

HEALTHY PRODUCT MENU

Definitions of Allowable Healthy Food and Beverage Products by Food Category for Use in Healthy Food Retail Initiatives

A. Healthy Food and Beverages

The table below includes the items that count toward a store's healthy product inventory and sales, including new healthy items added to a store. These foods are eligible for marketing and promotion as "healthy" items, use with incentives or coupons, inclusion in nutrition education lessons and in-store taste testings and optimal placement in merchandising and healthy store displays.

CATEGORY	PRODUCT	DEFINITION
Fresh Fruits and Vegetables <i>(local if possible)</i>	Fresh fruits or vegetables	<ul style="list-style-type: none"> Fruits and vegetables that are whole, unprocessed and in good condition "Local produce" is produce grown within 250 miles of the store (may vary based on region and season). <p><i>Note: Lemons, limes, fresh herbs, garlic and ginger are counted under Healthy Cooking Ingredients.</i></p>
Healthy Packaged Fruits and Vegetables <i>(canned, frozen or dried)</i>	Packaged fruit or vegetable offerings including: canned, frozen, dried or pureed fruits and vegetables	<ul style="list-style-type: none"> Frozen fruits or vegetables: Must have no added ingredients Canned fruit: Must be in 100% juice Canned vegetables: Must contain \leq 230 mg sodium Dried fruits or vegetables with no added salt or sugar Pureed fruits or vegetables: May include 2+ varieties of fruits and/or vegetables as a blend but must have no added salt or sugar
Healthy Dairy	Low-fat (1%) or skim dairy products including milk, cheese and yogurt	<ul style="list-style-type: none"> Milk: Low-fat (1%) or skim; must be unsweetened and unflavored pasteurized milk, including lactose-free milk and calcium- and Vitamins A & D-fortified soy, almond or rice milk Cheese: Low-fat (1%) or skim cheese (except cream cheese and processed cheese products), including calcium-fortified soy cheese Yogurt: Plain or flavored yogurt, including calcium-fortified soy yogurt <ul style="list-style-type: none"> Must contain \leq 23 g of total sugar per 6 oz May not contain any candy or cookie ingredients No artificial sweeteners

CATEGORY	PRODUCT	DEFINITION
Whole Grains	100% whole grain or whole grain rich breads, cereals, pasta, tortillas and brown rice	<ul style="list-style-type: none"> • A “whole grain” must be listed as the first ingredient. Grain varieties includes: whole wheat, white whole wheat, whole corn, brown rice, oats, cornmeal, quinoa and barley. • Tortillas: Must be 100% whole wheat flour tortillas or corn tortillas with “whole grain corn” or “whole corn” as the first ingredient • Breakfast Cereal: Whole grain must be the first ingredient. <ul style="list-style-type: none"> ◦ Cereal should be on the state’s WIC Authorized Whole Grain Breakfast Cereal List or ◦ Cereal should be a vitamin-fortified breakfast cereal that contain ≤ 6 g of sugar per listed serving (1 NLEA serving; typically 27 g or 28 g).
Healthy Proteins	Healthy meat, fish and vegetarian protein products	<ul style="list-style-type: none"> • Fresh eggs • Fish or shellfish: Fresh, canned in water or tomato sauce or frozen with no added ingredients. Fish varieties may not include: king mackerel, marlin, orange roughy, shark, swordfish, tilefish, ahi tuna and bigeye tuna. • Poultry: Fresh or frozen skinless white/breast meat or canned in water with ≤ 230 mg sodium • Beef and other meat: Fresh or frozen, lean or extra lean only (i.e. no more than 10% fat) • Dried beans: No added ingredients • Canned beans: Must contain ≤ 230 mg sodium • Tofu or edamame: No added sugar or salt • Whole nuts or seeds: When sold as snacks, must contain ≤ 200 mg sodium • Nut butters: First ingredient must be nuts; no added jelly, honey or chocolate ingredients
Healthy Snacks and Grab-n-Go Products	Snack and grab-n-go items that meet these nutrition guidelines	<ul style="list-style-type: none"> • Item must contain as first ingredient one of the healthy foods appearing in the other categories listed above (i.e. a qualifying fruit, vegetable, whole grain, nut, seed, healthy protein or low-fat dairy item). • If an item contains more than one serving per package, the total servings in the package must meet the sugar and sodium qualifications listed below. <ul style="list-style-type: none"> ◦ Each package should have ≤ 200 mg of sodium total. ◦ Each package should have ≤ 13 g of sugar total (exception: products that get sugar exclusively from qualifying fruits, vegetables and/or dairy items). • Snacks containing dried or pureed fruit or vegetables as the first ingredient (e.g. raisins, applesauce, fruit squeezers); must contain no added sugar • Gummy fruit snacks and fruit leather are not allowable. • Potato in any form is not allowable as a first ingredient.

CATEGORY	PRODUCT	DEFINITION
<p>Healthy Beverages</p>	<p>Healthy, unsweetened and low-sodium beverages in either large or single-serve container</p>	<ul style="list-style-type: none"> • Any-size container: <ul style="list-style-type: none"> ◦ Water (plain or carbonated) ◦ Unsweetened, bottled teas or coffees (excludes hot / food service) ◦ Other flavored and/or carbonated beverages that contain ≤ 5 calories per 8 oz with no artificial sweeteners ◦ Juice-water: Water as the first ingredient with 100% fruit and/or vegetable juice or “natural flavors” listed for flavoring (no added salt or sugar) • Family-size containers (≥ 46 oz per bottle or can): <ul style="list-style-type: none"> ◦ 100% unsweetened, pasteurized fruit juice ◦ 100% unsweetened, pasteurized vegetable juice • Single-serve containers (≤ 8 oz per bottle): <ul style="list-style-type: none"> ◦ 100% unsweetened, pasteurized fruit juice ◦ 100% unsweetened, pasteurized vegetable juice ◦ Blends of 100% unsweetened fruit and/or vegetable juices • For all beverages: <ul style="list-style-type: none"> ◦ No added sugar ◦ No artificial sweeteners ◦ No added caffeine ◦ ≤ 140 mg of sodium per serving <p><i>Note: Qualifying low-fat fluid milk and dairy-free beverages may be treated as healthy beverage, but should be counted as dairy for inventory purposes (see Healthy Dairy for more information).</i></p>
<p>Healthy Cooking Ingredients</p>	<p>Items used as healthy flavorings and ingredients for cooking</p>	<ul style="list-style-type: none"> • Lemons • Limes • Fresh garlic • Fresh ginger • Fresh herbs • Spices, rubs or adobos (with no sugar or salt added) • 100% olive oil • Vinegars (red/white wine, rice, apple cider, etc.) with ≤ 1 g sodium and ≤ 1 g sugar per 1 tb • 100% whole grain flour (any grain) • 100% broth or stock (poultry, beef, fish or vegetable) marked “low sodium” or “no salt added” with no other ingredients

B. Better-for-You Food and Beverages

Two of the food categories in Section A (Dairy and Beverages) have an additional category for items that are commonly sold in convenience stores and represent, while not the healthiest options within category, better-for-you choices (i.e. foods that have nutritional value that individuals may choose as they progress toward healthier eating patterns or that stores can more readily stock as they progress toward healthier inventory). These “Better-for-You” foods do not count as new healthy items added to a store, but they may be included in displays and equipment purchased or designated for healthy items. They are ineligible for marketing and promotion as “healthy” items, use with incentives or coupons, or inclusion in nutrition education lessons and in-store taste testings.

Example: A cooler purchased for a healthy corner store may include some bottles of 100% low-sodium juice in 15.2 oz bottles along with bottled water and smaller-sized containers of juice (and other qualifying perishable items as desired). These larger sizes will be placed above or well below eye level, will not be highlighted with shelf signage and will not be qualifying purchases with incentive coupons.

CATEGORY	PRODUCT	DEFINITION
Better-for-You Dairy	Sugar-sweetened yogurt with >23 g and <30 g of sugar per 6 oz	<ul style="list-style-type: none"> • Yogurt: Plain or flavored yogurt, including calcium-fortified soy yogurt, and: <ul style="list-style-type: none"> ◦ Contains > 23 g and < 30 g of total sugar per 6 oz ◦ May not contain any candy or cookie ingredients ◦ No artificial sweeteners
Better-for-You Beverages	100% fruit and/or vegetable juice in mid-size containers (> 8 oz and < 46 oz)	<ul style="list-style-type: none"> • Containers between > 8 oz and < 46 oz each: <ul style="list-style-type: none"> ◦ 100% unsweetened, pasteurized fruit juice ◦ 100% unsweetened, pasteurized vegetable juice ◦ Blends of 100% unsweetened fruit and/or vegetable juices • For all beverages: <ul style="list-style-type: none"> ◦ No added sugar ◦ No artificial sweeteners ◦ No added caffeine ◦ ≤ 140 mg of sodium per serving

