State Agency Steps in Selecting Cereals that Meet the Whole Grain Requirement for WIC

Step 1.

Create a list of proposed "whole grain cereals". ALL cereals must meet the following WIC iron and sugar minimum requirements*:

- must contain a minimum of 28 mg iron per 100 g dry cereal
- must contain ≤ 21.2 g sucrose and other sugars per 100 g dry cereal (≤ 6 g per dry oz)

**Iron and sugar requirements have not changed with the new food package regulation. [7 CFR 246.10(e)(12)]*

Yes

Iron and sugar requirements are met

No

STOP
Product is **NOT** a WIC – eligible cereal

Step 2.

Review ingredient label. Determine if the first ingredient (primary ingredient by weight) is a whole grain. See Table One for a list of common whole grain ingredients.

Yes, continue to Step 3

No*

** SA should obtain documentation from the manufacturer when the grain name is listed without a descriptor, such as "corn". If an ingredient not appearing in Table One is found to be a whole grain ingredient then proceed to Step 3.*

STOP
Product does **NOT** meet WIC whole grain requirement

Step 3.

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Table One: WIC List of Common Whole Grain Ingredients *

Whole wheat flour	Whole durum flour	Whole grain barley flour
Unbleached or bleached whole wheat flour	Whole grain bulgur	Whole grain barley
Cracked wheat	Bulgur (cracked wheat)	Dehulled barley flour
Crushed wheat	Whole wheat flakes	Dehulled barley
Coarsely ground whole wheat flour	Sprouted wheat berries	Whole corn flour
Stone ground whole wheat	Whole wheat berries	Whole corn
Whole grain wheat	Sprouted wheat	Whole grain corn flour
Toasted crushed whole wheat	Whole oat flour	Whole grain cornmeal
Whole white wheat flour	Oatmeal	Whole cornmeal
Whole wheat pastry flour	Rolled oats	Brown rice flour
Whole durum wheat flour	Whole oats	Wild rice flour
Bromated whole wheat flour	Oat groats	Wild rice
Graham flour	Whole barley flakes	Whole rye
Entire wheat flour	Whole barley flour	Whole rye flour

***This list was developed by USDA SFPD staff using resources from the following organizations: American Association of Cereal Chemists, USDA Agricultural Research Service, Center for Nutrition Policy and Promotion, and Food and Nutrition Service.*

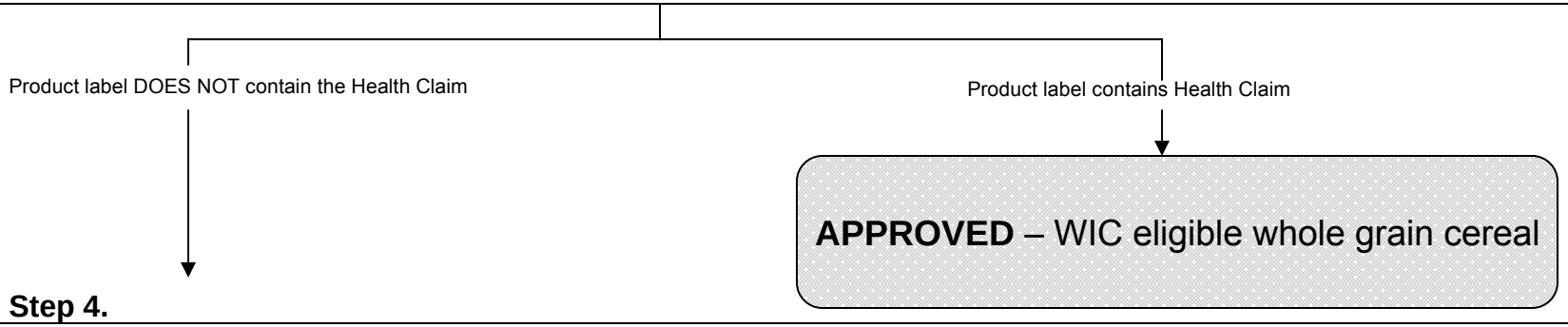
*It is important to note this list is **NOT** comprehensive and therefore may not contain all possible representations of whole grain ingredient names on food labels.*

Step 3.

Examine product label for the following health claim:

"Diets rich in whole grain foods and other plant foods, and low in saturated fat and cholesterol may help reduce the risk of heart disease."

The health claim must be written on the product label as it appears in quotations without variation.



Step 4.

Determine **IF** the product meets the labeling requirements for making the health claim. Use the following ratios that compare product amounts for ***Fiber, Saturated Fat, Cholesterol***, ***Trans fat*** and ***Total Fat*** to the *Reference Amount Customarily Consumed* (RACC) .

To qualify for the health claim **ALL** nutrients (Fiber, Saturated Fat, Cholesterol, *Trans* fat and Total fat) must meet reference level requirements. Table Two contains reference level amounts.

Table Two: Reference Levels to meet Health Claim Eligibility[1]

Product Category	RACC[2]	Fiber/ RACC[3]	Saturated Fat/RACC	Cholesterol/ RACC	Trans Fat / RACC	Total Fat / RACC
Breakfast cereal (hot and plain)	40 g	≥ 2.24 g	≤ 1 g	≤ 20 mg	≤ 0.5 g	≤ 6.5 g
Breakfast cereal (hot and sweetened)	55 g	≥ 3.1 g	≤ 1 g	≤ 20 mg	≤ 0.5 g	≤ 6.5 g
Breakfast cereal, ready-to-eat, weighing < 20 g per cup	15 g	≥ 0.84 g	≤ 1 g	≤ 20 mg	≤ 0.5 g	≤ 6.5 g
Breakfast cereal, ready-to-eat weighing ≥20 g but < 43 g per cup or high fiber cereals containing 28 g or more of fiber per 100 g	30 g	≥ 1.68 g	≤ 1 g	≤ 20 mg	≤ 0.5 g	≤ 6.5 g
Breakfast cereal, ready to eat weighing ≥ 43 g; biscuit types	55 g	≥ 3.1 g	≤ 1 g	≤ 20 mg	≤ 0.5 g	≤ 6.5 g

[1] Based on FDA's Health Claim Notification for Whole Grain Foods with Moderate Fat Content at www.cfsan.fda.gov/~dms/flgrain2.html, 12/9/03.

[2] Excerpt from Table 2: Reference Amounts Customarily Consumed Per Eating Occasion: General Food Supply. 21 CFR 101.12

[3] Amount of Fiber/RACC was derived from the following calculation: 11 grams x 51% x RACC/100.

FIBER

Use the following **ratio** to determine the amount of fiber per RACC of product:

$$\frac{\text{\# grams in RACC of product}}{\text{\# grams in 1 serving of the product}} = \frac{\text{X grams dietary fiber in RACC}}{\text{\# grams dietary fiber in 1 serving of product}}$$

(per Serving size amount on Nutrition Facts Label) *(per Nutrition Facts Label)*

Compare **X** to the minimum g fiber/ RACC for product category (see Table Two).

If **X** ≥ min g fiber/ RACC

Continue to Saturated Fat (Page 4)

If **X** < min g fiber/ RACC

STOP
Product does NOT meet WIC whole grain requirement

Example:

Use the Nutrition Facts label below. The serving size listed is 53 g. Select the RACC product category that best describes this cereal from Table Two. The RACC product category selected for this cereal is "breakfast cereal, ready-to-eat, weighing ≥ 43 g…" and the associated RACC is 55 g. Next follow the example ratio to determine if the product meets the fiber requirement for the claim.

Nutrition Facts

Serving Size 1 cup (53g)
Servings Per Container about 8

Amount Per Serving	
Calories 190	Calories from Fat 25
	% Daily Value *
Total Fat 3g	**5** %
Saturated Fat 0g	**0** %
Trans Fat 0g	
Cholesterol 0mg	**0** %
Sodium 95mg	**4** %
Total Carbohydrate 36g	**12** %
Dietary Fiber 8g	**32** %
Sugars 13g	
Protein 9g	

Example ratio:

$$\frac{\text{55 grams}}{\text{53 grams}} = \frac{\text{X grams dietary fiber/RACC}}{\text{8 grams}}$$

X = (8 grams)(55 grams)/(53 grams)

X = 8.3 grams dietary fiber/ RACC

Table Two tells us the fiber/RACC requirement for this product category is ≥ 3.1 g. This product would meet the FIBER requirement for the claim.

(Continue to Saturated Fat)

SATURATED FAT

Use the following **ratio** to calculate the amount of saturated fat per RACC of product :

$$\frac{\text{\# grams in RACC of product}}{\text{\# grams in 1 serving of product}} = \frac{\text{X grams saturated fat in RACC}}{\text{\# grams saturated fat in 1 serving of product}}$$

X must be ≤ 1 g per RACC to qualify for the health claim.

If **X** ≤ 1 g sat fat/ RACC

(continue on to cholesterol)

Continue to Cholesterol (Page 5)

If **X** > 1 g sat fat/ RACC

STOP
Product does NOT meet WIC whole grain requirement

Example continued:

In this example, we have already determined the associated RACC for this cereal is 55 g. Next follow the example ratio to determine if the product meets the saturated fat requirement for the claim.

Nutrition Facts

Serving Size 1 cup (53g)
Servings Per Container about 8

Amount Per Serving	
Calories 190	Calories from Fat 25
	% Daily Value *
Total Fat 3g	**5** %
Saturated Fat 0g	**0** %
Trans Fat 0g	
Cholesterol 0mg	**0** %
Sodium 95mg	**4** %
Total Carbohydrate 36g	**12** %
Dietary Fiber 8g	**32** %
Sugars 13g	
Protein 9g	

Example ratio:

$$\frac{\text{55 grams}}{\text{53 grams}} = \frac{\text{X grams saturated fat/RACC}}{\text{0 grams}}$$

X = (0 grams)(55 grams)/(53 grams)

X = 0 grams saturated fat/ RACC

Table Two tells us the saturated fat /RACC requirement for this product category is ≤ 1g. This product would meet the Saturated Fat requirement for the claim.

(Continue to Cholesterol)

CHOLESTEROL

Use the following **ratio** to calculate the amount of cholesterol per RACC of product.

$$\frac{\text{\# grams in RACC of product}}{\text{\# grams in 1 serving of product}} = \frac{\text{X milligrams cholesterol in RACC}}{\text{\# milligrams Cholesterol in 1 serving of product}}$$

X must be ≤ 20 mg per RACC to qualify for the health claim.

If **X** ≤ 20 mg cholesterol/ RACC
(continue on to *trans* fat)

Continue to *Trans* Fat (Page 6)

If **X** > 20 mg cholesterol/ RACC

STOP
Product does NOT meet WIC whole grain requirement

Example continued:

Follow the example ratio to determine if the product meets the cholesterol requirement for the claim.

Nutrition Facts

Serving Size 1 cup (53g)
Servings Per Container about 8

Amount Per Serving	
Calories 190	Calories from Fat 25
	% Daily Value *
Total Fat 3g	**5** %
Saturated Fat 0g	**0** %
Trans Fat 0g	
Cholesterol 0mg	**0** %
Sodium 95mg	**4** %
Total Carbohydrate 36g	**12** %
Dietary Fiber 8g	**32** %
Sugars 13g	
Protein 9g	

Example ratio:

$$\frac{\text{55 grams}}{\text{53 grams}} = \frac{\text{X milligrams cholesterol/RACC}}{\text{0 milligrams}}$$

X = (0 milligrams)(55 grams)/(53 grams)

X = 0 milligrams cholesterol/ RACC

Table Two tells us the cholesterol /RACC requirement for this product category is ≤ 20 mg. This product would meet the Cholesterol requirement for the claim.

(Continue to *Trans* Fat)

TRANS FAT

Use the following **ratio** to calculate the amount of *trans* fat per RACC of product.

$$\frac{\text{\# grams in RACC of product}}{\text{\# grams in 1 serving of product}} = \frac{\textbf{X} \text{ grams } \textit{trans} \text{ fat in RACC}}{\text{\# grams } \textit{trans} \text{ fat in 1 serving of product}}$$

X must be ≤ 0.5 g per RACC to qualify for the health claim.

The product must bear qualitative *trans* fat labeling and meet the nutrient requirement to qualify for the health claim.

If **X** ≤ 0.5 g *trans* fat / RACC (continue on to total fat)

Continue to Total Fat (Page 7)

If **X** > 0.5 g *trans* fat / RACC

STOP
Product does NOT meet WIC whole grain requirement

Example continued:

Follow the example ratio to determine if the product meets the *trans* fat requirement for the claim.

Nutrition Facts

Serving Size 1 cup (53g)
Servings Per Container about 8

Amount Per Serving	
Calories 190	Calories from Fat 25
	% Daily Value *
Total Fat 3g	**5** %
Saturated Fat 0g	**0** %
Trans Fat 0g	
Cholesterol 0mg	**0** %
Sodium 95mg	**4** %
Total Carbohydrate 36g	**12** %
Dietary Fiber 8g	**32** %
Sugars 13g	
Protein 9g	

Example ratio:

$$\frac{55 \text{ grams}}{53 \text{ grams}} = \frac{\textbf{X} \text{ grams } \textit{trans} \text{ fat/ RACC}}{0 \text{ grams}}$$

X = (0 grams)(55 grams)/(53 grams)

X = 0 grams *trans* fat/ RACC

Table Two tells us the *trans* fat /RACC requirement for this product category is ≤ 0.5 g. This product would meet the *Trans* fat requirement for the claim.

(Continue to Total Fat)

TOTAL FAT

Use the following **ratio** to calculate the amount of total fat per RACC of product:

$$\frac{\text{\# grams in RACC of product}}{\text{\# grams in 1 serving of product}} = \frac{\textbf{X} \text{ grams total fat in RACC}}{\text{\# grams Total fat in 1 serving of product}}$$

X must be ≤ 6.5 gm per RACC to qualify for the health claim.

If **X** ≤ 6.5 g total fat/ RACC → **APPROVED** – WIC eligible whole grain cereal

If **X** > 6.5 g total fat / RACC → **STOP** Product does NOT meet WIC whole grain requirement

Example continued:

Lastly, follow the example ratio to determine if the product meets the total fat requirement for the claim.

Nutrition Facts

Serving Size 1 cup (53g)
Servings Per Container about 8

Amount Per Serving	
Calories 190	Calories from Fat 25
	% Daily Value *
Total Fat 3g	**5** %
Saturated Fat 0g	**0** %
Trans Fat 0g	
Cholesterol 0mg	**0** %
Sodium 95mg	**4** %
Total Carbohydrate 36g	**12** %
Dietary Fiber 8g	**32** %
Sugars 13g	
Protein 9g	

Example ratio:

$$\frac{\text{55 grams}}{\text{53 grams}} = \frac{\textbf{X} \text{ gram total fat/RACC}}{\text{3 grams}}$$

X = (3 grams)(55 grams)/(53 grams)

X = 3.1 grams total fat/ RACC

Table Two tells us the total fat /RACC requirement for this product category is ≤ 6.5 g. This product would meet the Total fat requirement for the claim. All nutrients meet health claim requirements.

APPROVED!
WIC eligible whole grain cereal