



February 10, 2025

## Vendor News Flash

### **New Texas WIC Items for 04/01/2025**

Texas WIC is pleased to announce new options for WIC participants including breakfast cereal, yogurt, infant food, pea protein milk, sunflower seed butter and fresh herbs. These items will be added to the Authorized Product List (APL) effective 04/01/2025. They will also be added to the new shopping guide brochure, the shopping guide on the myWIC app, and the shopping guide on myTexasWIC app on 04/01/2025.

Due to USDA federal regulations regarding canned fish, Texas WIC will **remove** a jack mackerel item, effective 04/01/2025.

See the new items below, followed by the item to be removed. Please note, this list includes only PLUs for fresh herbs. Texas WIC is in the process of collecting UPCs for fresh herbs which will be added for 04/01/2025.

#### **New Items on the APL:**

<b>Breakfast Cereal</b>	
<b>Item</b>	<b>UPC</b>
Wheaties Protein - Maple Almond 16 oz	16000215597
Wheaties Protein - Honey Pecan 16.4 oz	16000215573
Bluey Cereal 12 oz	16000227835
Bluey Cereal 18 oz	16000227842
Oatmeal Squares Brown Sugar 14.5 oz	30000064412
Oatmeal Squares Brown Sugar 21 oz	30000064030
Oatmeal Squares Honey Nut 14.5 oz	30000313282
Kashi Blueberry Clusters 13.4 oz	18627510031
Kashi Blueberry Clusters 18.3 oz	18627115175
Kashi Cocoa Clusters 13.4 oz	18627115489
Special K Protein Multi-Grain Cinnamon 12.9 oz	41192102196
Special K Protein Multi-Grain Cinnamon 17.5 oz	41192102516
Grainberry Cinn Frosted Shredded Wheat 16 oz	86341170558

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<b>Whole Milk Yogurts</b>	
<b>Item</b>	<b>UPC</b>
Heb Greek Wm Plain Yogurt 32 oz*	041220987078
Bettergoods Wm Greek Plain Yogurt 32 oz*	194346193974
Mija WM Strawberry 8- 4 oz	850054222510
Mija WM Strawberry 32 oz	850054222503

<b>Low-fat and Nonfat Yogurts</b>	
<b>Item</b>	<b>UPC</b>
Mija LF Strawberry 8- 4 oz	850054222534
Mija LF Strawberry Banana 8- 4 oz	850054222541
Mija LF Mango 8- 4 oz	850054222527
Mija LF Strawberry Banana 32 oz	850054222480
Mija LF Strawberry 32 oz	850054222473
Mija LF Mango 32 oz	850054222497

<b>Infant Food Fruits and Vegetables</b>	
<b>Item</b>	<b>UPC</b>
Gerber Apple 2X2 oz	015000003029
Gerber Banana oz	015000003111
Gerber Butternut Squash 2X2 oz	015000003036
Gerber Carrot 2X2 oz	015000003005
Gerber Green Bean 2X2 oz	015000003104
Gerber Pea 2X2 oz	015000003074
Gerber Peach 2X2 oz	015000003098
Gerber Pear 2X2 oz	015000003067
Gerber Prune 2X2 oz	015000003012
Gerber Sweet Potato 2X2 oz	015000003081
Gerber 1st Fruits Multipack 2 oz x 6	015000186760
Gerber 1st Veggies Multipack 2 oz x 6	015000186784

<b>Pea Protein Milk</b>	
<b>Item</b>	<b>UPC</b>
Ripple Kids Original 48 oz	810029770170
Ripple Kids Unsweetened 48 oz	855643006946

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<b>Sunflower Seed Butter</b>	
<b>Item</b>	<b>UPC</b>
SunButter Original 16 oz	737539191205
SunButter NSA 16 oz	737539193582
SunButter Creamy 16 oz	737539190017
Simple Truth Org Sunflower Butter 16 oz	011110053862

<b>Fresh Herbs</b>	
<b>Item</b>	<b>PLU</b>
Anise	3338
Baby dill	4892
Basil	4885
Bay leaves	3062
Borage	3419
Chervil	3084
Chives	4888
Cilantro (chinese Parsley/Coriander)	4889
Dill	4891
Epazote	3473
Fennel leaves	3063
Lemon Grass	4894
Marjoram	4895
Mint	4896
Opal basil	4886
Orange Tree Leaf	3476
Oregano	4897
Papalo (Summer cilantro, Bolivian Coriander)	3477
Parsley (Italian/continental/French)	4901
Parsley (regular/curly)	4899
Parsley Retailer Assigned	4902
Peppermint	3475
Purple Herb (Purple Grass)	3483
Rabbit Herb	3482
Rosemary	4903
Sacred Pepper (Sacred Pepper Leaf)	3472
Sage	4904

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<b>Item</b>	<b>PLU</b>
Savory	3139
Sweet Basil	4887
Tarragon	4906
Thyme	4907

<b>Item to Remove from Texas WIC APL on 04/01/2025</b>	
<b>Item</b>	<b>UPC</b>
Goya Jack Mackerel In Brine 15 oz	041331036214

\*Items already added

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