

Labels to look for
on your
WIC Approved Foods

The logo for BeechNut, featuring the brand name in a serif font with a stylized leaf icon between the words.The logo for Heinz Nature's Goodness, featuring the word "HEINZ" in a stylized font above a leaf icon, and the phrase "Nature's Goodness" in a cursive font with a heart symbol.

Gerber

Approved Foods
For Infants
2010 – 2012

TENNESSEE
WIC

Effective
October 1, 2010-
September 30, 2012

Remember
Breastfeeding
Is Best!

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Infant Formula

If your baby is formula fed, buy only the brand, type and quantity they are allowed

Infant Cereal

Can Buy

Any grain (including Whole Wheat/Whole Grain)
8 oz box of Beechnut, Gerber or Nature's Goodness

Cannot Buy

With infant formula
With milk
With fruit or other non-cereal ingredients
Organic
With DHA/ARA

Infant Fruits

Can Buy

Stage 2 or 2nd Foods
Single ingredient
3.5/4 oz jars of Beechnut, Gerber or Nature's Goodness
Twin Packs

Cannot Buy

With added sugars, starches or sodium
With added cereal
Any Desserts (like fruit cobbler)
Organic
With DHA/ARA

Infant Vegetables

Can Buy

Stage 2 or 2nd Foods
Single ingredient
3.5/4 oz jars of Beechnut, Gerber or Nature's Goodness
Twin Packs

Cannot Buy

With added sugars, starches or sodium
Organic
With DHA/ARA

Infant Meat For Fully Breastfed Infants

Can Buy

Single ingredient of meat or poultry with added broth or gravy
2.5 oz jars of Beechnut, Gerber or Nature's Goodness

Cannot Buy

With added sugars or sodium
Any Combinations (like meat and vegetables)
Any Infant dinners (like spaghetti and meatballs)
Organic
With DHA/ARA