Webinar Tools

- *6 mutes and unmutes your phones

- Raise your hand during the feedback periods to ask questions/provide input

- http://www.cdph.ca.gov/programs/wicworks/Pages/WICRegulations.aspx
Agenda

- To review the proposed regulation amending the July 5, 2011 WIC Authorized Food List Shopping Guide to no longer allow Infant Fruits and Vegetables in pouches

- To receive Stakeholder input regarding this proposed regulation
Timeline

- Release Regulatory Alert 7/2/13
- Stakeholder Workgroup Webinar 7/18/13
- Comment period 7/2–7/26/13
- Final action on WIC website
  - no later than 120 days from the end of the comment period
Amends the list of authorized supplemental foods for the WIC Program to prohibit Infant Fruits and Vegetables in pouches from being purchased.
California Code of Regulations, Title 22, §40715, requires that the Department consider the following criteria in addition to the federal minimum nutrient requirements:

- Cost of the food
- Appropriateness of the food to the participant’s category
- Statewide availability of the food
- Nutrient content of the food
Cost Analysis

Using IRI data the Department calculated the average of each package type in the Infant Fruits and Vegetables Category by:

- Sorting 4 ounce products
  - glass and plastic containers
  - pouches
- Removing outlier products (upper and lower 10%) in each package type
- Calculating the average price package types

- Glass/plastic average = $0.70
- Pouches average = $1.42
Feedback
Attachment 1
Statement of Reasons

- Appropriateness of the food to participant’s category
  - USDA has determined infant fruits and vegetables are appropriate for infants 6 to 12 months of age
- Statewide availability
  - Infant fruits and/or vegetables are available statewide
- Nutrient content of the food
  - USDA has determined that infant fruits and vegetables contain appropriate nutrients for infants 6 to 12 months of age.
  - Infant fruits and vegetables packaged in pouches are nutritionally identical to those sold in glass or plastic containers.
Attachment 2
Implementation

- Sample Food Instrument
**Important Dates**

- **July 26, 2013:** Comments are due. Send them to [WICRegulations@cdph.ca.gov](mailto:WICRegulations@cdph.ca.gov).

- Final action on WIC website
  - no later than **120 days** from the end of the comment period
Final Action

www.wicworks.ca.gov
Thank you!