

MASSACHUSETTS WIC APPROVED FOOD GUIDE



GOOD FOOD *and*
A WHOLE LOT MORE!

July 2023

Shopping with your WIC Card

- Buy what you need. You do not have to buy all your foods at one time!
- Have your card ready at check out.
- Before scanning any of your foods, tell the cashier you are using a WIC Card.
- When the cashier tells you, slide your WIC Card in the Point of Sale (POS) machine or hand your WIC Card to the cashier.
- Enter your PIN and press the enter button on the keypad.
- The cashier will scan your foods.
- The amount of approved food items and dollar amount of fruits and vegetables you purchase will be deducted from your WIC account.
- The cashier will give you a receipt which shows your remaining benefit balance and the date benefits expire. Save this receipt for future reference.
- It's important to swipe your WIC Card **before** any other forms of payment. Any remaining balance can be paid with either cash, EBT, SNAP, or other form of payment accepted by the store.



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For Fully Breastfeeding Moms and Babies Only
(Infant Meats, Canned Fish)

Fruits & Vegetables

FRESH

- Any size
- Any brand
- Whole, cut, bagged or packaged
- Organic allowed



SHOPPING TIP

The availability of fresh produce varies by season. If a fresh produce item does not scan properly at checkout, let the store know so it can be added as an approved item.

Not allowed

DO NOT BUY:

- ⊗ Added sugars, fats or oils
- ⊗ Dried fruits or vegetables
- ⊗ Herbs & spices
- ⊗ Fruit baskets
- ⊗ Party trays with added food items (dip, dressing, nuts, etc.)
- ⊗ Salad bar items
- ⊗ Salad kits

FROZEN

- Any size
- Any brand
- Any package type (bag, box, etc.)
- Any plain fruit or vegetable, or plain mixtures
- Organic allowed



Not allowed

DO NOT BUY:

- ⊗ Added fats, oils or salt
- ⊗ Added sugar, dextrose or artificial sweetener
- ⊗ Non-fruit or non-vegetable ingredients (pasta, rice, cheese, etc.)
- ⊗ Vegetables with sauce

CANNED

- Any size
- Any brand
- Any container (can, jar, plastic)
- Any plain fruit or fruit mixtures packed in water or juice
- Any plain vegetable or vegetable mixtures
- Organic allowed



Not allowed

DO NOT BUY:

- ⊗ Canned fruit packed in syrup
- ⊗ Sauce (pizza, spaghetti or tomato)
- ⊗ Items with added sugars, fats or oils
- ⊗ Pickled vegetables
- ⊗ Salsa

Whole Grains



SHOPPING TIP

Whole grain benefit includes choices of:

Pasta: Whole wheat & whole grain

Bread: Whole wheat & whole grain

Tortillas: Whole wheat & corn

Brown Rice

Oatmeal

WHOLE WHEAT PASTA

- 16 ounce (1 pound) packages
- 100% Whole Wheat
- 100% Whole Grain
- Any shape



16 Ounce (1 pound) packages



Barilla



DeLallo



Luigi Vitelli



Ronzoni

Store Brands

365

Bowl & Basket

Essential Everyday

Good & Gather

Great Value

O Organics

Stop & Shop

Signature Select

BREAD

- 16 ounce (1 pound) loaves
- Whole Wheat
- Whole Grain



SHOPPING TIP

Choose only 16 oz (1lb) loaves of bread

Many bread loaves are larger than 16 ounces (1 pound). They are not WIC-approved. Check the weight carefully.

Store Brands

Big Y

Bowl & Basket

Gold Medal

Great Value

Hannaford

Krasdale

Market Basket

Roche Bros

Signature Select

Stop & Shop

Town Talk

Trucchi's

16 Ounce (1 pound) loaves



Arnold

- Stone Ground Wheat
- Select Wheat Sandwich rolls



Bimbo

- 100% Whole Wheat

**Holsum**

- 100% Wheat
- All Natural
- 100% Wheat

**Pepperidge Farm**

- Light Style Soft Wheat

**Pepperidge Farm**

- Whole Grain Seeded Rye

**Pepperidge Farm**

- 100% Whole Wheat Very Thin

**Pepperidge Farm**

- Swirl 100% Whole Wheat Cinnamon with Raisins

**Pepperidge Farm**

- Light Style 100% Whole Wheat

**Sara Lee**

- Classic 100% Whole Wheat

**Wonder**

- 100% Whole Wheat

TORTILLAS

- 16 ounce (1 pound) packages
- 100% Whole Wheat
- Corn

**Store Brands**

Guerrero: Corn, Whole Wheat

Hannaford: Corn, Whole Wheat

Market Basket: Corn, Whole Wheat

Nature's Promise: Whole Wheat

Signature Select: Whole Wheat

Stop & Shop: Corn, Whole Wheat

**SHOPPING TIP**

Looking for tortillas?
Try the bread aisle, the cooler section or with the taco supplies

16 Ounce (1 pound) packages



Chi-Chi's

- White corn, Taco Style
- Whole Wheat, Fajita Style



La Banderita

- Corn
- Whole Wheat, Fajita



Mayan Farms

- Whole Wheat Soft Taco



Mission

- Whole Wheat, Soft Taco
- Whole Wheat, Fajita
- Yellow Corn, Extra Thin



Ortega

- Whole Wheat

BROWN RICE

- 14–16 ounce packages
- Bags, boxes and plastic jars
- Regular
- Instant-cooking
- Quick-cooking
- Boil-in-bag



Not allowed

DO NOT BUY:

⊘ Added sugars, fats, oils or salt

OATMEAL

• 16 ounce packages



**McCann's Irish
Oatmeal**



**Silver Palate Thick
and Rough Oatmeal**



SHOPPING TIP

You can choose a mix of bread, pasta, tortillas, rice, and oatmeal to add up to the total number of packages of Bread/Whole Grains on your Family Foods Benefit list. Here are two examples:



ONE (1)
16 ounce
loaf bread

+



ONE (1)
16 ounce
package tortillas

= TWO (2)
PACKAGES of
16 oz. Bread/
Whole Grains



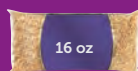
ONE (1)
16 ounce
loaf bread

+



ONE (1)
16 ounce
package tortillas

+



ONE (1)
16 ounce
package rice

= THREE (3) PACKAGES of 16 oz. Bread/Whole Grains

Dairy



MILK

- Fluid: Least expensive brand
- Evaporated or Dry Milk: Any brand
- Long-Life Milk: Any brand
- Lactose Free Milk: Any brand



SHOPPING TIP

Choose only what is approved for you.

- Whole milk for children 12-24 months
- Low-fat (1%) and nonfat (skim) milk for women and children 2-5 years

Not allowed

DO NOT BUY:

- ⊘ Organic
- ⊘ Flavored

Fluid



Least Expensive Brand

- Fat-free, 1%, Low-fat, 2% Reduced fat, Whole

Long-life/Self-stable

Nonfat dry milk power



Quart

- Any Brand



16 and 32 ounce boxes

- Any Brand

Lactose-free

Evaporated Milk



96 ounce and half gallons

- Any Brand



12 ounce cans, Whole, Low-fat or Fat-free

- Any Brand

CHEESE

- 16 oz. packages only
- Blocks
- American slices
- String, Shredded
- Regular, Low-fat
- Any brand: American, Colby, Cheddar, Monterey Jack, Mozzarella or Muenster



Not allowed

DO NOT BUY:

- ⊘ Imported or deli cheese
- ⊘ Sliced cheese (except American)
- ⊘ Cheese food/product spread
- ⊘ Individually wrapped slices
- ⊘ Flavored
- ⊘ Organic

TOFU

- 16 oz. packages only
- Organic allowed



Azumaya
• Silken Tofu



Franklin Farms
• Extra Firm Tofu
• Firm Tofu
• Medium Firm Tofu
• Soft Tofu



Heiwa
• Organic



House Foods
• Extra Firm Tofu
• Firm Tofu
• Medium Firm Tofu



Nasoya
• Lite Silken Tofu
• Organic Silken Tofu
• Organic Super Firm Tofu



O Organics
• Silken Tofu



SoyBoy
• Organic Firm Tofu

YOGURT

- 32 ounce tubs
- 8-packs and 16-packs of 2 oz. tubes
- 8-packs multipack of 4 oz. containers
- Greek allowed
- Organic allowed



SHOPPING TIP

Choose only what is approved for you.

- Whole milk yogurt for children 12-24 months
- Low-fat and nonfat yogurt for women and children 2-5 years

Not allowed

DO NOT BUY:

- ☞ Artificial Sweeteners

32 ounce tubs



Activia

- Any flavor



Brown Cow

- Any flavor



Cabot & Cabot Greek

- Any flavor



Chobani

- Any flavor



Dannon

- Any flavor



LALA

- Any flavor



Light & Fit

- Plain Only



Greek Gods

- Any flavor



Oikos Greek

- Any flavor



Green Mountain Creamery

- Any flavor



Maple Hill

- Any flavor



Mehadrin

- Any flavor



Stonyfield Organic, Greek

- Any flavor



Two Good

- Any flavor



Yoplait

- Any flavor

32 ounce tubs: Store Brands

365

Best Yet

Bowl & Basket

Essential Everyday

Food Club

Good & Gather

Great Value

Hannaford

Lucerene Dairy

Market Basket

Nature's Promise

Open Nature

Pics by Price Chopper

Stop & Shop

Tubes



Stonyfield Kids Tubes

- 8 pack – 2 oz. tubes (1LB package)*
- 16 pack – 2 oz. tubes (2LB package)



Yoplait GO-GURT Tubes

- 8 pack – 2 oz. tubes (1LB package)*
- 16 pack – 2 oz. tubes (2LB package)

Multipacks



Activia Multipack

- 4 pack (1LB package)*



Yoplait Multipack 4 oz.

- 8 pack (2LB package)

*Can purchase two (2) 1LB packs to equal 32 oz.

EGGS

- Whole dozen
- Medium, Large, Extra Large and Jumbo
- Brown and white
- Least expensive brand

Dozen, Grade A Medium, Large, Extra Large and Jumbo



Not allowed

DO NOT BUY:

- ⊘ Organic
- ⊘ Enhanced or specialty (Omega-3)

SOY MILK BEVERAGE

- Refrigerated: 64 ounce (1/2 gallon)
- Shelf-stable: 32 ounce (1 quart)

Refrigerated: 64 ounce (1/2 gallon)



8th Continent

- Original
- Vanilla



Silk

- Original

Shelf-stable: 32 ounce (1 quart)



Pacific

- Ultra Soy Original
- Ultra Soy Vanilla

Not allowed

DO NOT BUY:

- ⊘ Organic

Peanut Butter & Beans



SHOPPING TIP

One (1) 18 oz Peanut Butter/Dry Beans on your Family Food Benefits list means you can buy:

A

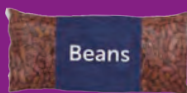


ONE (1)

16–18 oz jar of
peanut butter

OR

B



ONE (1)

16 oz package of dry
beans, lentils, peas

A

PEANUT BUTTER

- 16–18 ounce jars
- Smooth/Creamy
- Chunky/Crunchy
- Plastic or glass jars



16–18 ounce jars



**Any
brand**



Jif



**Peter
Pan**

Not allowed

DO NOT BUY:

- ⊘ Reduced fat
- ⊘ Organic
- ⊘ Specialty peanut butters
- ⊘ Peanut butter spreads
- ⊘ Flavored



Reese's



Skippy



Smuckers



Teddie

B

DRIED BEANS, LENTILS & PEAS

- Any brand
- 16 ounce (1 pound) packages
- Any type of mature beans, lentils or peas

Not allowed

DO NOT BUY:

⊘ Organic



CANNED BEANS

- 15–16 ounce cans
- Any brand
- Plain mature beans, peas or lentils

Not allowed

DO NOT BUY:

- ⊘ Organic
- ⊘ Green or wax beans*
- ⊘ Green peas or green pigeon peas*

*These items can be purchased with fruit & vegetable benefits



Cereal



SHOPPING TIP

Combine hot or cold cereal packages to add up to the total ounces on your Family Food Benefits list. Here are three ways to buy up to 36 ounces of cereal:



ONE (1)
12 oz cereal

+



ONE (1)
12 oz cereal

+



ONE (1)
12 oz cereal

= 36 oz of cereal



ONE (1)
14.5 oz cereal

+



ONE (1)
18 oz cereal

= 32.5 oz of cereal



ONE (1)
18 oz cereal

+



ONE (1)
18 oz cereal

= 36 oz of cereal

HOT CEREAL

Key

-  Whole grain
-  Gluten-free

• 11 ounce or larger packages



Cream of Rice
 (GF) Gluten Free



Cream of Wheat
 • 1 Minute
 • 2½ Minute



Farina
 • Original Hot Wheat Cereal



Maypo
 Maple Oatmeal
 Vermont Style Oatmeal



Quaker Instant Grits



Quaker Instant Oatmeal Packets
 Maple Oatmeal

Store Brands



Food Club
 • Instant Oatmeal (Regular)



Hannaford
 • Instant Oatmeal (Regular)



Pic's by Price Chopper
 • Instant Oatmeal (Regular)



Signature Select
 • Instant Oatmeal (Regular)



Stop & Shop
 • Instant Oatmeal (Regular)

COLD CEREAL

• 11 ounce or larger packages

Key

-  Whole grain
-  Gluten-free

General Mills



Cheerios

-   Multigrain
-  Oat Crunch Berry
-   Original
-  Vanilla Spice



Chex

-  Blueberry
-  Cinnamon
-  Corn
-  Rice
-  Wheat






Fiber One

-  Honey Clusters



Kix

-  Berry Berry
-  Honey
-  Original



Total



Wheaties

Kellogg's



All Bran

-  Complete Wheat Flakes



Corn Flakes

- Cinnamon
- Original






Crispix

- Original



Frosted Mini Wheats

-  Cinnamon Roll
-  Little Bites: Original, Chocolate
-  Touch of Fruit: Blueberry, Raspberry, Strawberry






Rice Krispies

- Original



Special K

-  Banana
-  Multigrain: Touch of Cinnamon
-  Protein Honey Almond
-  Protein Original

Post



Grape Nuts

- 🌾 Flakes
- 🌾 Original



Great Grains

- 🌾 Banana Nut Crunch
- 🌾 Crunchy Pecan



Honey Bunches Of Oats

- 🌾 Honey Crunch
 - Honey Roasted
 - Pecan & Maple Brown Sugar
- 🌾 Vanilla Bunches
 - With Almonds

Quaker



Life

- 🌾 Original
- 🌾 Strawberry
- 🌾 Vanilla



Oatmeal Squares

- 🌾 Golden Maple
- 🌾 Hint of Brown Sugar
- 🌾 Hint of Cinnamon
- 🌾 Honey Nut

Store Brands



365

- 🌾 365 Frosted Wheat Squares



Best Yet

- 🌾 Bite Size Frosted Shredded Wheat
- 🌾 Bran Flakes
 - Corn Flakes
 - Crispy Rice
- 🌾 Frosted Shredded Wheat
 - Honey Oats & Flakes
 - Toasted Oats

Store Brands (Continued)



Essential Everyday

- 🌾 Bran Flakes
 - Crispy Rice
- 🌾 Frosted Shredded Wheat
 - Honey Oats & Almonds
 - Honey Oats & Flakes



Food Club

- 🌾 Bran Flakes
 - Honey & Oats with Almonds
- Corn Flakes
- Corn Squares
- Crisp Rice
- Rice Squares
- Toasted Oats



Great Value

- 🌾 Bran Flakes
 - Corn Flakes
 - Corn Squares
 - Crisp Rice
- 🌾 Crunchy Nugget
- 🌾 Frosted Shredded Wheat
- 🌾 Multigrain O's
- 🌾 O's
 - Rice Squares
 - Wheat Squares
 - Toasted Oats



Hannaford

- 🌾 Bran Flakes
- 🌾 Bite Size Frosted Shredded Wheat
- 🌾 Bite Size Strawberry Frosted Shredded Wheat
 - Corn Flakes
 - Crispy Hexagons
 - Crispy Rice
- 🌾 Easy Living Oat Squares
- 🌾 Frosted Shredded Wheat
- 🌾 Multigrain Tasteos
- 🌾 Nutty Nuggets
 - Oats & More with Almonds
 - Oats & More with Honey
 - Tasteos
 - Toasted Corn Squares
 - Toasted Rice Squares
- 🌾 Toasted Wheat
- 🌾 Wheat Flakes



Kiggins

- 🌾 Bran Flakes
 - Corn Flakes
 - Crispy Rice



Krasdale

- Corn Flakes
- Crispy Rice
- 🌾 Toasted Oats



Market Basket

- 🌾 Bran Flakes
- Corn Biscuits
- Corn Flakes
- Crispy Hexagons
- 🌾 Frosted Shredded Wheat
- Oats & More with Almonds
- Oats & More with Honey
- Rice Biscuits
- Tasteo's



Pics by Price Chopper

- 🌾 Bran Flakes
- Corn Flakes
- Crispy Rice
- 🌾 Frosted Shredded Wheat
- 🌾 Good Choice Oat Crunch
- Honey Oats & Flakes with Almonds
- 🌾 Toasted Oats
- 🌾 Nutty Nuggets
- Toasted Corn Crisps
- Toasted Rice Crisps
- 🌾 Toasted Oats
- 🌾 Strawberry Frosted Shredded Wheat



Price Rite

- 🌾 Bite Size Shredded Wheat
- 🌾 Bran Flakes
- Corn Flakes
- Crispy Rice
- 🌾 Frosted Shredded Wheat
- Honey Oat Clusters With Almonds
- 🌾 Multigrain Toasted Oats



Signature Select

- 🌾 Bran Flakes
- 🌾 Bite Sized Frosted Wheat
- Corn Flakes
- Corn Pockets
- Crispy Rice
- Oats & More with Almonds
- Oats & More with Honey
- Rice Pockets
- 🌾 Toasted Oats



Stop & Shop

- 🌾 Bite Sized Frosted Shredded Wheat
- 🌾 Bran Flakes
- Corn Flakes
- Corn & Rice Hexagons
- Crispy Rice

Juice



SHELF-STABLE

• Shelf-stable 100% Juice: 64 ounce bottles



Apple & Eve

- Apple
- Big Birds Apple
- Cookie Monsters Berry
- Cranberry and More
- Cranberry Apple
- Cranberry Grape
- Cranberry Pomegranate
- Cranberry Raspberry
- Elmo & Tangos Punch
- Grovers White Grape
- Mango Strawberry
- Natural Style Apple
- Naturally Cranberry



Best Yet

- Apple Juice
- Apple Kiwi
- Strawberry
- Cranberry
- Grape
- Pineapple
- White Grape
- White Grapefruit



Campbell's

- Tomato
- Tomato Low Sodium



Essential Everyday

- Apple Cider
- Apple
- Cranberry
- Grape
- Orange
- Pineapple Juice
- Vegetable
- White Grape
- White Grapefruit



Food Club

- Apple
- Grape
- Grapefruit
- White Grape
- Vegetable

Not allowed

DO NOT BUY:

- ⊗ Organic
- ⊗ Light
- ⊗ Fiber added



Great Value

- Apple
- Cranberry
- Cranberry Pomegranate
- Grape
- Orange
- Pineapple
- Tomato
- Vegetable
- White Grape
- White Grape Peach



Hannaford

- Apple
- Cherry
- Cranberry
- Cranberry Grape
- Fruit Punch
- Grape
- Pineapple
- Tomato
- Vegetable
- Vegetable Low Sodium
- White Grape
- White Grapefruit



Juicy Juice

- Any flavor



Krasdale

- Apple
- Grape
- White Grape



Langers

- Apple
- Apple Berry Cherry
- Apple Cranberry
- Apple Grape
- Apple Kiwi Strawberry
- Apple Orange
- Apple Peach
- Apple Mango
- Cranberry Plus
- Cranberry
- Cranberry Grape Plus
- Cranberry Raspberry Plus
- Disney Apple
- Disney Berry
- Disney Grape
- Disney Punch
- Grape
- Grape Plus
- Orange
- Pomegranate
- Cranberry Plus
- Pineapple
- Tomato Juice
- White Grape



Market Basket

- Apple
- Cranberry
- Cranberry & Grape
- Grape
- White Grape
- White Grape Peach



Market Pantry

- Apple
- Cranberry
- Tomato
- White Grape



Motts

- Apple, Sensibles Apple
- Apple Cherry
- Apple Mango
- Apple White Grape



Ocean Spray

- Apple
- Concord Grape
- Cranberry
- Cranberry Blackberry
- Cranberry Cherry
- Cranberry Elderberry
- Cranberry Concord Grape
- Cranberry Mango
- Cranberry Pineapple
- Cranberry Pomegranate
- Cranberry Raspberry
- Cranberry Watermelon



Pic's by Price Chopper

- Apple
- Berry
- Cherry
- Cranberry Grape
- Cranberry Raspberry
- Grape
- Grapefruit
- Pineapple
- Tomato
- Vegetable
- Vegetable Low Sodium
- White Grape
- White Grape Peach



Signature Select

- Apple
- Berry Blend
- Cranberry
- Cranberry Grape
- Cranberry Raspberry
- Grape
- Grapefruit
- Orange
- Pineapple
- Tomato
- Vegetable Low Sodium
- White Grapefruit
- White Grape



Tipton & Grove

- Apple
- Grape
- Orange
- Pineapple



V8 Vegetable

- Original Vegetable
- Spicy Hot Vegetable
- Low Sodium



Welch's 100%

- Grape
- Orange Pineapple
- White Grape
- White Grape Peach
- Red Grape
- Tropical Trio

FROZEN

- Frozen concentrate:
11.5–12 ounce cans

Not allowed

DO NOT BUY:

⊘ Organic



**Any store brand
Orange Juice**



Best Yet

- Apple
- Grape
- Grapefruit



Dole

- 100 % juice,
Any flavor



**Essential
Everyday**

- Apple



Great Value

- Apple
- Grape



Hannaford

- Apple
- Grape
- Pineapple
Orange



**Market
Basket**

- Apple
- Grape



Old Orchard

- Green peel strip,
Any flavor



**Pics by Price
Chopper**

- Apple
- Apple Raspberry
- Grape
- White Grape



Seneca

- Apple



**Signature
Select**

- Apple



Stop & Shop

- Apple
- Grape
- Grapefruit

Infant Foods



FRESH FRUIT & VEGETABLE OPTION

At 9 months of age, half of the jarred infant food benefit can be replaced with fresh fruits and vegetables:

- \$4 for partially breastfeeding or fully formula feeding infants
- \$8 for fully breastfeeding infants



If this option is not already on your Shopping List and you would like it, contact your local WIC office.

INFANT FRUITS & VEGETABLES

- Any variety fruit or vegetables
- Any variety mixed fruits and mixed vegetables

Not allowed

DO NOT BUY:

- ❌ Mixtures with cereal or food combinations
- ❌ Dinners
- ❌ Pouches
- ❌ Desserts

4 ounce jars



Beech-Nut
(Stage 2)



Beech-Nut
Naturals
(Stage 1 & Stage 2)



Beech-Nut
Organics
(Stage 1 & Stage 2)



Earth's Best
(Stage 2)



Gerber Naturals
(1st & 2nd Foods)



Gerber Organic
(1st & 2nd Foods)



Happy Baby Organics
(Stage 1 & Stage 2)



Nature's Promise



O Organics



Tippy Toes
(Stage 2)

2nd Foods/Stage 2 (2-packs of 4 ounce tubs)



Gerber
(2nd Foods)



Tippy Toes
(Stage 2)

***Must have benefits for the 2-packs to purchase the tubs.**

INFANT CEREAL

- 8 ounce packages only
- Single and multigrain
- Organic allowed



Beech-Nut

- Multigrain
- Oatmeal
- Organic Multigrain
- Organic Oatmeal

Not allowed

DO NOT BUY:

- ⊘ Added fruit, formula or vegetables



Earth's Best Organic

- Whole Grain Multigrain
- Whole Grain Oatmeal



Gerber

- Multigrain
- Oatmeal
- Organic Oatmeal
- Organic Oatmeal Millet Quinoa
- Organic Rice
- Rice
- Whole Wheat

INFANT FORMULA

- Purchase size and type shown on WIC Shopping List



For Fully Breastfeeding Moms and Babies ONLY

INFANT MEATS

- 2.5 ounce jars
- Stage 1 or Stage 2

Not allowed

DO NOT BUY:

- ⊘ Added sugar or salt
- ⊘ Dinners



**Beech-Nut
Classics
(Stage 1)**



**Earth's Best
(Stage 1)**



**Gerber
(Stage 2)**

CANNED FISH

- Sizes and varieties shown
- Packed in water
- Sardines may include bones and skin

Not allowed

DO NOT BUY:

- ⊘ Albacore tuna

Chunk Light Tuna



Any brand
• 5 ounce

Sardines



Any brand
• 3.75 ounce

Salmon



Any brand
• 5 ounce

Common Questions about your Card

What should I do if my card is lost or stolen?

Call your local WIC Program right away!
They will stop anyone from using your food
benefits and help you get a new card.

Is there a fee to replace my WIC Card?

Massachusetts WIC will replace your card
free of charge.

What happens if I can't do my own shopping and need someone else to shop for me?

You may have someone else shop for
you if you wish. You can give them your
WIC Card and PIN. Just make sure this
is someone you can trust!





What if I forgot my PIN or want to change it?

You can contact your local WIC office to change your PIN.

What if I enter the wrong PIN?

DO NOT try to guess your PIN. After several incorrect attempts, your PIN will be locked. This is done as a protection from someone guessing your PIN and getting your food benefits.

There are three ways to unlock your card:

- call your local program
- call the 800 number on the back of your card
- wait until midnight and your account will automatically unlock



Simplify your shopping



Download the 'WIC Shopper' App!

- Check your WIC balance
- Locate a WIC authorized store
- Scan a product to determine if it's WIC approved
- Access WIC recipes



1-800-WIC-1007

Retail Stores call:

1-800-552-9425 – Retail Hotline

mass.gov/wic



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