



Families grow healthy with WIC

# Implementing the New WIC Food Package

**Linnea Sallack, MPH, RD, Chief  
California WIC Program**





# Supplemental Nutrition Program

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- **A national nutrition program for families with young children started in 1974**
- **Administered through the U.S. Department of Agriculture which establishes program rules, awards funds to states and monitors state program performance**
- **Funded through an annual federal appropriation with capped grants to states**



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# Who does WIC Serve?

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**Nearly 1.5 Million Californians Each Month**

- **Women**
  - Pregnant, breastfeeding and postpartum
- **Infants**
  - Up to one year old
- **Children**
  - Under 5 years old



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# Who does WIC Serve?

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- **Families with incomes up to 185% of Federal Poverty Level**
  - **\$3,400 per month for family of 4**

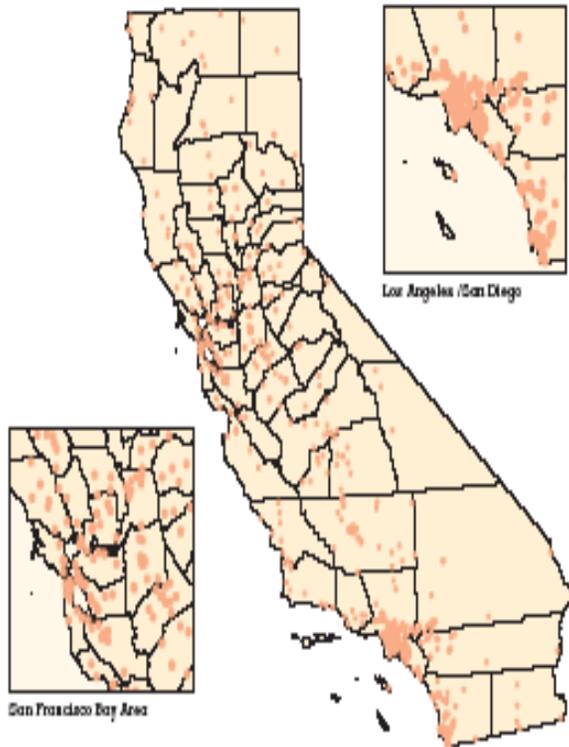


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# How Does WIC Provide Services?

WIC Programs in California



- **WIC Services Provided by:**
  - **California Department of Public Health**
  - **82 Local Agencies – city and county health departments, health clinics, community agencies**
  - **675 WIC centers all over California**





# What Does WIC Provide?

- **Nutrition education**
  - Individual counseling
  - Group classes
- **Breastfeeding support**
- **Referrals to healthcare and social services**



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# What Does WIC Provide?

- **Nutritious Supplemental Foods**
  - Checks to purchase specific foods at any of 4,700 WIC authorized retail food stores statewide
    - 2,600 chain stores (multiple store ownership)
    - 1,500 “neighborhood stores” (single store ownership)
    - 600 WIC-only (some chains)
  - Average value is \$60 per month per participant



**WIC spends \$85 Million per Month on Food**

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# Nutritious Supplemental Foods

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- Selected to provide nutrition known to be needed by, and lacking in diets of, pregnant and breastfeeding mothers, infants and children
- Foods intended to supplement the diets of women, infants and children
- Current WIC foods established in 1970's with only one significant change since



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## Why Make Changes?

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- **Since 1974 there have been many**
  - **Changes in the WIC program and population it serves**
  - **Changes in the food supply and food consumption**
  - **Changes in diet-related health risks**
  - **Changes in nutrition knowledge and dietary guidance**
- **Overweight and obesity are major problems**





# How Did USDA Make Changes?

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- **USDA contracted with the Institute of Medicine (IOM) to independently review the WIC Food Packages**
  - **Phase I: Evaluate the diets of the WIC population, and propose criteria for revising the food packages**
  - **Phase II: Using information from Phase I, recommend specific changes to the food packages**

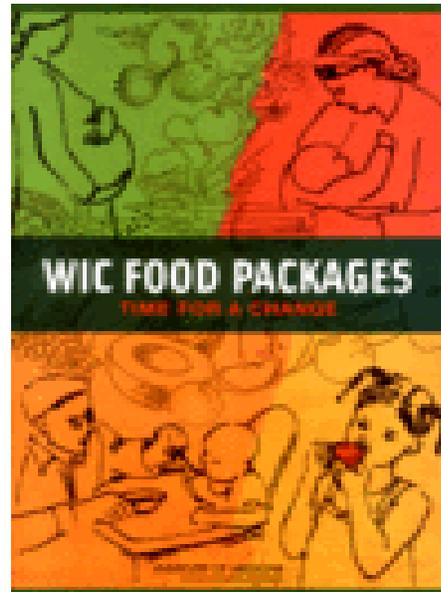




# How Did USDA Make Changes?

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- The IOM published a report with recommendations for changes in April 2005





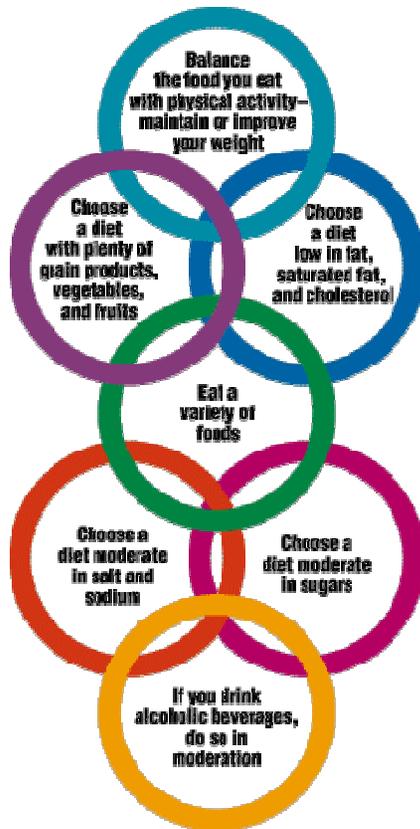
# IOM Recommendations

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- **Overarching Themes**
  - **Encourage consumption of fruits and vegetables**
  - **Emphasize whole grains**
  - **Provide incentives for breastfeeding**
  - **Be consistent with current dietary guidance for infants and young children**
  - **Reduce saturated fat**
  - **Increase participant choice**



# Criteria for Selecting New Foods

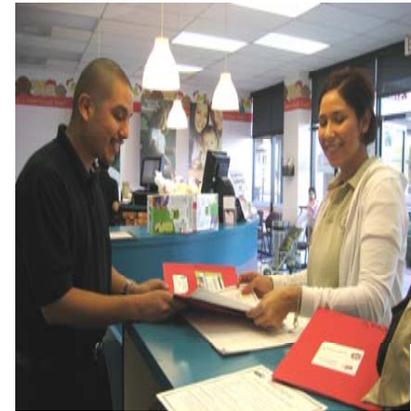


- Reduce the prevalence of inadequate and excessive intakes
- Contribute to an overall dietary pattern consistent with the Dietary Guidelines for Americans
- Contribute to a diet that is consistent with established dietary recommendations for infants and young children, including support for breastfeeding



# Criteria for Selecting New Foods

- **Be suitable for low-income families who may lack transportation, food storage or cooking facilities**
- **Be readily acceptable, available and commonly consumed; consider cultural preferences and provide incentives for families to participate in WIC**
- **Consider impact on vendors and WIC agencies**





# How Did USDA Make Changes?

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- **Proposed Rule Published August 2006**
  - The proposed revisions largely reflected IOM recommendations
  - Over 46,000 comments received by November 2006
  - In general, proposed provisions received broad support
- **Interim Final Rule Published December 2007**
  - Addressed comments received and provided clarity
  - The interim rule has the full force and effect of a final rule but allows USDA to make revisions
  - All states must implement the rule by October 1, 2009
  - USDA will accept comments until February 1, 2010





# California's Process

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- **Gather Information**
  - **Participant survey, Summer 2007 – 3,085 families selected to represent all CA WIC participants**
  - **WIC Staff survey, early 2008 – 1,800 responses (50%) from all staff types**
  - **Food products – on-going from manufacturers; coordination with other states**
  - **Food Package Summits – National and California**
  - **Workgroups – Local agencies; other states**
  - **Work with other programs - Childcare**





# California's Process

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- **Gather Information - Vendors**
  - **Vendor Forums**
    - February 2008 Kick-off and Planning Session
    - July 2008 Summary of Vendor Input
    - February 2009 Update and Implementation Planning
  - **Vendor Webex Sessions – April through June 2008 on topics:**
    - Infant Foods
    - Whole Grains – bread and other grains
    - Fruits and vegetables
    - Soy beverages and tofu
    - Canned products
    - Cash-value voucher and Administrative Issues





# California's Process

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- **Established CA WIC Authorized Food List**
- **Developed implementation plan with timelines**
  - **Systems, policy and procedure changes**
    - **Vendor stocking requirements**
    - **New Vendor Agreements**
    - **New Maximum Allowable Department Rates**
    - **VWIX updates**
  - **Training – WIC staff, vendors, participants**
- **Communicate with stakeholders and partners**
- **Work collaboratively with stakeholders and partners**
- **Implement by October 1, 2009**





# Families--and California-- Grow Healthy with WIC



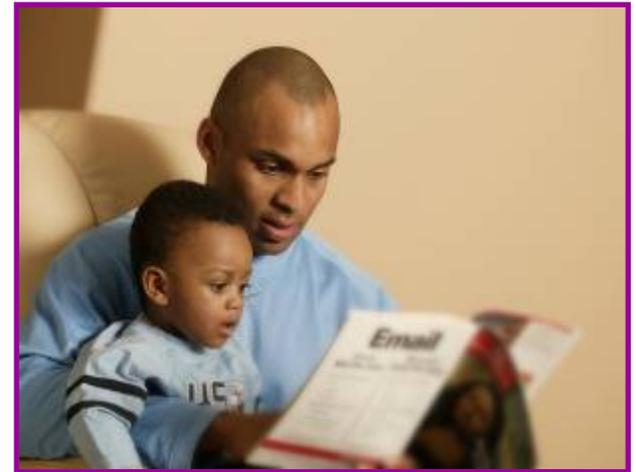
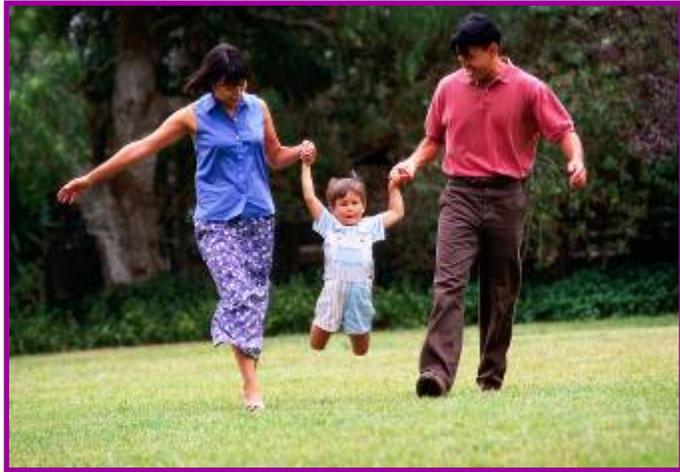
We appreciate  
your partnership!



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# Families--and California-- Grow Healthy with WIC



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# WIC's New Food Packages

**Pat Gradziel, PhD, RD**  
**Nutrition Specialist**  
**Nutrition Services Branch**





# Revised Food Packages for Infants

- Formula amounts tied to feeding practice and age of infant
- Solid foods delayed to 6 months
- Juice eliminated
- Baby food fruits and vegetables for infants  
128 oz or 256 oz.
- Baby food meat for fully breastfed babies  
77.5 oz





# Provide Breastfeeding Incentives and Support

- Fully breastfeeding mothers receive most variety and largest quantity of food, including \$10 food instrument for fruits and vegetables.
- Fully breastfeeding infants > 6 months receive larger quantities of baby food fruits and vegetables; also baby food meat.



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# Food Category – Fruits and Vegetables

- WIC Authorized Food List/Shopping Guide

Fruits and Vegetables

## FRUITS and VEGETABLES



### CAN BUY

#### Fresh Fruits and Vegetables

Any brand, type, or combination of:

- Any variety of whole or cut fruits and vegetables
- Sweet potatoes and yams are the only potatoes allowed
- Bagged fruits and vegetables
- Bagged salad mixtures
- Organic is allowed



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# Add Whole Grains

- Whole grain/whole wheat bread, buns and rolls for children and women
- At least half of the cereals must be whole grain
- Other whole grain options
  - Brown Rice
  - Soft Corn and Whole Wheat Tortillas
  - Oatmeal
  - Bulgur
  - Barley





# Add New Milk and Dairy Alternatives

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- Soy-based beverage\*
- Tofu\*



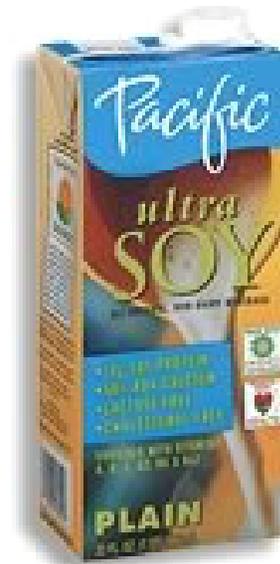
\*Medical documentation required for children to receive soy-based beverage and tofu as alternatives to milk.



# Soy Based Beverages

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- Pacific Ultra Soy-Plain
- 8<sup>th</sup> Continent- Original





# New Canned Fish for Fully Breastfeeding Women

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- Continues to allow canned **light tuna** (no albacore)
- Allows other canned fish identified as lower in mercury
  - Pink salmon
  - Sardines





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# Changes to Current Foods



# Whole Milk for 1-2 year olds

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- Whole milk only  
for 1-2 year olds





# Only Skim or Lower-Fat Milk

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Only skim, low-fat, or reduced fat milk is authorized for women and children > 2 years of age



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# Food Category - Cheese

## CHEESE

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### CAN BUY

Any brand, 1 pound (16 oz) package. Made in the USA.  
Regular, low sodium, low fat, reduced fat, or nonfat:

Block or round:

**Cheddar cheese**

- orange or white
- mild, medium, sharp, or longhorn

**Colby cheese**

**Jack cheese**

**Mozzarella cheese**

**Marbled or blends of authorized cheeses, such as Colby-Jack or Cheddarella**

**Mozzarella string cheese**

- individually wrapped sticks in a 16 oz package



Cheese / Eggs





# Reduces Milk, Cheese, and Eggs

Reduces quantities of milk, cheese and eggs for children and women to align with 2005 Dietary Guidelines for Americans





# Reduce Juice Allowance for Children and Women

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- Reduces quantities of juice for children and women
- Amounts align with the 2005 Dietary Guidelines for Americans and recommendations of the American Academy of Pediatrics





# Food Category – Concentrate Juice

Concentrate Juice

## CONCENTRATE JUICE



### CAN BUY

Any brand, 11.5 oz, 12 oz, or 16 oz container.  
Pasteurized, frozen or non-frozen concentrate juice that has “100% Juice” on the **front label**:

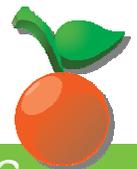
- Orange**
- Grapefruit**
  - White

Added Calcium and Vitamin D is allowed

Any brand, 11.5 oz, 12 oz, or 16 oz container.  
Pasteurized, frozen or non-frozen concentrate juice that has “100% Juice” **and** “120% Vitamin C” (or more) on the **front label**:

- Apple**
- Cranberry**
- Grape**
  - Red, Purple, or White
- Grapefruit**
  - Ruby Red or Pink
- Pineapple**
- Juice Blends**
  - Juice that is named as one or more authorized flavors on the **front label**, such as Cranberry-Grape, Apple-Grape, or Cran-Apple

Added Calcium and Vitamin D is allowed



## Other Changes...Legumes

- Adds more legumes (beans or peanut butter) to many women's packages
- Canned beans will still be offered





# Summary of Major Changes

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- Revises infant food packages
- Adds fruits and vegetables
- Adds soy-based beverage and tofu as milk alternatives
- Adds whole grains (cereals, bread, tortillas and other whole grains, e.g. brown rice, bulgar, barley)
- Reduces some food allowances, including milk, cheese, eggs and juice



# Current Food Package



# New WIC Food Package



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- Birth, Death, & Marriage Certificates
- Drinking Water
- H1N1 (Swine) Flu
- WIC

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- State Agencies Directory

Home > Programs > **Women, Infants and Children Program**

# Women, Infants and Children Program

WIC is a federally-funded health and nutrition program for women, infants, and children. WIC helps families by providing checks for buying healthy supplemental foods from WIC-authorized vendors, nutrition education, and help finding healthcare and other community services. Participants must meet income guidelines and be pregnant women, new mothers, infants or children under age five. In California, 82 WIC agencies provide services locally to over 1.4 million women, infants and children each month at over 600 sites throughout the State.



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**Data, Reports, & Surveys**

- [2009 Food Package Change Surveys](#)

WIC New Food Packages - Microsoft Internet Explorer

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## New WIC Food Package - October 1, 2009

October 1, 2009 the California WIC Program will be offering fresh fruits and vegetables, whole grains and infant food. Please view the *WIC Authorized Food List Shopping Guide October 2009* to see the new foods that are being added.

- [WIC Authorized Food List Shopping Guide October 2009 \(PDF, 1.4 MB\)](#) **!New** ... [Spanish \(1.3 MB\)](#) **!New**
- [WIC Authorized Food List Shopping Guide FAQs](#) **!New**

## CA WIC Eligible Product Information Lists

The food product information lists below are effective October 1, 2009.

- [Bread List \(PDF\)](#)
- [Juice List \(PDF\)](#)
- [Soy Beverage List \(PDF\)](#)
- [Tofu List \(PDF\)](#)
- [Tortilla List \(PDF\)](#)
- Infant Food List "Coming Soon"

## Education Materials

Most Popular Links

- [Birth, Death, & Marriage Certificates](#)
- [Drinking Water](#)
- [H1N1 \(Swine\) Flu](#)
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# The New WIC Food Instruments

Diane Sobodash  
Chief, Appeals and Chain Stores Section





# Current Food Instrument Cereal

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
68491241055	CHARLENE CALWINS	JULY 29 09	AUG 28 09	240735091

 <p>WOMEN, INFANTS &amp; CHILDREN</p> <p><b>Pay to the order of:</b></p> <p>WIC AUTHORIZED VENDOR</p> <p><b>WIC PROGRAM</b>  <b>State of California</b>  <small>VALID FOR WIC APPROVED FOOD ONLY.          VOID IF NOT DEPOSITED WITHIN 45 DAYS OF          "FIRST DAY TO USE." NOT VALID IF ALTERED.</small></p>	<p>0300 CEREAL-CHILDREN</p> <p><b>Kind to buy:</b> CHEERIOS,          CRUNCHY CORN BRAN,          KLG MINI WHEATS,          REG INSTANT OATMEAL, KIX,          CREAM OF WHEAT, LIFE,          HONEY BUNCH OATS, KLG          CORN FLAKES, CRISP RICE</p> <p><b>How much to buy:</b> UP TO 36 OZ          ANY COMBO, 12 OZ PKG OR          LARGER, 11.9 OZ OATML OK</p>	<p><b>700-240735091</b></p> <p>90-1342          1211</p> <p>EXACT PURCHASE PRICE:  <input style="width: 100px; height: 30px;" type="text"/></p> <p><small>*MUST NOT EXCEED MAXIMUM ALLOWABLE          DEPARTMENT REIMBURSEMENT RATE</small></p> <p>#####</p> <p><b>NON-NEGOTIABLE</b></p> <p>AUTHORIZED SIGNATURE (SIGN AT PURCHASE)</p>
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# Current Combination Food Instrument Milk-Cheese-Eggs

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
684912410SS	CHARLENE CALWINS	JULY 29 09	AUG 28 09	240735093

 WOMEN, INFANTS & CHILDREN <b>Pay to the order of:</b> WIC AUTHORIZED VENDOR	Q900 MILK/CHEESE/EGG	700-240735093
	<b>Kind to buy:</b> *MILK-COW, FLUID PASTEURIZED (GALLONS ONLY) *CHEESE-CHEDDAR, JACK, AMERICAN, MOZZARELLA IN 0.75 LB (12 OZ) OR LARGER *EGGS-AA WHITE, SM, MED, LG <b>How much to buy: UP TO:</b> 2 GALLONS MILK, 2 DOZ EGGS (DOZENS ONLY) 2 LBS CHEESE	90-1342 1211 EXACT PURCHASE PRICE: <div style="border: 1px solid black; width: 100px; height: 40px; margin: 5px auto;"></div> <small>*MUST NOT EXCEED MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT RATE</small> #####

<b>WIC PROGRAM</b> <b>State of California</b> <small>VALID FOR WIC APPROVED FOOD ONLY.          VOID IF NOT DEPOSITED WITHIN 45 DAYS OF          "FIRST DAY TO USE." NOT VALID IF ALTERED.</small>	<b>NON-NEGOTIABLE</b> AUTHORIZED SIGNATURE (SIGN AT PURCHASE)
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# New Food Instrument Combination

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
 <p><b>Pay to the order of: WIC Authorized Vendor</b></p>		<p>700-269534015</p> <p>90-1342 1211</p>		
<p><b>What to buy:</b></p> <ul style="list-style-type: none"> <li>2 (GALLONS) MILK, LOWER FAT</li> <li>2 (14-16 OZ) TOFU</li> <li>36 OZ BREAKFAST CEREAL</li> <li>16 OZ DRY BEANS, PEAS OR LENTILS</li> </ul>		<p>EXACT PURCHASE PRICE:*</p> <div style="border: 1px solid black; width: 100px; height: 40px; margin: 5px auto;"></div> <p>*MUST NOT EXCEED MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT RATE</p> <p>FOOD ITEM NUMBER</p>		
<p><b>State of California WIC Program</b> VOID IF NOT DEPOSITED WITHIN 45 DAYS OF "FIRST DAY TO USE." NOT VALID IF ALTERED.</p>		<p><b>NON-NEGOTIABLE</b></p> <p>AUTHORIZED SIGNATURE (SIGN AT PURCHASE)</p>		
		<p>VALID ONLY FOR FOOD ITEMS SPECIFIED IN THE CALIFORNIA WIC AUTHORIZED FOOD LIST.</p>		



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- Drinking Water
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## Grocers / Vendors

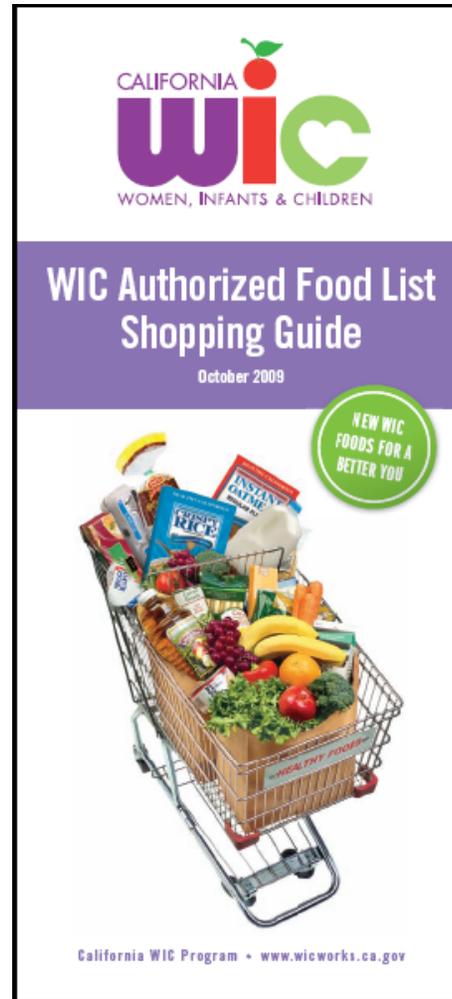
Vendor WIC Information eXchange (VWIX) Website at: <https://wwix.ca.gov/VWIX/SignIn.aspx>

**Important Notice To Vendors:** A moratorium on all WIC authorizations effective March 12, 2009. Please refer to [Vendor Alert 2009-02](#).

- [Grocer / Vendor Alerts](#)
- [WIC Vendor News](#)
- WIC Vendor Advisory
  - [July 9, 2008 Presentation \(PDF, 5.5 MB\)](#)
  - [Vendor Forum Summary \(PDF\)](#)
- [New Food Package FAQs](#)
- [WIC Authorized Food List and Shopping Guide](#)
- [What Is An Acceptable Record of Inventory \(PDF\)](#)
- [Vendor Minimum Stocking Requirement \(PDF\)](#)
- New Vendor Application Package - (Under construction - coming soon)
- Request an Add to Master Package - (Under construction - coming soon)
- [Program Abuse Reporting](#)
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- [Download Food Item Number and Description List \(PDF\)](#) ... | [Text](#)
- [WIC Vendor Materials Form - OSP 508 \(PDF\)](#)
- [WIC Vendor Report Concerning WIC Participants Form - CHDP 4007](#)
- [VWIX User ID Request Form \(PDF\)](#)



# The WIC Authorized Food List and Shopping Guide



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# Food Category - Milk

Milk

## MILK



### CAN BUY

Any brand, one (1) gallon size, pasteurized or ultra-pasteurized, plain fluid cow's milk:

#### Lower fat milk

- Nonfat (fat free, skim)
- 1% Lowfat (light)
- 2% Reduced fat

The following are allowed if printed on the check:

- **Whole milk**
- **Lactose free milk**
- Half gallons and quarts

You can choose the following instead of fluid milk:

#### Evaporated milk

- Can buy 8 (12 oz) cans with your 1 ½ gallon milk check only

#### Powdered nonfat or lowfat dry milk

- Can buy 2 (9.6 oz) boxes with your 1 ½ gallon lower fat milk check only
- Can buy 1 (25.6 oz) box with your 2 gallon lower fat milk check only



# Food Category – Tofu

## TOFU

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### CAN BUY

Brand and texture in 14 oz – 16 oz package, plain, listed below:

#### **Azumaya**

- Firm, Extra Firm, Lite Extra Firm, or Silken

#### **House**

- Premium Soft Silken
- Premium Medium Firm (Regular)
- Premium Firm
- Organic (Soft, Medium Firm, or Firm)

#### **Nasoya**

- Lite (Firm or Silken)
- Organic (Soft, Firm, or Silken)

#### **Soy Boy**

- Organic (Firm or Extra Firm)

#### **Vitasoy SanSui**

- Regular or Firm

#### **West Soy**

- Natural Fat Reduced Firm
- Organic (Soft, Firm, or Extra Firm)

#### **Wild Wood**

- SprouTofu Silken



# Food Category- Breakfast Cereal

## Breakfast Cereal

### BREAKFAST CEREAL

#### CAN BUY

##### Cold Breakfast Cereal

Whole grain cereals are marked with an \*  
12 oz – 36 oz box or bag of cold cereal listed below:

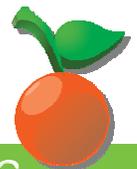
##### General Mills:

- Cheerios\*
- Multi-Grain Cheerios\*
- Kix
- Honey Kix\*



##### Kellogg's:

- Corn Flakes
- Frosted Mini-Wheats (Big Bite and Bite Size)\*
- Unfrosted Mini-Wheats (Big Bite and Bite Size)\*





# Food Category- Breakfast Cereal

## BREAKFAST CEREAL

### CAN BUY

#### Hot Breakfast Cereal

Whole grain cereals are marked with an \*

#### Instant Oatmeal\* or Instant Oats\*

Brand in 11.8 oz or 12 oz individual serving packet, regular or original flavor, listed below:

- Albertsons
- Best Yet
- Flavorite
- HY-TOP
- IGA
- Kroger
- Parade
- Raley's Fine Foods
- Ralph's
- Ralston
- Red & White
- Safeway
- Special Value
- Springfield
- Stater Bros.
- Sunny Select
- Vons
- Western Family



#### Cream of Wheat

14 oz – 28 oz box

- Whole Grain\*
- 1 minute
- 2-1/2 minute
- 10 minute



#### Malt-O-Meal

#### Hot Wheat Cereal

18 oz – 36 oz boxes

- Original



Breakfast Cereal



Families grow healthy with WIC



# New Food Instrument Combination

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
 <p><b>Pay to the order of: WIC Authorized Vendor</b></p>		<p>700-269534015</p> <p>90-1342 1211</p>		
<p><b>What to buy:</b></p> <p>1 (GALLON) and 1 (HALF GALLON) MILK, LOWER FAT 16 OZ WHOLE GRAINS 2 (64 oz) BOTTLE JUICE OR 2 (16 OZ) CONCENTRATE JUICE OR 3 (11.5 OR 12 OZ) CONCENTRATE JUICE</p>		<p>EXACT PURCHASE PRICE:</p> <div style="border: 1px solid black; width: 100px; height: 40px; margin: 5px auto;"></div> <p><small>*MUST NOT EXCEED MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT RATE</small></p> <p>FOOD ITEM NUMBER</p>		
<p><b>State of California WIC Program</b> VOID IF NOT DEPOSITED WITHIN 45 DAYS OF "FIRST DAY TO USE." NOT VALID IF ALTERED.</p>		<p><b>NON-NEGOTIABLE</b></p> <p>AUTHORIZED SIGNATURE (SIGN AT PURCHASE)</p>		
		<p>VALID ONLY FOR FOOD ITEMS SPECIFIED IN THE CALIFORNIA WIC AUTHORIZED FOOD LIST.</p>		



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# Food Category- Whole Grains

## WHOLE GRAINS

### CAN BUY

Any brand, 16 oz package:

#### Whole Wheat Bread

- Loaves, buns, and rolls that have “100% Whole Wheat” on the **front label**

#### Tortillas

- Soft corn tortillas, white or yellow
- Whole Wheat tortillas that have “Whole Wheat” or “100% Whole Wheat” on the **front label**

Any brand, 16 oz package or bulk, plain:

#### Brown Rice

- Short, medium, long grain
- Regular, quick, instant
- Basmati Brown
- Jasmine Brown

#### Oatmeal or Oats

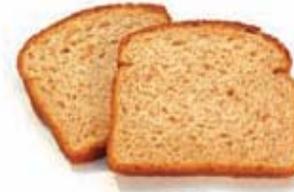
- Old fashioned
- Rolled, cut, or steel cut
- Instant
- Quick
- Crystal Wedding

#### Whole Grain Barley

- Organic is allowed

#### Bulgur

- Organic is allowed



Whole Grains





# Food Category – Bottled Juice

## BOTTLED JUICE



### CAN BUY

Any brand, 64 oz bottles. Pasteurized, ready to drink juice that has “100% Juice” on the **front label**:

#### Orange

#### Grapefruit

- White

Added Calcium and Vitamin D is allowed

Any brand, 64 oz bottles. Pasteurized, ready to drink juice that has “100% Juice” **and** “120% Vitamin C” (or more) on the **front label**:

#### Apple

#### Cranberry

#### Grape

- Red, Purple, or White

#### Grapefruit

- Ruby Red or Pink

#### Pineapple

#### Tomato

- Regular, low sodium, or spicy

#### Vegetable

- Regular, low sodium, or spicy

#### Juice Blends

- Juice that is named as one or more authorized flavors on the **front label**, such as Cranberry-Grape, Apple-Grape, or Cran-Apple

Added Calcium and Vitamin D is allowed

Bottled Juice



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# Food Category – Concentrate Juice

Concentrate Juice

## CONCENTRATE JUICE



### CAN BUY

Any brand, 11.5 oz, 12 oz, or 16 oz container.  
Pasteurized, frozen or non-frozen concentrate juice that has “100% Juice” on the **front label**:

**Orange**

**Grapefruit**

• White

Added Calcium and Vitamin D is allowed

Any brand, 11.5 oz, 12 oz, or 16 oz container.  
Pasteurized, frozen or non-frozen concentrate juice that has “100% Juice” **and** “120% Vitamin C” (or more) on the **front label**:

**Apple**

**Cranberry**

**Grape**

• Red, Purple, or White

**Grapefruit**

• Ruby Red or Pink

**Pineapple**

**Juice Blends**

• Juice that is named as one or more authorized flavors on the **front label**, such as Cranberry-Grape, Apple-Grape, or Cran-Apple

Added Calcium and Vitamin D is allowed



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# New Food Instrument Combination

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
 <p><b>Pay to the order of: WIC Authorized Vendor</b></p>		<p>700-269534015</p> <p>90-1342 1211</p>		
<p><b>What to buy:</b></p> <p>2 (HALF GAL) &amp; 1 (QT) MILK, LACTOSE FREE LOWER FAT            1 DOZEN EGGS            16 OZ CHEESE            16 OZ DRY BEANS, PEAS OR LENTILS            OR 1 (16-18 OZ) PEANUT BUTTER</p>		<p>EXACT PURCHASE PRICE:</p> <div style="border: 1px solid black; width: 100px; height: 40px; margin: 5px auto;"></div> <p><small>*MUST NOT EXCEED MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT RATE</small></p> <p>FOOD ITEM NUMBER</p>		
<p><b>State of California WIC Program</b>  <small>VOID IF NOT DEPOSITED WITHIN 45 DAYS OF "FIRST DAY TO USE." NOT VALID IF ALTERED.</small></p>		<p><b>NON-NEGOTIABLE</b></p> <p><small>VALID ONLY FOR FOOD ITEMS SPECIFIED IN THE CALIFORNIA WIC AUTHORIZED FOOD LIST.</small></p> <p>AUTHORIZED SIGNATURE (SIGN AT PURCHASE)</p>		



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# New Food Instrument Infant Fruits and Vegetables

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
 <p><b>Pay to the order of: WIC Authorized Vendor</b></p>		<p>700-269534015</p> <p>90-1342 1211</p>		
<p><b>What to buy:</b></p> <p>6 (3.5 OZ) 2-PACK INFANT FRUITS AND VEGETABLES OR 11 (4 OZ) INFANT FRUITS AND VEGETABLES</p>		<p>EXACT PURCHASE PRICE:</p> <div style="border: 1px solid black; width: 100px; height: 40px; margin: 5px auto;"></div> <p><small>*MUST NOT EXCEED MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT RATE</small></p> <p>FOOD ITEM NUMBER</p>		
<p><b>State of California WIC Program</b> VOID IF NOT DEPOSITED WITHIN 45 DAYS OF "FIRST DAY TO USE." NOT VALID IF ALTERED.</p>		<p>VALID ONLY FOR FOOD ITEMS SPECIFIED IN THE CALIFORNIA WIC AUTHORIZED FOOD LIST.</p>		<p><b>NON-NEGOTIABLE</b></p> <p>AUTHORIZED SIGNATURE (SIGN AT PURCHASE)</p>



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# Food Category – Infant Fruits and Vegetables

## INFANT FRUITS and VEGETABLES

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### CAN BUY

Any brand, 4 oz container or 3.5 oz 2-Pack is allowed:

- Plain fruits, plain vegetables, or combinations of two or more plain fruits and vegetables
- Organic is allowed



Infant Fruits and Veg



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# Food Instrument Infant Formula

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
 <p><b>Pay to the order of: WIC Authorized Vendor</b></p>		<p>700-269534015</p> <p>90-1342 1211</p>		
<p><b>What to buy:</b></p> <p>7 (12.9 OZ) INFANT FORMULA ENFAMIL LIPIL WITH IRON POWDER ONLY</p> <p>MUST BUY FULL QUANTITY</p>		<p>EXACT PURCHASE PRICE:</p> <div style="border: 1px solid black; width: 100px; height: 40px; margin: 5px auto;"></div> <p><small>*MUST NOT EXCEED MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT RATE</small></p> <p>FOOD ITEM NUMBER</p>		
<p><b>State of California WIC Program</b> VOID IF NOT DEPOSITED WITHIN 45 DAYS OF "FIRST DAY TO USE." NOT VALID IF ALTERED.</p>		<p><b>NON-NEGOTIABLE</b></p> <p>AUTHORIZED SIGNATURE (SIGN AT PURCHASE)</p>		
		<p><small>VALID ONLY FOR FOOD ITEMS SPECIFIED IN THE CALIFORNIA WIC AUTHORIZED FOOD LIST.</small></p>		



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# Food Instrument Infant Formula

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
 <b>What to buy:</b> 9 (12.9 OZ) INFANT FORMULA ENFAMIL LIPIL WITH IRON POWDER ONLY  MUST BUY FULL QUANTITY		Pay to the order of: WIC Authorized Vendor		700-269534015  90-1342 1211  EXACT PURCHASE PRICE: <input type="text"/>  *MUST NOT EXCEED MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT RATE FOOD ITEM NUMBER
State of California WIC Program VOID IF NOT DEPOSITED WITHIN 45 DAYS OF "FIRST DAY TO USE." NOT VALID IF ALTERED.		VALID ONLY FOR FOOD ITEMS SPECIFIED IN THE CALIFORNIA WIC AUTHORIZED FOOD LIST.		NON-NEGOTIABLE AUTHORIZED SIGNATURE (SIGN AT PURCHASE)



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# Food Instrument Infant Formula

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
 <p><b>Pay to the order of: WIC Authorized Vendor</b></p>		<p>700-269534015</p> <p>90-1342 1211</p>		
<p><b>What to buy:</b></p> <p>10 (12.9 OZ) INFANT FORMULA ENFAMIL LIPIL WITH IRON POWDER ONLY</p> <p>MUST BUY FULL QUANTITY</p>		<p>EXACT PURCHASE PRICE:</p> <div style="border: 1px solid black; width: 100px; height: 40px; margin: 5px auto;"></div> <p><small>*MUST NOT EXCEED MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT RATE</small></p> <p>FOOD ITEM NUMBER</p>		
<p><b>State of California WIC Program</b> VOID IF NOT DEPOSITED WITHIN 45 DAYS OF "FIRST DAY TO USE." NOT VALID IF ALTERED.</p>		<p><b>NON-NEGOTIABLE</b></p> <p>AUTHORIZED SIGNATURE (SIGN AT PURCHASE)</p>		
		<p>VALID ONLY FOR FOOD ITEMS SPECIFIED IN THE CALIFORNIA WIC AUTHORIZED FOOD LIST.</p>		



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# Food Instrument Fruits and Vegetables

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
 <p><b>Pay to the order of: WIC Authorized Vendor</b></p>		<p>700-269534015</p> <p>90-1342 1211</p>		
<p><b>What to buy:</b></p> <p>\$8 (EIGHT DOLLARS) FRUITS AND VEGETABLES MAY COMBINE FRESH, FROZEN, AND CANNED</p> <p>PARTICIPANT MAY PAY AMOUNT OVER \$8 (EIGHT DOLLARS)</p>		<p>EXACT PURCHASE PRICE:</p> <div style="border: 1px solid black; width: 100px; height: 40px; margin: 5px auto;"></div> <p><small>*MUST NOT EXCEED MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT RATE</small></p> <p>FOOD ITEM NUMBER</p>		
<p><b>State of California WIC Program</b> VOID IF NOT DEPOSITED WITHIN 45 DAYS OF "FIRST DAY TO USE." NOT VALID IF ALTERED.</p>		<p><b>NON-NEGOTIABLE</b></p> <p>AUTHORIZED SIGNATURE (SIGN AT PURCHASE)</p>		
		<p>VALID ONLY FOR FOOD ITEMS SPECIFIED IN THE CALIFORNIA WIC AUTHORIZED FOOD LIST.</p>		



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# Food Category – Fruits and Vegetables

- WIC Authorized Food List/Shopping Guide

Fruits and Vegetables

## FRUITS and VEGETABLES



### CAN BUY

#### Fresh Fruits and Vegetables

Any brand, type, or combination of:

- Any variety of whole or cut fruits and vegetables
- Sweet potatoes and yams are the only potatoes allowed
- Bagged fruits and vegetables
- Bagged salad mixtures
- Organic is allowed



Families grow healthy with WIC

# Food Category – Fruits and Vegetables

Fruits and Vegetables

## FRUITS and VEGETABLES



### CAN BUY

#### Canned Fruits

Any brand, size, and type of container:

- Any variety of canned fruits, packed in water or juice without added sugar
- Natural or unsweetened applesauce is allowed
- Organic is allowed

Fruits and Vegetables

## FRUITS and VEGETABLES

### CAN BUY

#### Frozen Fruits

Any brand, size, and type of container:

- Any variety of frozen fruit without added sugar
- Organic is allowed



### CAN BUY

#### Canned Vegetables

Any brand, size, and type of container of canned vegetables. Regular or low sodium:

- Any variety of canned vegetables
- Sweet potatoes or yams, without added sugar or syrup are allowed
- Tomatoes or tomato products are allowed, such as plain, whole, crushed, diced, paste, or purees
- Organic is allowed



### CAN BUY

#### Frozen Vegetables

Any brand, size, and type of container, regular or low sodium:

- Any variety of frozen vegetables
- Sweet potatoes or yams without added sugar or syrup are allowed
- Frozen beans of any kind are allowed, such as green beans, wax beans, black-eyed peas, black beans, or pinto beans
- Organic is allowed





# WIC Shelf Talker

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# The WIC Shopping Experience

**Kim Frinzell, RD, Deputy Division Chief  
Vendor Management and Statewide  
Training Services**



# Transitioning from the Old to the New Foods



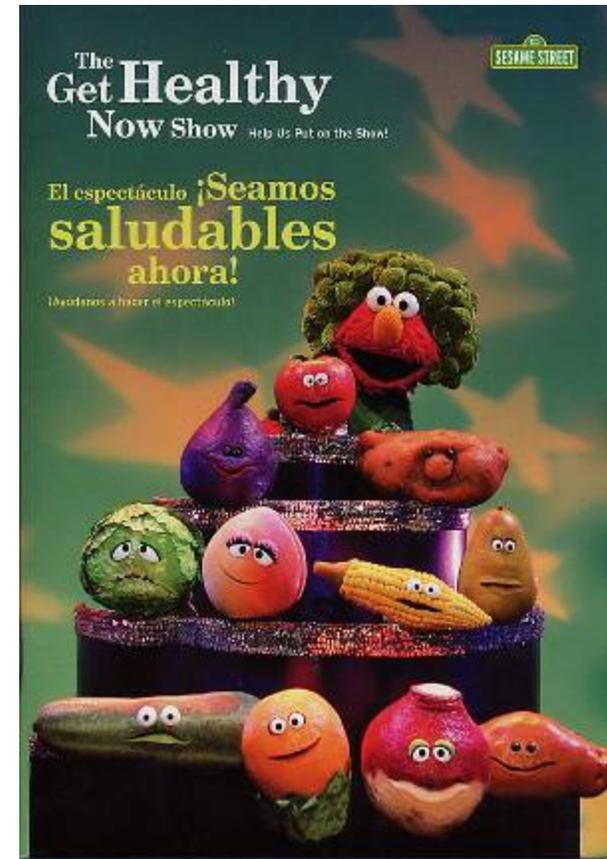
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# Overview of the California Educational Campaign

- Comprehensive, statewide campaign including local agencies and partners
- Coordinated across all agencies within a specific timeline using consistent nutrition messages
- The foundation is a strong staff wellness component
- WIC participant education promotes the new WIC foods and healthy food choices



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# Key Campaign Messages

**Eat a Rainbow**

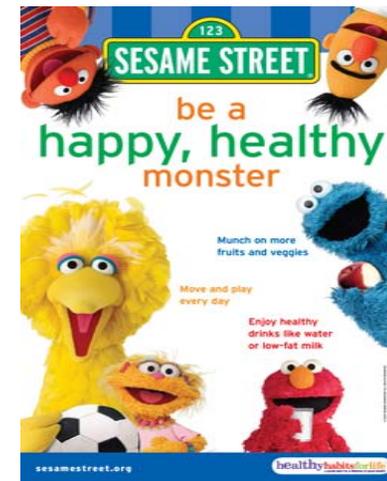
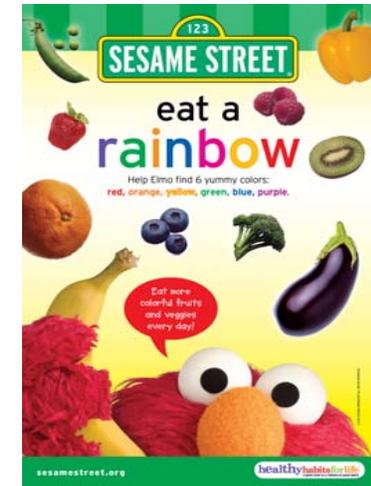
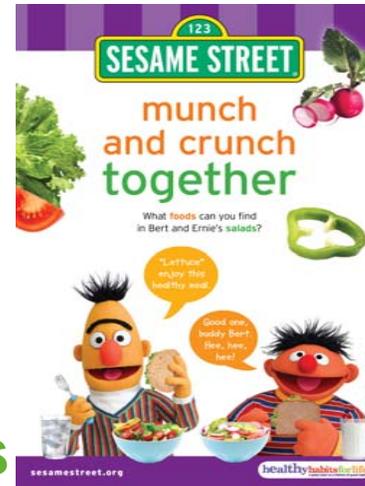
**Sometime-Anytime Foods**

**Make Half your Grains Whole**

**Lose the Fat...Keep the Vitamins  
- Drink Low Fat Milk**

**Let's Go Shopping for with the  
New WIC Foods**

**Healthy Habits Begin at Birth**



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# Supporting our WIC Vendors

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## Local Vendor Liaisons

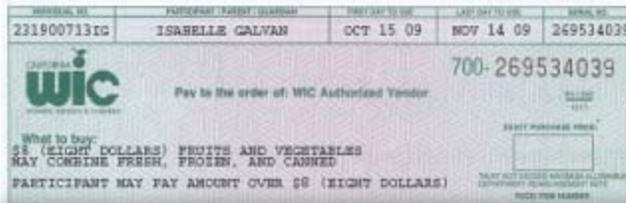
- **Building relationships with vendors**
- **Assessing availability of new foods**
- **Sharing information about new foods**



# Let's Go Shopping

## WHAT TO DO...

You have an \$8 fruit and vegetable check, but



the fruit you  
 picked costs \$8.25



## YOU CAN...

### BUY LESS

Put back one or more oranges so that the total amount is less than the check amount.

OR

### PAY THE DIFFERENCE

Pay the difference with your own money.

OR

### USE YOUR ADVANTAGE EBT CARD

Use your Advantage EBT card to pay the difference.



### REMEMBER

The fruit and vegetable check is the ONLY WIC CHECK that allows you to pay the difference.



## Planning for the New WIC Foods: Things You May Want to Consider

- Identify who in your organization needs to be trained on the upcoming changes**

Managers	Produce staff
Bookkeepers	Inventory and stocking staff
IT staff	Category managers
Cashiers	Others:
- Consider sending key personnel to a Regional New WIC Food Package Vendor Training**

For information on dates, locations and how to enroll, review Vendor Alert 2009-08 at: <http://www.cdph.ca.gov/programs/wicworks/Pages/WICGrocerAlerts.aspx>
- Decide how and when you will train all other personnel**
- Download and distribute the new WIC Authorized Food List/Shopping Guide**
- Review new minimum stocking requirements**
- Ensure new authorized food items are on store shelves by October 1, 2009**
- Upon receiving, promptly read, sign and return new Vendor Agreement**
- Update point of sale systems to include new authorized food items**
- Periodically access and review New Food Package and Other Changes FAQ's at:**  
<http://www.cdph.ca.gov/programs/wicworks/Pages/WICVendorFoodPackageFAQs.aspx>
- Remember the placement of WIC Shelf Talkers and other WIC information**
- Review and practice with cashiers the check stand transaction and the new fruit and vegetable food instrument processing**
- Remind store personnel about the transition period between the old and new WIC foods (October 1 and December 31, 2009)**





# Contact Information

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For more information, contact:

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916-928-8587

U.S. Department of Agriculture

Food and Nutrition Services

[www.fns.usda.gov/wic](http://www.fns.usda.gov/wic)

California WIC Program

[www.wicworks.ca.gov](http://www.wicworks.ca.gov)



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