



FINAL RULE UPDATE: Revisions in the WIC Food Package

To: WIC Authorized Vendors

From: WIC Vendor Management Unit

Impacted Category/ Sub-Category: Whole Grain Options

Final Rule Information

The USDA FNS has revised WIC food package regulations to align with the current *Dietary Guidelines for Americans* and recommendations from the National Academies of Science, Engineering, and Medicine. These updates promote nutrition security, equity, and flexibility, ensuring participants have greater access to nutritious foods while accommodating cultural and personal dietary preferences.

This memo outlines the final rule regarding Whole Wheat, Whole Grain Bread, and Other Whole Grain Options. This final codifies the reduction in bread and whole grain options in the child food packages (from 32 to 24 ounces), and the increase in bread and whole grain options in the pregnant, postpartum, and breastfeeding food packages (from 16 to 48 ounces).

Regulation Reference: § 246.10(e)(4)(ii), and (10) through (11), Tables 2 through 3

Changes to the food package

Under the Final Rule, whole grain options have been expanded to provide participants with greater flexibility and variety. Vendors should note the following updates:

1. Revised criteria for whole grain breads to meet WIC standards.
2. Additional approved brands and sizes for whole grain and whole wheat items.
3. Authorized products must continue to meet WIC labeling and package requirements (e.g., “100% Whole Wheat” or qualifying whole grain labeling).

Updates will be made to the FFY 2026 Vendor Handbook

Information for Vendors

- These updates take effect with benefits issued **on or after October 2, 2025**.
- The new products will be available for purchase **beginning November 1, 2025**.
- The WIC Shopper App will be updated to reflect the new approved items.
- Vendors must ensure registers and APL systems are updated prior to implementation to prevent transaction issues.

New and Updated Products

The following products have been approved and will appear on the **Mississippi WIC Authorized Product List (APL)**:

Arnold

- Sandwich Thins Multi-Grain, 12 oz
- Sandwich Thins 100% Whole Wheat, 12 oz
- Whole Grains 100% Whole Wheat Bread, 1 lb 8 oz
- Whole Grains Healthy Multi-Grain Bread, 1 lb 8 oz
- Whole Grains 12 Grains & Seeds Bread, 1 lb 8 oz

Lewis Bake Shop

- Lewis Healthy Life Whole Wheat Bread, 16 oz
- Lewis Whole Wheat Half Loaf, 12 oz
- Lewis 12 Grain Half Loaf, 12 oz

Nature's Own

- Nature's Own 100% Whole Wheat, 12 oz
- Nature's Own 100% Whole Wheat, 20 oz

Pepperidge Farm

- Very Thin 100% Whole Wheat Bread, 16 oz
- Whole Grain 100% Whole Wheat Bread, 24 oz
- Whole Grain 15 Grain Bread, 24 oz
- Whole Grain Honey Whole Wheat Bread, 24 oz
- Whole Grain Oatmeal Bread, 24 oz
- Thin Sliced Whole Grain 100% Whole Wheat Bread, 14 oz
- Thin Sliced Whole Grain 15 Grain Bread, 14 oz

Thomas

- Thomas 100% Whole Wheat Pre-Sliced Bagels, 1 lb 4 oz
- Thomas 100% Whole Wheat English Muffins, 12 oz

Wonder

- Wonder Bread Small 100% Whole Wheat Bread, 16 oz

Contact Us

These updates aim to enhance the accessibility and variety of nutritious foods for WIC participants while ensuring vendors have clear guidance on stocking and selling approved items. If you have any questions, please reach out to the Vendor Management Unit for further assistance.

Mississippi WIC Vendor Management Unit

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For additional details, visit [Final Rule: Revisions in the WIC Food Packages \(2024\) | Food and Nutrition Service](#).

Mississippi WIC Food List Changes for November 2025

Breakfast Cereals

Cereals with a star ★ have whole grain as the first ingredient.

Added:

- Cereals in 8.9 oz-36 oz are allowed, any combination that does not go over 36 oz

General Mill

- Bluey ★
- Cheerios Veggie Blends - Apple Strawberry ★
- Cheerios Veggie Blends - Blueberry
- Banana ★
- Cheerios Hearty Nut Medley ★
- Chex, Blueberry ★
- Chex, Strawberry Vanilla ★
- Chex, Cinnamon ★
- Fiber One Honey Clusters ★
- Mott's Very Berry ★
- Mott's Apple Cinnamon ★

Kellogg's

- Complete Bran ★
- Frosted Mini Wheats Bite Size, Strawberry ★
- Frosted Mini Wheats Bite Size, Pumpkin Spice ★
- Frosted Mini Wheats, Blueberry Muffin ★
- Frosted Mini Wheats, Cocoa ★
- Kashi Cocoa Clusters ★
- Kashi Blueberry Clusters ★
- Kashi Hearts and O's, Honey Toasted ★
- Raisin Bran ★
- Special K Protein, Original with Touch of Cinnamon ★
- Special K Cinnamon and Pecan ★

Malt-O-Meal

- Crispy Rice
- Raisin Bran ★

Post

- Bran Flakes ★
- Great Grains Red Berry Almond Crunch ★
- Great Grains Cranberry Almond Crunch ★
- Great Grains Raisin Date Pecan ★
- Honey Bunches of Oats Maple & Pecans
- Honey Bunches of Oats with Strawberries
- Honey Bunches of Oats with Cinnamon Bunches
- Raisin Bran ★

Quaker

- Mighty Life, Very Vanilla ★
- Mighty Life, Mixed Berry ★
- Oatmeal Squares, Honey Nut ★

Hot Cereals

- Quaker Instant Oatmeal, Original ★
- Quaker Instant Grits, Original
- Malt-O-Meal Original Hot Wheat Cereal

No Longer Approved:

General Mills

- Berry Berry Kix ★ (discontinued)
- Honey Kix ★ (discontinued)

Grain Berry

- Honey Nut Toasted Oats ★
- Shredded Wheat ★

Kellogg's

- Frosted Mini Wheats Filled Mixed Berry ★ (discontinued)
- Frosted Mini Wheats Blueberry ★ (discontinued)
- Frosted Mini Wheats Cinnamon Roll ★ (discontinued)
- Kashi Hearts and O's, Warm Cinnamon ★ (discontinued)
- Special K, Honey Almond ★ (discontinued)
- Special K, Ancient Grains ★ (discontinued)

Quaker

- Oatmeal Squares Cinnamon ★ (discontinued)
- Oatmeal Squares Maple ★
- Life Multigrain Vanilla ★ (discontinued)
- Life Multigrain Strawberry ★ (discontinued)

Whole Grain Breads

Added:

- Whole grain breads are allowed in 12, 14, 16, 20, 24 oz packages

Arnold

- Sandwich Thins 100% Whole Wheat
- Sandwich Thins Multigrain
- Whole Grains 100% Whole Wheat Bread
- Whole Grains Healthy Multi-Grain Bread
- Whole Grains 12 Grains and Seeds Bread
- 100% Whole Wheat Sandwich Buns

Lewis Bake Shop

- Healthy Life Whole Wheat Bread
- 100% Whole Wheat Half Loaf
- 12 Grain Half Loaf

Nature's Own

- 100% Whole Wheat Hamburger Buns
- Life 100% Whole Grain Sugar Free

Pepperidge Farm

- Very Thin 100% Whole Wheat Bread
- Whole Grain 100% Whole Wheat Bread
- Whole Grain 15 Grain Bread
- Whole Grain Oatmeal Bread
- Whole Grain Honey Whole Wheat Bread
- Light Style Soft Wheat Bread
- Whole Grain Thin Sliced 100% Whole Wheat Bread
- Whole Grain Thin Sliced 15 Grain Bread

Wonder

- Small 100% Whole Wheat Bread

Thomas'

- 100% Whole Wheat Pre-Sliced Bagels
- 100% Whole Wheat English Muffins

Yogurt

Added:

- Lala Low Fat Yogurt, Strawberry
- Lala Low Fat Yogurt, Mango
- Lala Low Fat Yogurt, Vanilla

Fruits and Vegetables

Added:

- Fresh herbs cut at the root or with the root intact
- Basil, Bay Leaves, Chervil, Chives, Cilantro, Dill, Lemongrass, Marjoram, Mint, Oregano, Parsley, Rosemary, Sage, Savory, Sorrel, Tarragon, Thyme

Canned Fish

Added:

- Canned tuna: may be any brand light tuna, chunk style, packed in water 5, 6, and 7.5 oz
- Canned salmon: may be any brand pink salmon 5, 6, 7.5, and 14.75 oz

Potatoes

Added:

- Canned, fresh, and frozen white potatoes are allowed

Infant Foods

Added:

- Beech Nut, Gerber, Happy Baby Organics
- 1st and 2nd Stage Infant Fruits
- 1st and 2nd Stage Infant Vegetables
- Single or Mixed Ingredients
- Organic

Not Allowed:

- With added sugars, starches or sodium
- With added cereal
- Any desserts or dinners



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