none"> <li>• Cream of Wheat – 1 minute (White Box)</li> <li>• Instant Oatmeal – Flavorite</li> <li>• Quick Oat – Great Value</li> </ul>
Juice (64 fl oz bottle)	Langer’s; Flavorite
Juice (46 fl oz can)	Valu Time
Juice (Frozen)	Langer’s; Flavorite; Shop-N-Save
Bread	Roman Meal; Wonder
Tortillas – Soft Corn	Santa Fe
Infant Foods	<ul style="list-style-type: none"> <li>• Mother’s Choice (Hy Vee)</li> <li>• Parent’s Choice (Great Value)</li> </ul>

II. Corrections / Clarifications:

1. Soy Milk (Page 2)

Allowed Great Value Soy Milk = **Soy Milk Protein 8grams per Cup**



WIC Allowed Great Value  
**Soy Milk**  
**Protein 8grams per Cup**

**Not Allowed Great Value Soymilk - Varieties**



Original Soymilk Organic



Vanilla Soymilk Organic



Chocolate Soymilk Organic



Light Original Soymilk Organic



Light Vanilla Soymilk Organic



All Natural Vanilla Soymilk



All Natural Chocolate Soymilk

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2. Brown Rice  
 16 oz ==== **Allowed**  
 32 oz ==== **Not Allowed**
3. New store brand: **Clear Value** (Page 5, 9 and 10)

**Clear Valu** should be **Clear Value** (Correct Brand name)

4. Allowed Low Sodium Juices in 64 fl oz plastic bottle (Page 11)

100% Tomato Juice – Low Sodium	64 fl oz	Essential Everyday	UPC: 041303002605
Vegetable Juice Low Sodium	64 fl oz	Kroger	UPC: 011110811592
100% Vegetable Juice - Low Sodium	64 fl oz	Essential Everyday	UPC: 041303002643

5. Cereal in Box/Plastic Bag – Page 7

TOASTED OATS (BOX)	SCHNUCKS	UPC: 041318291810	14 OZ	Approved
TASTEEOS (BAG)	SCHNUCKS	UPC: 041318291179	32 OZ	Approved

6. Hot Cereals (Page 8)

- Allowed Instant Oatmeal – Regular Flavor (12packets/box)
- Hot Wheat Cereals - Allowed sizes are indicated in the food list.

7. Orange Juices – (Page 9 & 11)

Any of the allowed store brands (listed on Page 9 & 11) are allowed.

- With Pulp/ Additional Pulp
- Without Pulp
- With Fiber
- With Calcium
- With Vitamin D
- With Omega-3
- Country Style

8. Best Choice Apple & Grape Juices – Page 11

100% Apple Juice	UPC: 070038 322238	<b>Allowed</b>	
100% Apple Juice	UPC: 070038 618867	<b>Not Allowed</b>	

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100% Grape Juice	UPC: 070038 321965	<b>Allowed</b>	
100% Grape Juice	UPC: 070038 618829	<b>Not Allowed</b>	

9. Hy Vee Apple & Grape Juices – (Page 11)

APPLE JUICE WITH CALCIUM	UPC: 075450002744	<b>Allowed</b>	
APPLE JUICE	UPC: 075450006285	<b>Allowed</b>	
JUST JUICE APPLE	UPC: 075450008050	<b>Not Allowed</b>	
GRAPE JUICE	UPC: 075450006629	<b>Allowed</b>	
JUST JUICE GRAPE	UPC: 075450008081	<b>Not Allowed</b>	

10. Yellow Corn Tortillas – Page 13

- La Banderita Yellow Corn = **Not Allowed**
- La Banderita Yellow Corn in **16 oz bag** is **NOT** available.

11. Infant Foods - Page 14

- Only selected Beech-Nut and Gerber infant foods are allowed.
- No store brand infant foods are allowed.