



## Memorandum

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#12-138

**TO:** WIC Regional Directors  
WIC Local Agency Directors

**FROM:** Linda Brumble, Unit Manager  
Nutrition Education/Clinic Services Unit  
Nutrition Services Section

**DATE:** December 10, 2012

**SUBJECT:** Complete List of Brands in the Texas WIC Universal Product Code (UPC) Database

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The complete list of UPCs and brands for all WIC foods in the Texas WIC UPC database, otherwise known as the Authorize Product List (APL), is available now under "Vendor Operations" on the WIC web site at <http://www.dshs.state.tx.us/wichd/vo/flist.shtm>. The list of brands will be updated the last week of every month.

The brands can be found by food category as shown below. Local agencies will find this helpful when checking for UPCs or brands that are not specifically listed on the Smart Choices Healthy Families Shopping Guide.

### WIC Foods include

Click on each item to see the Texas authorized products. To perform a search in Acrobat Reader, choose Edit>Find or Ctrl+F, then enter the item name or code.

[Milk 2% or less \(gal, ½ gal, qt\) \\*](#) (178 kb, PDF)

[Milk Whole \(gal, ½ gal, qt\) \\*](#) (102 kb, PDF)

[Cheese \\*](#) (211 kb, PDF)

[Eggs](#) (95 kb, PDF)

[Juice \(64 oz; 16 oz frozen\) \\*](#) (118 kb, PDF)

[Juice \(48 oz; 11.5-12oz frozen\) \\*](#) (114 kb, PDF)

[Cereal](#) (73 kb, PDF)

[Dried Beans/Peas/Lentils \\*](#) (96 kb, PDF)

[Canned Beans](#) (65 kb, PDF)

[Peanut Butter](#) (81 kb, PDF)

[Fish \(tuna/salmon\)](#) (69 kb, PDF)

[Infant Cereal](#) (55 kb, PDF)

[Infant Formula \(alpha list\)](#) (264 kb, PDF)

[Infant Formula \(UPC-numeric list\)](#) (266 kb, PDF)

[Special Milk \(evaporated, lactose-free, soy, tofu, kosher\)](#) (107 kb, PDF)

[Whole wheat bread \\*](#) (66 kb, PDF)

[Whole wheat tortillas \\*](#) (64 kb, PDF)

[Corn tortillas \\*](#) (65 kb, PDF)

[Brown rice \\*](#) (59 kb, PDF)

[Oatmeal](#) (57 kb, PDF)

[Infant Food](#) (83 kb, PDF)

[Fresh Fruit \(single\)](#) (955 kb, PDF)

[Fresh Vegetables \(single\)](#) (691 kb, PDF)

[Frozen Fruit \(single\)](#) (113 kb, PDF)

[Frozen Vegetables \(single\)](#) (306 kb, PDF)

[Fresh Fruit \(mixed\)](#) (65 kb, PDF)

[Fresh Vegetables \(mixed\)](#) (97 kb, PDF)

[Frozen Fruit \(mixed\)](#) (69 kb, PDF)

[Frozen Vegetables \(mixed\)](#) (125 kb, PDF)

\*Traditionally LEB-Least Expensive Brand must be declared by grocer/vendor

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If you have any questions about the listing, please contact Lee Ann Fulgham, Program Specialist, Food Issuance and Redemption (FIRS) Unit, UPC/EBT Maintenance, at 512-341-4400 extension 2509, or [LeeAnn.Fulgham@dshs.state.tx.us](mailto:LeeAnn.Fulgham@dshs.state.tx.us).