



State of New Jersey  
**DEPARTMENT OF HEALTH**  
DIVISION OF FAMILY HEALTH SERVICES  
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Commissioner

**Date:** December 20, 2022  
**To:** New Jersey WIC Authorized Vendors  
**From:** Johanna Garcia, Vendor Manager *JG*

**REPLY TO THE  
ATTENTION OF:** NJWIC # 023-014

**Subject:** NJ WIC Approved Food List- Effective January 1, 2023

Dear Vendor Representative,

In an effort to continue to offer greater access to healthy, nutritious foods to NJ WIC participants, the State WIC Agency has made changes to the New Jersey WIC Approved Food List. The Food List has been revised and will be effective January 1, 2023. The changes to the Food List were based on the feedback received from WIC participants and WIC local agencies. In addition, the State WIC Agency evaluated food items by requesting submissions of the available items from food manufacturer *and eWIC card usage impact*. As a result, food items, sizes and varieties were added.

The updated changes to the participants **NJ WIC Food and Program Guide 2023** include:

- Powdered Milk – 10-quart size
- Soy Milk – Pacific Foods – Ultra Soy Original (Quart size only)
- Tofu – Franklin Farms (Extra Firm, Firm, Medium & Soft) / Nature's Soy (Firm & Soft)
- Cheese – 8-ounce size
- Yogurt – New Brands, Sizes & Flavors, 4-ounce cup packs
- Juice – 48-ounce Freedom's Choice, Apple
- Cereal – Cold, 12oz-36oz / Hot, 11.8oz
- Whole Grains
  - Pasta: Signature Select (ACME) – Spaghetti, Penne Rigate, Linguine, Rotini, Thin Spaghetti, Elbow Macaroni
  - Great Value – Linguine, Penne, Rotini, Spaghetti, Elbows
  - Essential Everyday – Macaroni
- Beans, Peas & Lentils – 15-16oz size & Organic

- Peanut Butter – Any Brand
- Canned Fish – Multi-Packs Allowed
- Infant Fruits, Vegetables & Meats – New Brands, Multi-Packs, Organic, Pouches
- Fruits & Vegetables – Canned, Single Serving Sizes, Stewed & Diced Tomatoes
- Removed as an authorized item:
  - Fresh Herbs & Spices (i.e., cilantro/parsley)
  - Best Yet Non-Fat Vanilla Yogurt
  - Great Value Non-Fat Vanilla Yogurt
  - ShopRite Non-Fat Vanilla Yogurt
  - White Rose Non-Fat Strawberry Yogurt

In preparation for the effective date of the **NJ WIC Food and Program Guide**, authorized vendors will be receiving their own version of the Food Guide. Enclosed in this packet, is the newly updated **NJ WIC Vendor Food Card**, in English and Spanish, for review and training purposes.

It is important to familiarize store personnel with upcoming Food List changes and make appropriate **POS system changes** and updates. The **NJ WIC Vendor Food Card** will serve as a helpful guide for cashiers to reference during checkout and provide store personnel with a comprehensive list of WIC allowable food items.

All Authorized Vendors are encouraged to conduct NJ WIC APL uploads frequently to ensure the most up-to-date list is in your POS system. The State Agency recommends vendors contact their POS technician to assist with establishing automatic and daily NJ WIC APL uploads. These APL uploads should **occur daily** to ensure NJ WIC APL changes are reflected immediately.

Local WIC Agencies will be distributing the final version of the participants **NJ WIC Food and Program Guide 2023** in January 2023 and will begin issuing new food items. In preparation for the WIC participants shopping trip to your store, all WIC approved vendors are strongly encouraged to stock the added WIC authorized food items.

The **NJ WIC Food and Program Guide 2023** can be located on the [NJ WIC Department of Health Vendor Website](#) on January 1, 2023.

Thank you for your cooperation during this transition. If you have any questions, please contact a State Agency, Vendor Unit Representative at (609) 292-9560 or email at [NJ.WICVendor@doh.nj.gov](mailto:NJ.WICVendor@doh.nj.gov).

**Enclosed:**

NJ WIC Vendor Food Card – English  
 NJ WIC Vendor Food Card – Spanish