



State of New Jersey  
**DEPARTMENT OF HEALTH**  
DIVISION OF FAMILY HEALTH SERVICES  
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KAITLAN BASTON, MD, MSc, DFASAM  
*Commissioner*

**To:** Manufacturers, Distributors & Vendors

**From:** Prateek Srivastava, Executive Director, NJ WIC Services *PS*

**Date:** October 7, 2024

**Reply to Attention of:** NJWIC #025-04

**Subject:** **NJ WIC APL Whole Grain Submissions**

The New Jersey WIC Program is now opening submissions for the Whole Grain food category to the NJ WIC APL (Approved Product List). As per the USDA final food package rule, NJ WIC is considering additional whole grain options for participants. This includes different varieties (such as quinoa, wild rice, whole wheat bagels, pita, English muffins, etc.) and sizes. All requirements are listed on the submission form. This will be an extensive and lengthy process to review as well as approve new varieties and sizes.

Please view the **New Jersey WIC Food Item Submission Form** attached and follow the directions on the form. The Manufacturer/Distributors contact information tab must be completed in full. Submit products under the Whole Grain food category tab. **View the specified guidelines for the food category listed on the submission form before submitting.** All submissions must meet the USDA guidelines and NJ specific requirements for the WIC Approved foods.

In addition, submit additional sizes for whole grain varieties already approved (i.e., bread, rice, pasta, and tortilla) on the NJ WIC Food List for consideration. Allowable sizes will range from 8 – 24 oz sized packages.

The NJ WIC Program may use their discretion on approving products. All varieties may not be approved; NJ WIC will be analyzing availability and pricing to determine if appropriate to add to the APL. All submissions will receive approval status by email.

**Information Required for Food Product Review:**

1. Universal Product Code (UPC) of 12 digits
2. Brand Name, Distributor/Manufacturer
3. Product Name/Description
4. Sizes of product package containers
5. Ingredients of the product, listed in decreasing order of predominance by weight.  
\*Specific nutrient information may need to be specified for certain items.
6. At the time of review, each food item must be available statewide. List of New Jersey stores' distribution & region of the product.
7. Average/suggested retail prices for the product per container size.
9. Include copies of the Nutrition Facts panels and labels/logos for the product (images or brand logos should be at least 10 MB jpegs).

Use attached form to fill in the information and email submissions to:

[NJWICFoodList@doh.nj.gov](mailto:NJWICFoodList@doh.nj.gov)

*The NJ WIC Food & Program Guide and NJ WIC Vendor Food Card (links below) will be updated digitally on a quarterly basis to reflect the additions added during that period. The WICShopper app will reflect all approved products immediately after processing is complete by using the Scan Barcode feature.*

**NJ WIC Food & Program Guide** <https://newjersey.wicresources.org/food-and-program-guide-for-participants/>

**Vendor Food Card** - <https://newjersey.wicresources.org/food-list-for-vendors/>

If you have any further questions, please email [NJWICFoodList@doh.nj.gov](mailto:NJWICFoodList@doh.nj.gov).

The forms and details for the submission will also be available on our NJ WIC website for reference at: <https://www.nj.gov/health/fhs/wic/vendors/>

**Attachment:**

New Jersey WIC Food Item Submission Form