

# NC WIC SHOPPING GUIDE 2022

**NC WIC SHOPPING GUIDE 2022** PROVIDES ESSENTIAL INFORMATION FOR FAMILIES AND INDIVIDUALS PARTICIPATING IN THE NORTH CAROLINA WOMEN, INFANTS, AND CHILDREN (WIC) PROGRAM. THIS COMPREHENSIVE GUIDE COVERS THE APPROVED FOOD ITEMS, SHOPPING TIPS, AND IMPORTANT UPDATES SPECIFIC TO THE 2022 PROGRAM YEAR. UNDERSTANDING THE NC WIC FOOD LIST AND ITS SHOPPING PROCESS ENSURES PARTICIPANTS MAXIMIZE THEIR BENEFITS WHILE ADHERING TO PROGRAM REGULATIONS. WHETHER SHOPPING FOR FRESH FRUITS, DAIRY PRODUCTS, OR INFANT FORMULA, THIS GUIDE SIMPLIFIES THE PROCESS WITH CLEAR DETAILS AND PRACTICAL ADVICE. THE GUIDE ALSO HIGHLIGHTS HOW TO USE WIC BENEFITS EFFECTIVELY AT AUTHORIZED STORES AND EXPLAINS RECENT CHANGES TO THE PROGRAM. BELOW IS A STRUCTURED OVERVIEW OF THE KEY TOPICS COVERED IN THIS NC WIC SHOPPING GUIDE 2022.

- OVERVIEW OF NC WIC PROGRAM AND BENEFITS
- APPROVED NC WIC FOOD LIST FOR 2022
- HOW TO USE NC WIC BENEFITS WHILE SHOPPING
- SHOPPING TIPS AND STORE GUIDELINES
- RECENT UPDATES AND CHANGES IN 2022

## OVERVIEW OF NC WIC PROGRAM AND BENEFITS

THE NORTH CAROLINA WIC PROGRAM SUPPORTS LOW-INCOME PREGNANT WOMEN, NEW MOTHERS, INFANTS, AND CHILDREN UP TO AGE FIVE BY PROVIDING NUTRITIOUS FOODS, NUTRITION EDUCATION, AND HEALTHCARE REFERRALS. THE PROGRAM AIMS TO IMPROVE HEALTH OUTCOMES AND PROMOTE HEALTHY EATING HABITS AMONG VULNERABLE POPULATIONS. WIC BENEFITS INCLUDE MONTHLY FOOD PACKAGES TAILORED TO MEET PARTICIPANTS' NUTRITIONAL NEEDS, ACCESS TO BREASTFEEDING SUPPORT, AND REGULAR HEALTH SCREENINGS. UNDERSTANDING THE SCOPE AND PURPOSE OF THE NC WIC PROGRAM HELPS BENEFICIARIES FULLY UTILIZE THEIR BENEFITS DURING SHOPPING AND BEYOND.

## ELIGIBILITY AND ENROLLMENT

TO QUALIFY FOR NC WIC, APPLICANTS MUST MEET INCOME GUIDELINES, RESIDE IN NORTH CAROLINA, AND BELONG TO ONE OF THE TARGET GROUPS: PREGNANT WOMEN, BREASTFEEDING OR POSTPARTUM WOMEN, INFANTS, OR CHILDREN UNDER FIVE YEARS OLD. ENROLLMENT REQUIRES A HEALTH SCREENING THAT INCLUDES NUTRITIONAL RISK ASSESSMENT. ONCE APPROVED, PARTICIPANTS RECEIVE A WIC ELECTRONIC BENEFIT TRANSFER (EBT) CARD OR VOUCHERS, WHICH CAN BE USED AT AUTHORIZED RETAILERS.

## BENEFITS AND NUTRITIONAL SUPPORT

NC WIC PROVIDES MONTHLY FOOD PACKAGES RICH IN ESSENTIAL NUTRIENTS SUCH AS IRON, CALCIUM, PROTEIN, AND VITAMINS. THE PROGRAM ALSO OFFERS NUTRITION COUNSELING AND BREASTFEEDING ASSISTANCE TO SUPPORT OPTIMAL INFANT AND CHILD GROWTH. THESE BENEFITS ARE DESIGNED TO COMPLEMENT PARTICIPANTS' DIETS AND PROMOTE LONG-TERM HEALTHY EATING HABITS.

## APPROVED NC WIC FOOD LIST FOR 2022

THE NC WIC FOOD LIST FOR 2022 INCLUDES A VARIETY OF NUTRITIOUS FOODS THAT MEET SPECIFIC PROGRAM GUIDELINES.

FAMILIARITY WITH THE APPROVED ITEMS ENSURES PARTICIPANTS SELECT ELIGIBLE PRODUCTS AND AVOID CONFUSION DURING CHECKOUT. THE FOOD LIST IS UPDATED PERIODICALLY TO ALIGN WITH CURRENT DIETARY RECOMMENDATIONS AND PARTICIPANT NEEDS.

## CATEGORIES OF APPROVED FOODS

THE NC WIC FOOD LIST IS ORGANIZED INTO SEVERAL CATEGORIES, EACH WITH SPECIFIC BRAND AND SIZE ALLOWANCES. THE MAIN CATEGORIES INCLUDE:

- **FRUITS AND VEGETABLES:** FRESH, FROZEN, OR CANNED FRUITS AND VEGETABLES WITHOUT ADDED SUGARS OR FATS.
- **DAIRY:** MILK, CHEESE, AND YOGURT OPTIONS THAT MEET FAT CONTENT REQUIREMENTS.
- **WHOLE GRAINS:** BREAD, TORTILLAS, BROWN RICE, AND WHOLE GRAIN CEREALS.
- **PROTEIN:** EGGS, PEANUT BUTTER, AND CANNED BEANS.
- **INFANT FOODS:** INFANT FORMULA, BABY FRUITS, VEGETABLES, AND CEREALS.

## SPECIFIC PRODUCT GUIDELINES

EACH FOOD CATEGORY HAS DETAILED RESTRICTIONS REGARDING BRANDS, PACKAGE SIZES, AND NUTRITIONAL CONTENT. FOR EXAMPLE, MILK MUST BE FAT-FREE OR LOW-FAT, AND CEREALS SHOULD CONTAIN AT LEAST 50% WHOLE GRAINS AND BE LOW IN SUGAR. PARTICIPANTS ARE ADVISED TO CONSULT THE OFFICIAL NC WIC FOOD LIST OR THEIR LOCAL WIC OFFICE FOR THE LATEST APPROVED PRODUCTS TO ENSURE COMPLIANCE.

## HOW TO USE NC WIC BENEFITS WHILE SHOPPING

USING NC WIC BENEFITS CORRECTLY AT AUTHORIZED STORES IS CRUCIAL TO AVOID DENIED TRANSACTIONS AND MAXIMIZE THE VALUE OF THE PROGRAM'S FOOD PACKAGES. PARTICIPANTS SHOULD UNDERSTAND THE PROCESS FOR REDEEMING BENEFITS USING THE EBT CARD OR VOUCHERS AND IDENTIFY WIC-APPROVED ITEMS EFFECTIVELY.

## USING THE WIC EBT CARD

THE NC WIC EBT CARD FUNCTIONS LIKE A DEBIT CARD SPECIFICALLY FOR WIC-APPROVED FOODS. WHEN SHOPPING, PARTICIPANTS SELECT ELIGIBLE ITEMS AND PRESENT THEIR CARD AT CHECKOUT. THE SYSTEM AUTOMATICALLY DEDUCTS THE COST OF THE APPROVED FOODS FROM THE CARD BALANCE. IT IS IMPORTANT TO PURCHASE ONLY WIC-ELIGIBLE ITEMS TO ENSURE SMOOTH TRANSACTIONS.

## SHOPPING WITH PAPER VOUCHERS

SOME PARTICIPANTS MAY STILL USE PAPER VOUCHERS, WHICH LIST THE SPECIFIC FOOD ITEMS AND QUANTITIES THEY CAN PURCHASE. WHEN USING VOUCHERS, SHOPPERS MUST PRESENT THEM TO THE CASHIER ALONG WITH A FORM OF IDENTIFICATION. THE CASHIER WILL MARK OFF ITEMS AS THEY ARE SCANNED OR BAGGED. KEEPING VOUCHERS ORGANIZED AND CHECKING THEM BEFORE SHOPPING HELPS PREVENT ERRORS.

# SHOPPING TIPS AND STORE GUIDELINES

SHOPPING WITH NC WIC BENEFITS REQUIRES AWARENESS OF STORE POLICIES AND STRATEGIC PLANNING. THESE TIPS HELP PARTICIPANTS NAVIGATE SHOPPING TRIPS EFFICIENTLY AND CONFIDENTLY.

## IDENTIFYING AUTHORIZED STORES

NC WIC BENEFITS CAN ONLY BE REDEEMED AT AUTHORIZED RETAILERS THAT HAVE AGREED TO ACCEPT WIC PAYMENTS. THESE STORES INCLUDE MANY GROCERY CHAINS, SUPERMARKETS, AND SOME LOCAL STORES. PARTICIPANTS SHOULD VERIFY STORE AUTHORIZATION BEFOREHAND TO AVOID INCONVENIENCES.

## PLANNING YOUR SHOPPING TRIP

PLANNING AHEAD BY REVIEWING THE NC WIC FOOD LIST AND CURRENT BENEFIT BALANCES CAN STREAMLINE SHOPPING. CREATING A LIST OF APPROVED FOODS HELPS AVOID PURCHASING INELIGIBLE ITEMS AND ENSURES ALL NUTRITIONAL NEEDS ARE MET. PARTICIPANTS SHOULD ALSO BE AWARE OF PRODUCT SIZES AND BRANDS PERMITTED UNDER THE PROGRAM.

## AT THE CHECKOUT

WHEN READY TO PAY, INFORM THE CASHIER THAT YOU WILL BE USING WIC BENEFITS. PRESENT YOUR EBT CARD OR VOUCHERS AND A VALID ID IF REQUIRED. IF ANY ITEMS ARE NOT ACCEPTED, REMOVE THEM BEFORE COMPLETING THE TRANSACTION. KEEPING RECEIPTS AND MONITORING BENEFIT BALANCES REGULARLY AIDS IN MANAGING MONTHLY FOOD PACKAGES EFFECTIVELY.

## RECENT UPDATES AND CHANGES IN 2022

THE NC WIC PROGRAM HAS INTRODUCED UPDATES IN 2022 TO ENHANCE PARTICIPANT EXPERIENCE AND ALIGN WITH CURRENT NUTRITIONAL STANDARDS. STAYING INFORMED ABOUT THESE CHANGES ENSURES PARTICIPANTS BENEFIT FULLY FROM PROGRAM ENHANCEMENTS.

### EXPANDED FOOD OPTIONS

IN 2022, NC WIC EXPANDED ITS APPROVED FOOD LIST TO INCLUDE A WIDER VARIETY OF FRUITS, VEGETABLES, AND WHOLE GRAIN PRODUCTS. THIS EXPANSION PROVIDES MORE FLEXIBILITY AND BETTER ACCOMMODATES PARTICIPANT PREFERENCES AND DIETARY RESTRICTIONS.

### IMPROVED EBT SYSTEM

THE TRANSITION TO AN IMPROVED ELECTRONIC BENEFIT TRANSFER SYSTEM HAS STREAMLINED TRANSACTIONS AND REDUCED ERRORS AT THE POINT OF SALE. THE UPDATED SYSTEM OFFERS REAL-TIME BENEFIT TRACKING AND EASIER ACCESS TO ACCOUNT INFORMATION.

### ENHANCED NUTRITION EDUCATION

NC WIC HAS INCREASED THE AVAILABILITY OF VIRTUAL NUTRITION EDUCATION SESSIONS AND BREASTFEEDING SUPPORT TO REACH MORE PARTICIPANTS. THESE RESOURCES SUPPORT HEALTHY LIFESTYLE CHOICES AND PROGRAM ENGAGEMENT.

# FREQUENTLY ASKED QUESTIONS

## WHAT IS THE NC WIC SHOPPING GUIDE 2022?

THE NC WIC SHOPPING GUIDE 2022 IS A RESOURCE PROVIDED BY THE NORTH CAROLINA WOMEN, INFANTS, AND CHILDREN (WIC) PROGRAM TO HELP PARTICIPANTS IDENTIFY APPROVED WIC FOODS AT GROCERY STORES.

## WHERE CAN I FIND THE NC WIC SHOPPING GUIDE 2022?

THE NC WIC SHOPPING GUIDE 2022 CAN BE FOUND ON THE OFFICIAL NORTH CAROLINA WIC WEBSITE OR OBTAINED AT LOCAL WIC CLINICS.

## WHAT TYPES OF FOODS ARE INCLUDED IN THE NC WIC SHOPPING GUIDE 2022?

THE GUIDE INCLUDES WIC-APPROVED FOODS SUCH AS SPECIFIC BRANDS OF MILK, CEREALS, FRUITS, VEGETABLES, WHOLE GRAINS, EGGS, CHEESE, AND INFANT FORMULAS.

## HOW DO I USE THE NC WIC SHOPPING GUIDE 2022 WHILE SHOPPING?

YOU CAN USE THE GUIDE TO CHECK WHICH BRANDS AND FOOD ITEMS ARE APPROVED BY WIC BEFORE SHOPPING, ENSURING YOUR PURCHASES WILL BE COVERED BY YOUR WIC BENEFITS.

## ARE ALL GROCERY STORES IN NORTH CAROLINA REQUIRED TO ACCEPT WIC BENEFITS?

NO, NOT ALL STORES ACCEPT WIC BENEFITS. THE NC WIC SHOPPING GUIDE 2022 OFTEN INCLUDES A LIST OR TIPS ON AUTHORIZED WIC VENDORS WHERE BENEFITS CAN BE USED.

## HAS THE LIST OF APPROVED FOODS CHANGED IN THE NC WIC SHOPPING GUIDE 2022 COMPARED TO PREVIOUS YEARS?

YES, THE 2022 GUIDE MAY INCLUDE UPDATES TO APPROVED FOOD ITEMS OR BRANDS BASED ON NUTRITIONAL GUIDELINES AND PRODUCT AVAILABILITY.

## CAN I USE THE NC WIC SHOPPING GUIDE 2022 FOR ONLINE GROCERY SHOPPING?

CURRENTLY, WIC BENEFITS ARE PRIMARILY USED IN-STORE, BUT SOME LOCATIONS MAY OFFER LIMITED ONLINE SHOPPING OPTIONS. CHECK WITH YOUR LOCAL WIC OFFICE FOR SPECIFIC GUIDANCE.

## DOES THE NC WIC SHOPPING GUIDE 2022 INCLUDE INFORMATION ABOUT FORMULA OPTIONS?

YES, THE GUIDE PROVIDES DETAILS ON WIC-APPROVED INFANT FORMULAS AND INSTRUCTIONS ON HOW TO SELECT ELIGIBLE PRODUCTS.

## HOW OFTEN IS THE NC WIC SHOPPING GUIDE UPDATED?

THE NC WIC SHOPPING GUIDE IS TYPICALLY UPDATED ANNUALLY OR AS NEEDED TO REFLECT CHANGES IN APPROVED FOODS, BRANDS, AND PROGRAM POLICIES.

## ADDITIONAL RESOURCES

### 1. *NC WIC SHOPPING GUIDE 2022: A COMPREHENSIVE HANDBOOK*

THIS GUIDE OFFERS DETAILED INFORMATION ABOUT THE NORTH CAROLINA WIC PROGRAM'S APPROVED FOODS AND SHOPPING TIPS FOR 2022. IT HELPS WIC PARTICIPANTS UNDERSTAND ELIGIBLE ITEMS, NUTRITION GUIDELINES, AND HOW TO MAKE THE MOST OF THEIR BENEFITS. THE BOOK ALSO INCLUDES HELPFUL CHARTS AND STORE-SPECIFIC ADVICE TO SIMPLIFY THE SHOPPING EXPERIENCE.

### 2. *NUTRITION AND WIC: MAXIMIZING BENEFITS IN NORTH CAROLINA*

FOCUSING ON NUTRITION EDUCATION FOR WIC PARTICIPANTS, THIS BOOK EXPLAINS THE IMPORTANCE OF HEALTHY FOOD CHOICES WITHIN THE WIC PROGRAM FRAMEWORK. IT PROVIDES PRACTICAL MEAL PLANNING IDEAS AND HIGHLIGHTS THE APPROVED FOODS LISTED IN THE 2022 NC WIC SHOPPING GUIDE. READERS LEARN HOW TO BALANCE NUTRITION WITH BUDGET CONSTRAINTS EFFECTIVELY.

### 3. *THE ESSENTIAL WIC SHOPPER'S GUIDE: NORTH CAROLINA EDITION 2022*

PERFECT FOR NEW AND RETURNING WIC PARTICIPANTS, THIS GUIDE BREAKS DOWN THE 2022 WIC-APPROVED FOOD LIST INTO USER-FRIENDLY CATEGORIES. IT INCLUDES TIPS FOR READING PRODUCT LABELS AND UNDERSTANDING WIC VOUCHERS. THE BOOK AIMS TO MAKE GROCERY SHOPPING LESS STRESSFUL WHILE ENSURING COMPLIANCE WITH PROGRAM RULES.

### 4. *SMART SHOPPING WITH NC WIC: TIPS FOR 2022*

THIS BOOK OFFERS STRATEGIES FOR MAXIMIZING WIC BENEFITS IN NORTH CAROLINA, FOCUSING ON THE 2022 FOOD LIST AND SHOPPING REGULATIONS. IT INCORPORATES ADVICE ON SELECTING NUTRITIOUS OPTIONS AND AVOIDING COMMON MISTAKES THAT COULD LEAD TO DENIED PURCHASES. ADDITIONALLY, IT FEATURES TESTIMONIALS FROM SUCCESSFUL WIC SHOPPERS.

### 5. *WIC FOOD GUIDE 2022: NORTH CAROLINA'S APPROVED FOODS EXPLAINED*

PROVIDING AN IN-DEPTH LOOK AT THE FOODS APPROVED BY THE NC WIC PROGRAM IN 2022, THIS GUIDE CLARIFIES PORTION SIZES, PACKAGE REQUIREMENTS, AND BRAND RESTRICTIONS. IT IS ESPECIALLY HELPFUL FOR PARTICIPANTS WHO WANT TO FULLY UNDERSTAND WHICH ITEMS QUALIFY FOR BENEFITS. THE BOOK ALSO DISCUSSES SEASONAL CHANGES AND UPDATES IN THE PROGRAM.

### 6. *FAMILY NUTRITION AND WIC SHOPPING MADE EASY*

THIS RESOURCE COMBINES NUTRITION ADVICE WITH PRACTICAL SHOPPING GUIDANCE TAILORED TO NORTH CAROLINA'S 2022 WIC PROGRAM. IT HELPS FAMILIES PLAN BALANCED MEALS USING WIC-APPROVED FOODS AND MANAGE THEIR FOOD BUDGET EFFICIENTLY. THE BOOK ALSO INCLUDES RECIPES AND TIPS FOR INVOLVING CHILDREN IN HEALTHY EATING HABITS.

### 7. *UNDERSTANDING YOUR NC WIC BENEFITS: A 2022 SHOPPER'S COMPANION*

DESIGNED TO DEMYSTIFY THE WIC SHOPPING EXPERIENCE, THIS BOOK EXPLAINS BENEFIT ALLOTMENTS, REDEMPTION PROCEDURES, AND ELIGIBLE FOOD ITEMS FOR 2022 IN NORTH CAROLINA. IT OFFERS STEP-BY-STEP INSTRUCTIONS ON HOW TO USE WIC CARDS AND VOUCHERS AT VARIOUS STORES. THE GUIDE AIMS TO EMPOWER PARTICIPANTS WITH CONFIDENCE AND KNOWLEDGE.

### 8. *WIC SHOPPING TIPS AND TRICKS: NORTH CAROLINA 2022 EDITION*

THIS PRACTICAL GUIDE SHARES INSIDER TIPS TO HELP WIC PARTICIPANTS NAVIGATE GROCERY STORES EFFICIENTLY WHILE ADHERING TO 2022 NC WIC GUIDELINES. IT COVERS TOPICS SUCH AS PRODUCT SUBSTITUTIONS, DEALING WITH STORE STAFF, AND MANAGING MULTIPLE BENEFITS. THE BOOK IS FILLED WITH REAL-LIFE EXAMPLES AND COMMON SCENARIOS.

### 9. *HEALTHY CHOICES WITH NC WIC: A 2022 GUIDE FOR FAMILIES*

FOCUSING ON PROMOTING HEALTHY EATING HABITS, THIS BOOK ALIGNS WITH THE 2022 NORTH CAROLINA WIC SHOPPING GUIDE TO ENCOURAGE NUTRITIOUS SELECTIONS. IT HIGHLIGHTS THE BENEFITS OF VARIOUS APPROVED FOODS AND HOW THEY CONTRIBUTE TO FAMILY WELLNESS. ADDITIONALLY, IT PROVIDES GUIDANCE ON COMBINING WIC FOODS WITH OTHER HOUSEHOLD GROCERIES FOR BALANCED MEALS.

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