

Submission of new foods for inclusion in the New Hampshire WIC Nutrition Program's WIC Approved Foods list and Approved Product List (APL)

Steps:

- 1.) Determine if your food item is a "Brand Specific Food" or a "Non-Brand Specific Food".

"Brand Specific Foods" are products identified by brand in the NH WIC foods list. Current Brand Specific foods are: whole grain breads, whole grain or corn tortillas, oatmeal, whole grain pasta, soymilk, yogurt, 100% fruit and vegetable juice, tofu, breakfast cereals (hot and cold), store brand cereals (hot and cold)—whole grain only, infant cereals, infant fruits, infant vegetables, and infant meats.

"Non-Brand Specific Foods" are products not identified by brand in the NH WIC foods list and are considered "Any Brand Allowed". Current Non-Brand Specific foods are: milk, eggs, cheese, 100% orange juice—64 oz. container, beans, peanut butter, canned fish (chunk light tuna and pink salmon), and brown rice.

- 2.) Determine if your food item is currently on the NH Approved WIC Food list and/or the NH WIC Approved Product List (APL).

There are 3 ways to determine if your food product is currently approved and on the NH Approved WIC Food list and/or and the NH WIC Approved Product List (APL).

- A. The current *NH Approved WIC Foods* list— <https://www.dhhs.nh.gov/programs-services/population-health/women-infants-children-nutrition-program/wic-food-packages>
- B. The current *NH WIC Approved Product list* (APL)— [WIC Retail Vendor Information | New Hampshire Department of Health and Human Services \(nh.gov\)](https://www.dhhs.nh.gov/retail-vendor-information)
- C. Download the WICShopper App and enter in the UPC or scan the item to see if it comes up as a NH WIC approved item. <https://ebtshopper.com/download/>

*Foods currently in the NH Approved WIC Food list and/or the NH WIC Approved Product List (APL) **do not** need to be re-submitted. However, if a currently approved product's UPC, packaging, the size, or ingredients/label will be changing, it must re-submit for review.*

- 3.) Submit your new or changed "Brand Specific Foods" for consideration to wic@dhhs.nh.gov using the "NH FoodProduct Manufacturer's/Vendor's Submissions" spreadsheet, which is located on the NH WIC Vendors page: [WIC Retail Vendor Information | New Hampshire Department of Health and Human Services \(nh.gov\)](https://www.dhhs.nh.gov/retail-vendor-information). Manufacturers/Vendors must provide all product information requested on the spreadsheet, which includes the requirements/exclusions within each food category for the NH WIC Program, and will allow each product submitted to be evaluated fairly and according to the WIC Federal Regulations. Failure to use this document will impede your product's timely review and may impact your product's inclusion as approved for the NH WIC Program. *In addition, for new product submissions, an electronic copy of the actual package flat or label is required--files should be jpg or gif format and an actual sample of the product in its original packaging is requested, if possible. New "Brand Specific Foods" will be reviewed for addition 2 times a year, April and October.*

- 4.) "Non-Brand Specific Foods" that meet NH and Federal standards/requirements may be submitted at any time for immediate consideration and addition to the NH APL using the 'UPC Approval form'.

Each product will be reviewed fairly according to the food regulatory requirements by a team of NH WIC nutritionists. The product must meet the food category requirements, as well as, size requirements, specific nutrition content requirements, and general availability in New Hampshire food stores. Please be aware the NH WIC Nutrition Program does not have to approve all foods that meet WIC eligibility requirements.

If you have any questions, or are unsure of the NH specific WIC food criteria, please email us at wic@dhhs.nh.gov or call 1-603-271-4546 and a nutritionist can assist you. If you are unsure of the regulatory requirements for WIC foods, visit <https://www.fns.usda.gov/wic/information-food-manufacturers-regarding-wic-food-packages>

Please email your product submissions to wic@dhhs.nh.gov or you may mail them to:

NH WIC Nutrition Program, WIC Food List Project, DPHS, 29 Hazen Drive, Concord, NH 03301