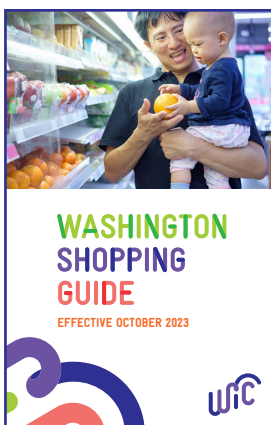


WA WIC SHOPPING GUIDE INSERT

JANUARY 2025

WHAT TO KNOW ABOUT THE NEW SHOPPING GUIDE:

- We have some exciting updates to our WIC-approved foods.
- The old Shopping Guide does not list the newly WIC-approved foods.
 - » We have added over 250 products, including bread, breakfast cereals, and fresh herbs.
- Our new Shopping Guide with these updates is online and in the WICShopper app.
- We have more exciting updates for the Shopping Guide this year. We will print the new Shopping Guide in the fall of 2025.
- You can use this handout with the old, printed Shopping Guide to help identify the updates.



OLD SHOPPING GUIDE



NEW SHOPPING GUIDE

Please use this guide to learn more about the updates to our WIC approved foods.

Food Category	Before January 6th, 2025	Now
Breakfast Cereal	Limited package sizes Lower sugar requirement	All sizes up to 36 oz Sugar limits are higher
Tofu	No calcium requirement	New calcium requirement Four tofu products removed
Whole Grains	Limited package sizes	All sizes up to 48 oz
Cow Milk	Organic milk NOT approved	Organic milk approved
Canned Fish	Limited package sizes	More sizes approved for salmon and tuna (any can or pouch up to 20 oz)
Peanut Butter	16 oz sized jars only	15 to 18 oz sized jars
Fresh Produce	Herbs not approved Party trays not approved	Herbs approved Party trays approved (without dips or sauces)
Additional changes		
Goat Milk	Grace Harbor Farms added: Whole goat milk (64 & 32 oz) Whole goat kefir (32 oz)	
Soy Milk	Some soy milk products discontinued "Bettergoods" brand soymilk added	

REMINDERS

- Use the **"Scan Barcode"** button in the WICShopper App to check if a product is WIC-approved.
- Use the **"I couldn't buy this"** button in the WICShopper app if you think we should approve a product.

ASK YOUR WIC CLINIC ABOUT THESE ADDITIONAL SHOPPER RESOURCES

- [Tips for Buying WIC Breakfast Cereal](#)
- [Tips for Using Your Whole Grain Benefit](#)
- [WA WIC Shopping Guide](#)
- [WICShopper App](#)
- [WA WIC Approved Product List](#)



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To request this document in another format, call 1-800-841-1410. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email WIC@doh.wa.gov.