



July 1, 2022

Vendor News Flash

New WIC Foods

The Texas WIC program is pleased to announce new options for WIC participants starting on **October 01, 2022**. New WIC approved items include Greek yogurt, organic peanut butter, and additional brands of tofu, yogurt and breakfast cereal. Organic and brown eggs will move from the temporary emergency relief APL to regular WIC items. See the new items below.

UPC	Description
Whole Milk Yogurts	
894700010434	Chobani Plain Whole 32 oz
078742016856	Great Value Greek NF Plain 32 oz
078742158693	Great Value Greek NF Strawberry 32 oz
078742019055	Great Value Greek NF Vanilla 32 oz
078742065762	Great Value Greek Whole Plain 32 oz
011110045874	Kroger Plain Whole Greek 32 oz
079893711027	Open Nature Greek Plain 4% 32 oz
011110092168	Simple Truth Organic Greek Whole Plain 32 oz
011110092175	Simple Truth Organic Greek Whole Vanilla 32 oz
078355550013	The Greek Gods Traditional Plain 32 oz
Low-fat and Nonfat Yogurts	
036632015082	Activia LF Vanilla 32 oz
070038642985	Best Choice Greek Plain NF 32 oz
070038642992	Best Choice Greek Vanilla NF 32 oz
894700010137	Chobani Plain 0% 32 oz
894700010267	Chobani Strawberry 0% 32 oz
894700010199	Chobani LF Plain 32 oz
894700010144	Chobani Vanilla 0% 32 oz
036800450240	Food Club Greek Plain NF 32 oz
036800460195	Food Club Greek Vanilla NF 32 oz
041220965885	HEB Greek NF Honey 32 oz
041220965861	HEB Greek NF Plain 32 oz
041220793709	HEB Greek NF Vanilla 32 oz

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041220965878	HEB Greek NF Strawberry 32 oz
041220117284	HEB Organics Greek NF Plain 32 oz
041220117291	HEB Organics Greek Vanilla NF 32 oz
041220438495	Hill Country Fare Greek Plain NF 32 oz
041220525195	Hill Country Fare Greek Vanilla NF 32 oz
021130079285	Lucerne Greek Plain 32 oz
036632027535	Oikos NF Plain 32 oz
036632027542	Oikos NF Vanilla 32 oz
079893114125	Open Nature Greek Plain NF 32 oz
079893114132	Open Nature Greek Vanilla NF 32 oz
011110028709	Simple Truth Organic Greek NF Plain 32 oz
078355580010	The Greek Gods NF Plain 32 oz
036632039194	Two Good Plain LF 32 oz
070552404120	WinCo Greek NF Plain 32 oz
070552404137	WinCo Greek NF Vanilla 32 oz
Tofu	
044325150040	Franklin Farms Extra Firm Tofu 16 oz
044325150033	Franklin Farms Firm Tofu 16 oz
044325150026	Franklin Farms Medium Firm Tofu 16 oz
044325150019	Franklin Farms Soft Tofu 16 oz
Breakfast Cereal	
016000492349	Chex-Blueberry
086341170534	Grain Berry Apple Cinnamon 12 oz
086341170527	Grain Berry Multi Bran Flakes 12 oz
086341170503	Grain Berry Toasted Oats 12 oz
030000012109	Quaker Instant Oatmeal Original 11.8 oz
030000315071	Quaker Instant Oatmeal Original 23.7 oz
Organic Peanut Butter	
036800192201	Full Circle Organic Peanut Butter Creamy No Sugar 16 oz
085239041086	Good & Gather Organic Creamy Peanut Butter 16 oz
085239041079	Good & Gather Organic Crunchy Peanut Butter 16 oz
078742236735	Great Value Organic Peanut Butter Creamy 16 oz
078742236742	Great Value Organic Peanut Butter Crunchy 16 oz
051651092326	MaraNatha Organic Creamy Peanut Butter 16 oz
051651092333	MaraNatha Organic Crunchy Peanut Butter 16 oz
056723362048	Nut' N Better Organic Creamy Peanut Butter 18 oz
056723362147	Nut' N Better Organic Crunchy Peanut Butter 18 oz
079893405803	O Organic Peanut Butter Old Fashioned Creamy 18 oz
079893390222	O Organic Peanut Butter Old Fashioned Creamy No Salt 18 oz
079893405810	O Organic Peanut Butter Old Fashioned Crunchy 18 oz

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036192127003	Santa Cruz Organic Dark Roasted Peanut Butter Creamy 16 oz
036192127010	Santa Cruz Organic Dark Roasted Peanut Butter Crunchy 16 oz
036192127027	Santa Cruz Organic Light Roasted Peanut Butter Creamy 16 oz
036192127034	Santa Cruz Organic Light Roasted Peanut Butter Crunchy 16 oz
011110791535	Simple Truth Organic Creamy Peanut Butter 16 oz
011110791559	Simple Truth Organic Crunchy Peanut Butter 16 oz
051500053317	Smucker's Organic Chunky Peanut Butter 16 oz
051500053300	Smucker's Organic Creamy Peanut Butter 16 oz
Organic Eggs	
070038652540	CLEARLY ORGANIC CAGE-FREE BROWN LARGE EGGS 1 DOZ
070038652571	CLEARLY ORGANIC BROWN LARGE EGGS 1 DOZ
715141716825	EGGLANDS BEST ORGANIC GRAD A EGGS 1 DOZ
036800061545	FULL CIRCLE ORG LARGE BRN GRADE A CF EGGS 1 DOZ
041220131921	HEB ORGANIC BROWN LARGE EGGS 1 DOZ
041220131938	HEB ORGANIC JUMBO BROWN EGGS 1 DOZ
041220131952	HEB ORGANIC OMEGA+ LARGE BROWN EGGS 1 DOZ
041220485871	HEB ORGANICS CAGE-FREE LARGE GRADE A EGGS 12 CT
742365027116	HORIZON ORGANIC EXTRA LARGE EGGS 1 DOZ
681131122771	MARKETSIDE ORGANIC CF BROWN EGGS 1 DOZ
079893401508	O ORGANICS EGGS BROWN LARGE GRADE A 1 DOZ
011110797728	SIMPLE TRUTH ORG CF LARGE BROWN EGGS 1 DOZ
Brown Eggs	
741994000668	4 GRAIN CAGE-FREE LARGE BROWN EGGS 1 DOZ
070038372882	BEST CHOICE GRADE A LARGE BROWN EGGS 1 DOZ
042187501024	BEST YET GRADE A LARGE BROWN EGGS 1 DOZ
028621123489	FARMHOUSE NEST LARGE BROWN EGGS 1 DOZ
036800133303	FULL CIRCLE EGGS LARGE BROWN GRADE A CF 1 DOZ
085239310328	GOOD & GATHER BROWN EGGS 1 DOZ
078742148113	GREAT VALUE LARGE BROWN EGGS 1 DOZ
041220201259	HEB CAGE-FREE BROWN AA LARGE EGGS 1 DOZ
041220131969	HEB OMEGA PLUS LARGE BROWN EGGS 1 DOZ
011110904089	KROGER CAGE-FREE LARGE BROWN GRADE A EGGS 1 DOZ
852810488123	LOL ALL NATURAL GRADE A LARGE BROWN EGGS 1 DOZ
021130032310	LUCERNE EGGS BROWN LARGE AA 1 DOZ
681131122764	MARKETSIDE LARGE CAGE-FREE BROWN EGGS 1 DOZ
736921000064	NESTFRESH CAGE-FREE LARGE BROWN EGGS 1 DOZ
021130032297	OPEN NATURE EGGS CAGE-FREE BROWN LARGE GRD A 1 DOZ
011110797704	SIMPLE TRUTH NAT CF GF LARGE BRN EGGS GRD A 1 DOZ
011110870230	SIMPLE TRUTH NAT CF GF MED BRN GRADE A EGGS 1 DOZ

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If your store carries eligible items that are NOT listed above, please submit them to the UPC inbox at wicupc@hhs.texas.gov. Include an image of the label showing the full UPC barcode and ingredients, and the average unit price.

Texas WIC is ready to assist our vendor partners. Should you have any questions regarding this Vendor News Flash, please contact the Vendor Management Unit's Compliance Oversight Branch at WICCostContainment@hhs.texas.gov or 800-252-9629. Find more WIC vendor resources on our [website](#).