

Sample of Whole Grain Products Qualifying for WIC

Listed below is a small sampling of products that meet the requirements for whole grain foods specified by the WIC Interim Rules effective February 8, 2008. This list is also posted on the website of the Whole Grains Council at www.WholeGrainsCouncil.org/resources/whole-grains-for-wic, where it is regularly updated to add new products found to qualify.

| WHOLE GRAIN CEREALS | | |
|---------------------|-------------------------------------|---------------------|
| Company | Product Name | Package Size(s) |
| General Mills | Cheerios | 8.9, 14, 18, 36 oz. |
| General Mills | Multigrain Cheerios | 9 or 12.8 oz. |
| General Mills | Wheat Chex | 14 oz. |
| General Mills | Wheaties | 10.9 or 15.6 oz. |
| General Mills | Total | 10.6 or 16 oz. |
| General Mills | Para Su Familia | 18 oz. |
| Kashi | Mighty Bites - Honey Crunch | 10.4 oz. |
| Kellogg | Frosted Mini-Wheats Bite Size | 18 or 24 oz. |
| Kellogg | Frosted Mini-Wheats Big Bite | 16 or 20.4 oz. |
| Kellogg | Unfrosted Mini-Wheats | 18 or 24 oz. |
| Kellogg | Complete All-Bran Wheat Bran Flakes | 17.3 oz. |
| Quaker | Quaker Instant Oatmeal Regular | 11.8oz |
| Quaker | Sun Country Quick Oats w/Iron | 12oz |
| Quaker | Quaker Life Cereal | 15oz |
| Quaker | Quaker Life Cereal | 21oz |
| Quaker | Quaker Oatmeal Squares | 16oz |
| Quaker | Quaker Oatmeal Squares | 24oz |
| Quaker | Cinnamon Quaker Oatmeal Squares | 16oz |

| OTHER WHOLE GRAINS | | |
|--------------------|--------------------------------------|-------------------|
| Company | Product | Package Size(s) |
| American Rice | Adolphus 100% WG Brown Rice | 14, 16, 28, 32 oz |
| American Rice | Comet WG Brown Rice | 14, 16, 28, 32 oz |
| American Rice | Adolphus 100% WG Brown Rice | 14, 16, 28, 32 oz |
| American Rice | Comet WG Brown Rice | 14, 16, 28, 32 oz |
| Arrowhead Mills | Organic Brown Basmati Rice | 2 lbs |
| Arrowhead Mills | Organic Bulgar Wheat | 2 lbs |
| Arrowhead Mills | Organic Long Grain Brown Rice | 2 lbs |
| Arrowhead Mills | Organic Oat Groats | 2 lbs |
| Arrowhead Mills | Organic Short Brown Rice | 2 lbs |
| Arrowhead Mills | Organic Brown Basmati Rice | 2 lbs |
| Arrowhead Mills | Organic Bulgur Wheat | 2 lbs |
| Arrowhead Mills | Organic Long Grain Brown Rice | 2 lbs |
| BG Barley | Heart Balance Quick Barley Flakes | 16 oz |
| BG Barley | Whole Control Golden Barley Flakes | 16 oz |
| Bob's Red Mill | Instant Oats | 16 oz |
| Bob's Red Mill | Quick Rolled Oats ** | 16 oz, 32 oz |
| Bob's Red Mill | Regular Rolled Oats ** | 16 oz, 32 oz |
| Bob's Red Mill | Thick Rolled Oats ** | 16 oz, 32 oz |
| Bob's Red Mill | Scottish Oatmeal ** | 20 oz, 46 oz |
| Bob's Red Mill | Steel Cut Oats ** | 24 oz, 54 oz |
| Bob's Red Mill | Creamy Brown Rice Farina ** | 26 oz |
| Bob's Red Mill | Long Grain Brown Rice | 27 oz |
| Bob's Red Mill | Short Grain Brown Rice | 27 oz |
| Bob's Red Mill | Whole Hull-less Barley | 26 oz |
| Bob's Red Mill | Bulgur from Red Wheat | 28 oz |
| Bob's Red Mill | Bulgur from White Wheat | 28 oz |
| Bob's Red Mill | Barley Crits | 24 oz |
| Bob's Red Mill | Rolled Barley Flakes | 16 oz |
| Lotus Foods | Bhutanese Red Rice | 2 lbs |
| Lotus Foods | Forbidden Rice | 2 lbs |
| Lotus Foods | Brown Kalijira Rice | 2 lbs |
| Lotus Foods | Organic Brown Jasmine Rice | 2 lbs |
| Lundberg Farms | Organic Short Grain Brown Rice | 2 lbs |
| Lundberg Farms | Eco Farmed Short Grain Brown Rice | 2 lbs |
| McKee | Heartland Bulgur Wheat | 18 oz. |
| McKee | Heartland Steel Cut Oats | 16 oz |
| Quaker | Quaker Standard Old Fashion Oatmeal | 18 oz. |
| Quaker | Quaker Standard Quick Oatmeal | 18 oz. |
| Quaker | Quaker Crystal Wedding Oats | 16 oz. |
| Quaker | Quaker Steel Cut Oats | 24 oz. |
| Quaker | Quaker Multigrain | 18 oz. |
| Quaker | Mother's Instant Oatmeal | 11 oz. |
| Quaker | Mother's Rolled Oats | 16 oz. |
| Quaker | Mother's Multigrain Hot Cereal | 15 oz. |
| Quaker | Mother's Whole Wheat | 14 oz. |
| Rice Tec | Texmati Brown Rice | 14, 36 oz |
| Riviana Foods | Carolina Brown Rice | 28 oz, 3 lb |
| Riviana Foods | River Brown Rice | 12, 24, 28 oz |
| Riviana Foods | S&W Organic Brown Rice | 14 oz |
| Riviana Foods | S&W Brown Rice | 14 oz, 3 lb |
| Riviana Foods | Success Brown Rice | 14, 32 oz |
| Riviana Foods | Mahatma Brown Rice | 14, 28 oz |
| Riviana Foods | Minute Rice Instant WG Brown Rice | 14 oz |
| Riviana Foods | Riceland Foods Brown Rice | 16 oz, 2 lb |
| Specialty Rice | YOGA Organics - Organic Brown Rice | 2 lbs |
| Sturm Foods | Village Farm - Quick Oats | 1 lb, 2 lb |
| Sturm Foods | Village Farm - Old Fashioned Oats | 1 lb, 2 lb |
| Uncle Ben's | Fast & Natural Instant WG Brown Rice | 14 oz. |
| Uncle Ben's | Original Brown Rice | 1 lb, 2 lbs. |
| Vivo Rice | Whole Grain Rice | 3 lbs |

current as of March 1, 2008

| WHOLE GRAIN BREADS | | |
|--------------------|---|--------------|
| Company | Product Name | Package(s) |
| Flowers | Nature's Own 100% Whole Wheat Specialty Bread | 24 oz |
| Flowers | Nature's Own 100% Whole Wheat "made with organic flour" Specialty Bread | 24 oz |
| Flowers | Nature's Own 12 Grain Specialty Bread | 24 oz |
| Flowers | Nature's Own 100% Whole Wheat Bread | 20 oz |
| La Brea Bakery | Whole Grain Baguette | 12.5 oz. |
| La Brea Bakery | Whole Wheat Honey Loaf | 18 oz. |
| Lewis Bakeries | Butternut 100% Whole Wheat Bread | 12 or 20 oz. |
| Lewis Bakeries | Hartford Farms 100% Whole Wheat Bread | 24 oz. |
| Lewis Bakeries | Healthy Life Sugar Free 100% Whole Wheat Bread | 16 oz. |
| Lewis Bakeries | Healthy Life Natural 100% Whole Wheat Bread | 20 oz. |
| Lewis Bakeries | Healthy Life Natural Flaxseed Bread | 20 oz. |
| Lewis Bakeries | Healthy Life Natural Farmer's 12 Grain Bread | 20 oz. |
| Lewis Bakeries | Healthy Life SC Style 100% Whole Wheat Bread | 12 or 20 oz. |
| Lewis Bakeries | Healthy Life SC Style 100% Whole Wheat Sandwich Buns (8/pkg) | 13 oz. |
| Lewis Bakeries | Healthy Life SC Style 100% Whole Wheat Hot Dog Buns (8/pkg) | 13 oz. |
| Lewis Bakeries | Healthy Life SC Style 100% Whole Wheat Dinner Rolls (18/pkg) | 20 oz. |
| Madison-Grace | Roll, Dinner Whole Wheat (12/pkg) | 18 oz. |
| Madison-Grace | Bread Loaf, Whole Wheat | 24 oz. |
| Madison-Grace | Bun, Hot Dog Whole Wheat (12/pkg) | 21 oz. |
| Madison-Grace | Bun, Hamburger Whole Wheat (8/pkg) | 14 oz. |
| Madison-Grace | Bun, Lrg Hamburger Whole Wheat (12/pkg) | 36 oz. |
| Madison-Grace | Bun, Hoagie Whole Wheat (6/pkg) | 18 oz. |
| Mestemacher | Mestemacher Pumpernickel | 17.6 oz. |
| Mestemacher | Mestemacher Whole Rye | 17.6 oz. |
| Mestemacher | Mestemacher Three Grain | 17.6 oz. |
| Mestemacher | Mestemacher Sunflower Seed | 17.6 oz. |
| Mestemacher | Mestemacher Fitness Bread | 17.6 oz. |
| Shiloh Farms | Organic Sprouted Seven Grain Bread | 24 oz. |
| Shiloh Farms | Organic Sprouted Seven Grain Salt Free Bread | 24 oz. |
| Shiloh Farms | Organic Sprouted Five Grain Bread | 24 oz. |
| Shiloh Farms | Organic Sprouted Kamut Bread | 24 oz. |
| Shiloh Farms | Shiloh Farms Whole Wheat Pita (6/pkg) | 12 oz. |
| Shiloh Farms | Shiloh Farms Spelt Pita (6/pkg) | 12 oz. |

| WHOLE GRAIN TORTILLAS | | |
|-----------------------|---|------------|
| Company | Product Name | Package(s) |
| Flatout Bread | Harvest Wheat Wraps (5 to a pkg) | 5 oz |
| Flatout Bread | Kidz Original Wraps (7 to a pkg) | 14 oz |
| Flatout Bread | Mini Harvest Wheat Wraps (7 to a pkg) | 14 oz |
| Flatout Bread | Whole Grain White Wraps (6 to a pkg) | 11.4 oz |
| Flatout Bread | Light Soft Honey Wheat Wraps (6 to a pkg) | 11.4 oz |
| La Bonita Olé | Tam-x-ico's 100% Whole Wheat Tortilla | |
| La Bonita Olé | Wrapitz 100% Whole Wheat Tortilla | |
| La Tortilla Factory | Bolsa Grande Tortilla | |
| La Tortilla Factory | Certified Organic King Size Corn Tortilla | |
| La Tortilla Factory | Whole Grain with Extra Virgin Olive Oil Wraps (6/pkg) | 13.1 oz |
| La Tortilla Factory | Multi Grain with Extra Virgin Olive Oil Wraps (6/pkg) | 13.1 oz |
| La Tortilla Factory | King Size Corn 7" Tortilla | |
| La Tortilla Factory | Mediterranean Wrap Made with White Whole Wheat | |
| La Tortilla Factory | Organic Multi Grain Wrap | |
| La Tortilla Factory | Organic Yellow Corn Tortilla | |
| La Tortilla Factory | Paquette Familia 6" Tortilla | |
| La Tortilla Factory | Supersize Corn 9" Tortilla | |
| La Tortilla Factory | White Whole Wheat Wrap | 13.1 oz |
| La Tortilla Factory | Whole Wheat & Brown Rice EVOO Low Carb Wrap | 13.1 oz |
| La Tortilla Factory | Whole Wheat EVOO Low Carb Organic Wrap (10/pkg) | 13.1 oz |
| Maria & Ricardo | Low-Carb Whole Wheat Tortilla | |
| Maria & Ricardo | Multi-Grain Tortilla | |
| Maria & Ricardo | Organic Honey Whole Wheat 12" Tortilla | |
| Maria & Ricardo | Organic Honey Whole Wheat 9" Tortilla | |
| Maria & Ricardo | Wrappy Whole Wheat Tortilla | |
| Mission Foods | Heart Healthy Whole Wheat Tortillas (10/pkg) | 1 lb |
| Mission Foods | Multi-Grain 6" Fajita Flour Tortilla (10/pkg) | 13 oz |
| Mission Foods | Multi-Grain 8" Soft Taco Flour Tortilla (10/pkg) | 1 lb |
| Mission Foods | Multi-Grain Wrap Flour Tortilla (6/pkg) | 15 oz |

** This product also available in organic.

WG is an abbreviation for "whole grain."

The Whole Grains Council has made every effort to confirm the qualifications of each of the products above. However, we are not responsible for errors in reporting to us, or for subsequent manufacturer changes.

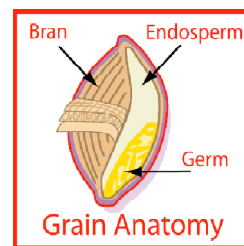
Contact Cynthia Harriman, Director of Food & Nutrition Strategies, Oldways and the Whole Grains Council at 617-896-4820 (Cynthia@oldwayspt.org).

Whole Grains for WIC

What is a whole grain?

When grains grow in the fields they have three edible parts: the fiber-rich bran, the heart-healthy germ, and the starchy endosperm. Whole grains keep all three parts – even after milling – while refined or enriched flour contains only the endosperm.

Whole grains have from two to ten times more of most nutrients than refined grains. Even enriched grains add back only five of the dozens of nutrients reduced or lost by refining.

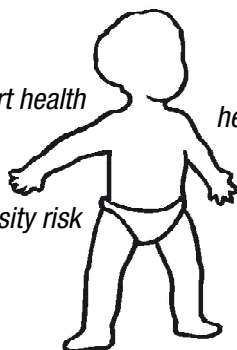


graphic courtesy of Bob's Red Mill

reduce asthma risk

build heart health

cut obesity risk



help prevent diabetes

Why do our bodies need whole grains?

The extra nutrients in whole grains play a key role in helping children's bodies develop properly for lifelong health – and in maintaining health for adults. Study after study shows a wide range of health benefits for whole grains, including those shown here.

How much whole grain do we need?

The 2005 Dietary Guidelines recommend these amounts of whole grains:
 for ages 2-3.....1.5 to 3 servings a day
 for ages 4-82-5 servings a day
 for ages 9 and up.....3-6 servings a day

Overall, we should all eat at least half our grains as whole grains. A serving is a slice of bread, a cup of ready-to-eat cereal, or a half cup of cooked whole grain pasta, grain (such as brown rice) or hot cereal.

Best ways to identify whole grains

Trust the Stamp. If you see the black and gold Whole Grain Stamp on a product, you can be guaranteed that it provides at least half a serving (8g) of whole grain. Many “stamped” products contain much more than 8g of whole grains. The higher the gram number on the Stamp, the more healthy whole grain it contains.

Stamps that also have the “100%” banner (see middle Stamp at right) alert you that all the grain in the product is whole grain; the product contains no refined grains.

Look for the word “whole.” Many healthy whole grain products do not yet use the Whole Grain Stamp. If a product lists a whole grain, such as “whole wheat,” or “whole corn,” or “brown rice” as one of its first ingredients, it most likely contains a significant amount of whole grain. Use the handy guide below to help you read ingredients.



| Words you may see on packages | Are you getting the WHOLE grain? |
|--|---|
| <ul style="list-style-type: none"> whole grain [name of grain] whole wheat whole [any grain] oats, oatmeal (including instant) wheatberries, bulgur brown rice | <p>YES – Contains all parts of the grain, so you're getting all the nutrients of the whole grain.</p> |
| <ul style="list-style-type: none"> wheat flour semolina durum wheat organic flour multigrain stoneground | <p>MAYBE – These are accurate descriptions, but because some parts of the grain MAY be missing, you are likely missing the benefits of whole grains. Words like "wheat," "durum," and "multigrain" can appear on good whole grain foods, too – but are not a guarantee.</p> |
| <ul style="list-style-type: none"> enriched flour degerminated (on corn meal) bran or germ | <p>NO – These words never describe whole grains.</p> |

The Whole Grains Council is a 501-c-3 non-profit educational organization dedicated to promoting increased consumption of whole grains for better health.

Visit our website for resources such as:

- free educational materials in English and Spanish
- buttons, stickers, posters, etc. free to health and educational groups
- a database of over 1,700 whole grain products readily available nationwide
- our constantly-updated list of WIC-eligible whole grain foods

The Whole Grains Council / Oldways
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Turn this page for a sample list of WIC-qualifying whole grain foods ➔