



Good Morning California WIC Family!

Welcome to:

Exploring the New WIC Foods



Day One Agenda

Exploring the new WIC foods

- Discovering the goals of the new foods
- Investigating the “CAN” and “CANNOT” Buys

Solving the new food codes

- Decoding the codes
- Demystifying the new food packages

Practicing with the new food packages

Summary and evaluation



Warm-Up

- Introduce yourself to your neighbor
- After introductions, reveal:
 - something about yourself that you would like to share that not many people know about, or
 - A secret you had as a kid
- Take 3-5 minutes



A lot has changed since 1974...



In 1974: Food Package Beginnings

The WIC food packages were designed to supplement participants' diets with foods rich in the five target nutrients known to be lacking in the diets of the WIC target population:

Vitamins A and C, Calcium, Iron, and Protein



In 2009: the New WIC Foods

Align with the “Dietary Guidelines for Americans” and the American Academy of Pediatrics by:

- Increasing fruits & vegetables
- Increasing whole grains & fiber
- Decreasing saturated fat
- Decreasing juice
- Promoting age appropriate infant feeding and supporting breastfeeding



Our WIC families are getting ready for a big change.

How have you been preparing them for the new foods on October 1, 2009?



Let's begin our exploration of the new WIC Foods



What Am I?

- I can be liquid or solid
 - Canned or bottled
- And come in sizes a'plenty
 - I'm pure or a blend
 - And 100 percent
- And sometime I must be 120!



The Juice about Juice



Frozen Juice

Any brand in 11.5 oz, 12 oz or 16 oz containers

Added Calcium and Vitamin D allowed

CAN BUY

- Must state “100% Juice” on the front label
 - Orange
 - Grapefruit (White)
- Must state “100% Juice” and 120% (or more) Vitamin C on the front label
 - Apple
 - Pineapple
 - Grape (Red, White, and Purple)
 - Grapefruit (Ruby Red or Pink)
 - Cranberry
 - Juice that is named (as shown on the front label) with a combination of one or more authorized flavors such as Cranberry-Grape, Apple-Grape, or Cran-Apple



**NEW!
NEW!**



Frozen Juice

CANNOT BUY

- Organic juice
- Other flavors, types, or sizes
- Blended juice labeled with one or more juice flavors that are not authorized
- Refrigerated juices
- Juices with any other added ingredients besides Calcium and Vitamin D



Shelf-Stable Juice

Any brand, shelf stable, 64 oz containers

Added Calcium and Vitamin D allowed

CAN BUY

- Must state “100% Juice” on the front label
 - Orange
 - Grapefruit
- Must state “100% Juice” and “120% (or more) Vitamin C” on the front label
 - Apple
 - Cranberry
 - Grape (Red, Purple, or White)
 - Pineapple
 - Vegetable
 - Tomato
 - Juice that is named (as shown on the front label) with a combination of one or more authorized flavors such as Cranberry-Grape, Apple-Grape, or Cran-Apple

NEW!

**NEW!
NEW!**



Shelf-Stable Juice

CANNOT BUY

- Organic juice
- Other flavors, types, or sizes
- Blended juice labeled with one or more juice flavors that are not authorized
- Refrigerated juice
- Juices with any other added ingredients besides Calcium & Vitamin D



The new look for shelf-stable juice



Shelf-Stable 64 oz.



Shelf-Stable Concentrate



Activity: The Juice about Juice

**Let's explore
changes to juice**

- Using the hand out: “The Juice about Juice”
- Individually, take 5 minutes to answer the question, using appropriate counseling skills
- Turn to your neighbor and discuss your answers



Sample Response

You sound concerned about feeding your baby.

Although juice is a good source of some vitamins, it is easy for children to drink too much and not have room for more nutritious foods.

WIC is now giving fruits and vegetables to replace [some of your child's juice] or [all of your baby's juice], because they have more nutrients and fiber than juice.

How do you feel about that?



What Am I?

- Always a favorite
- I'm often flavored
- Though in WIC just one is allowed
 - Convenience stores,
 - Grocers and more
- Must sell the “skinnier” me now



NEW!

Lose the Fat, Keep the Vitamins!
Drink Low Fat Milk





The famous French detective Inspector Clouseau has been sent to several WIC grocery stores to investigate an extraordinary occurrence:

Low fat milk is selling out!

Grocers are questioning how WIC is doing such a great job of promoting low-fat milk.

What did the local agencies do that motivated the participants to make the switch?

What did you do?



Table Tent Activity

Directions:

- Each table has a table tent with a different picture of the food groups we will be reviewing. These include **Milk, Soy Beverages, Tofu, Cheese and Eggs**
- Identify a spokesperson and a recorder for your table.
- Turn to your Cheat Sheets and locate the food item on your table tent. Example, if you have a picture of **Milk** on your table tent, locate the **Milk** cheat sheet.
- Answer the following question: What are some important facts about what you **can and cannot buy** regarding your food item?
- You will have 5 minutes. Be prepared to present your findings.



Milk

CAN BUY

Any brand, in any of the following fat levels:

- Nonfat (fat free, skim)
- 1% Low fat (light)
- 2% Reduced fat
- Whole, if specified on the Food Instrument (FI)



Pasteurized or Ultra- Pasteurized fluid cow's milk, single gallons or gallon twin pack;
½ gallons and quarts only if specified for purchase on food instrument

Lactose free cow's milk:

- (Half gallons and quarts if specified for purchase on food instrument)

Evaporated milk:

- 12 oz can

Powdered dry milk:

- 9.6 oz to 25.6 oz box if specified for purchase on food instrument)
- Nonfat or Low fat ONLY



Milk

CANNOT BUY

- Sweetened Condensed Milk
- Non-Dairy Substitutes
- Pint Size Containers
- Glass Bottles
- Ultra Heat Treated (UHT) Shelf-Stable Milk
- Acidophilus Milk
- Powdered Dry Whole Milk
- Organic Milk
- Raw (Unpasteurized Milk)
- Buttermilk
- Goat's Milk
- Flavored Milks, such as Chocolate
- Calcium-Fortified Milk



Soy Based-Beverage

CAN BUY

A “Special Dietary Request Form” is required for children only

- **Pacific Natural Foods**
Ultra Soy Milk in quart size only
 - Plain
 - Shelf-Stable
- **8th Continent Soymilk brand**
Half gallon size only
 - Original
 - Refrigerated



Soy Based-Beverage

CANNOT BUY

- Flavored soy-based beverage
- Other brands



Tofu

Tofu is a new food option

A “Special Dietary Request Form” is required for children



Tofu CAN BUY

14-16 oz package, Plain Refrigerated - Only the following brands and textures are authorized:

Azumaya

Firm
Extra Firm
Lite Extra Firm
Silken

House

Premium Soft (Silken)
Premium Medium Firm
(Regular)
Premium Firm
Organic Soft
Organic Medium Firm
Organic Firm

Nasoya

Organic Soft
Organic Firm
Organic Silken
Lite Firm
Lite Silken

Vitasoy SanSui

Regular
Firm

Soy Boy

Organic Firm
Organic Extra Firm

West Soy

Organic Soft
Organic Firm
Natural Fat Reduced Firm
Organic Extra Firm

Wild Wood

SproutTofu Silken



Tofu

CANNOT BUY

- Tofu with added fats, sugars, oils, or sodium
- Flavored or seasoned tofu
- Fried, baked or dried tofu
- Any products made with tofu
- Tofu in bulk that is not pre-packaged
- Tofu that is cubed
- Any brand and/or texture of tofu not listed



What do you know about Tofu?


What do you know about how to cook it?





Soy Beverage and Tofu Check

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What to buy:

3 (HALF GAL) SOY, 8TH CONTINENT SOYMILK, ORIGINAL
OR 6 (QUART) SOY, PACIFIC ULTRA SOY, PLAIN
2 (14-16 OZ) TOFU, PLAIN

State of California WIC Program
VOID IF NOT DEPOSITED WITHIN 45 DAYS OF
"FIRST DAY TO USE." NOT VALID IF ALTERED.

Pay to the order of: WIC Authorized Vendor

700-269534015

90-1342
1211

EXACT PURCHASE PRICE:

*MUST NOT EXCEED MAXIMUM ALLOWABLE
DEPARTMENT REIMBURSEMENT RATE

FOOD ITEM NUMBER

NON-NEGOTIABLE

AUTHORIZED SIGNATURE (SIGN AT PURCHASE)

⑈0700⑈ ⑆121113423⑆ 269534015⑆ ⑈



Cheese

CAN BUY

- Any brand, domestic cheese in 1 pound (16 oz.) package only
- Types: Cheddar cheese, orange or white (mild, medium, sharp, or longhorn)
 - Jack
 - Mozzarella
 - Colby
 - Mozzarella String
 - Blends of authorized cheeses, such as Colby Jack
 - Low sodium, low fat, reduced fat, or nonfat allowed



NEW!
NEW!
NEW!



Cheese

CANNOT BUY

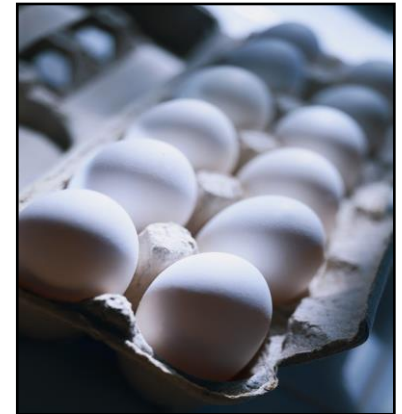
- Organic, Processed American, Extra Sharp Cheddar, Swiss, or Muenster
- Cream cheese or Parmesan cheese
- Processed cheese food and cheese spreads or cheese products such as Velveeta
- Cheese with added hot peppers or spices
- Diced, grated, sliced, crumbled or shredded cheese
- Single individually wrapped sticks of mozzarella string cheese
- Cheese purchased from or and/or sliced at the deli
- Cheese made outside the USA



Eggs

CAN BUY

- Any brand in dozen size carton
- White chicken eggs
- Large size eggs only



Eggs

CANNOT BUY

- Small, medium, jumbo, or extra large eggs
- Low cholesterol eggs
- Powdered or liquid eggs
- Specialty eggs such as organic, cage free, stress free, vitamin enriched, pastured or Eggland's Best
- Brown eggs
- Egg substitutes



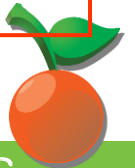
Let's Review:

New WIC Foods: Fact or Fiction?

Milk, Cheese, Soy Milk, and Tofu

Working with a partner, look at the pictures on the hand-out:

- Circle the CAN BUY foods
- Mark an X through the CANNOT BUY foods



What Am I?

- In many foods I am found
- I can be cracked or ground
- I will rise when kneaded
- You eat me as needed



NEW!

Make Half Your Grains Whole



Whole Grains



CAN BUY

Any Brand in 16 ounce Package:

- 100% Whole Wheat Bread, Loaves, Buns, or Rolls (Package must state “100% Whole Wheat” on the front label)
- Soft Corn Tortillas, white, or yellow
- Whole Wheat Tortillas (Package must state “Whole Wheat” or “100% Whole Wheat” on the front label)
- Oatmeal or Oats, Old fashioned, rolled, cut, or steel cut, instant, quick (1 minute), crystal wedding



Whole Grains

CAN BUY

- Brown Rice, bulk allowed:
 - Short, medium, or long grain
 - Regular, quick, or instant
 - Basmati Brown and Jasmine Brown
- Whole Grain Barley, bulk and organic allowed
- Bulgur, bulk and organic allowed



Whole Grains



CANNOT BUY

- Any bread that does not have the words “100% Whole Wheat” on the front label
- Light or lite bread
- Refrigerated/frozen dough, mixes, breads, or tortillas
- Specialty breads, such as those with added fiber
- Any other whole wheat bread product, such as bagels, english muffins, and pita bread
- Bread with added ingredients, such as fruit, nuts, and spices
- “Hard shell” tortillas
- Blue or multi-grain tortillas
- Organic bread and tortillas



Whole Grains

CANNOT BUY

- Individual or flavored oatmeal packets
- Pearled barley
- Buckwheat
- Seasoned rice
- Organic oatmeal, and brown rice
- White rice, wild rice, rice pilaf
- Brown rice mixed with any other type of rice
- Ready to serve or frozen rice
- Couscous or quinoa
- Grits



Breakfast Cereal

Women and Children can buy any of the allowed cereals!

CAN BUY

12 oz – 36 oz boxes or bags

- General Mills:
 - Cheerios - Plain & Multi-grain,
 - Kix, Plain & Honey
- B&G foods:
 - Whole Grain Cream of Wheat
- Post:
 - Honey Bunches of Oats Vanilla
- Quaker:
 - Oatmeal Squares Cinnamon
- Instant Oatmeal: *only* the 11.8 oz store brand instant oatmeal



More Breakfast Cereal **CAN BUY**

- Whole Grain Cream of Wheat
- Cream of Wheat (1 minute, 2-1/2 Minute, 10 minute)
- Malt-o-Meal
 - Malt-o-Meal Original (Plain)
- Post
 - Honey Bunches of Oats (Honey Roast & Vanilla)
 - Premium Bran Flakes)
- Quaker
 - Life (Plain)
 - Oatmeal Squares (Hint of Brown Sugar & Cinnamon)
 - Crunchy Corn Bran
- Store Brands (See list of authorized labels)
 - Crispy Rice



Breakfast Cereal


CANNOT BUY

- Brands or labels not specifically listed
- Individual serving packets, except for store brand Instant Oatmeal
- Packages smaller than 12 oz., except for store brand Instant Oatmeal
- Flavored oatmeal
- Oatmeal with added fruits, nuts, or sugars
- Grits



Sample Combination FI

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What to buy:

36 OZ BREAKFAST CEREAL
16 OZ WHOLE GRAINS
2 (64 OZ) BOTTLE JUICE
OR 2 (11.5 OR 12 OR 16 OZ) CONCENTRATE JUICE

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NON-NEGOTIABLE

AUTHORIZED SIGNATURE (SIGN AT PURCHASE)

700- 269534015

90-1342
1211

EXACT PURCHASE PRICE:

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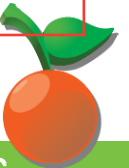
Let's Review:

New WIC Foods: Fact or Fiction?

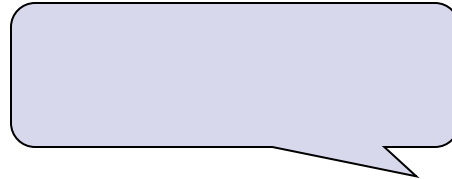
Whole Grains and Breakfast Cereal

Working with a partner, look at the pictures on the hand-out:

- Circle the CAN BUY foods
- Mark an X through the CANNOT BUY foods



Activity: Make Half Your Grains Whole



- Using **Handout #4, Make Half Your Grains Whole**, write down two questions you think WIC participants are likely to ask about the whole grains and breakfast cereals they can choose.
- With a partner or trio, ask one of the questions you wrote down and have your partner or trio member respond. After they have responded, ask the following question: “How will this work for you?”
- Continue until each pair or trio has asked and answered their questions.



Physical Activity Break



Word Search

- Find your hand-out: “Word Search the New WIC Foods” in the “Top Secret” envelope on your table
- Find the words within the word search puzzle listed on the bottom of the hand-out
- The words can go in any direction
- Circle the WIC foods



What Am I?

- Canned, bulked or packaged
 - I can go into soup
- Plain mixed or frozen
- I'm a musical group!



The latest on Peanut Butter, and Peas, Beans, and Lentils



Peanut Butter

CAN BUY

- Any Brand, plain in 16 oz. to 18 oz. containers
- Creamy, chunky, or super chunky styles
- Low sodium
- Low sugar
- Old fashioned
- Natural Peanut Butter



Peanut Butter

CANNOT BUY

- Organic peanut butter
- Any other size container
- Low or reduced fat
- “Grind your own”
- Honey nut roasted
- Peanut butter spread
- Peanut butter with added jams, jellies, chocolate, or honey
- Peanut butter with additives, such as omega 3 fatty acids



Peas, Beans, or Lentils

CAN BUY

Any Brand, Any Variety 16 oz. packages or bulk

- Uncooked dry beans, peas and lentils
- Mixed beans, peas, and/or lentils
- Organic dry beans allowed
- Canned Mature Beans: Any Brand or Variety (**for homeless participants only**):
 - 15-16 oz. cans only
 - Plain beans, such as kidney, black, garbanzo, pinto, and black-eyed peas
 - Low sodium



Peas, Beans, or Lentils

CANNOT BUY

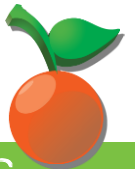
- Canned or frozen beans, peas, or lentils
- Bean soup mixes with flavoring packets or spices



Canned Peas, Beans, or Lentils (Homeless only)

CANNOT BUY

- Dry or frozen beans, peas, or lentils
- Canned green, wax or organic beans
- Canned green peas
- Canned baked beans
- Canned refried, Cajun style, Bar-B-Que, or Ranch style beans
- Canned organic beans



Canned Fish

CAN BUY

- Any brand
- Tuna
 - 5 or 6 oz. cans only
 - Water-packed, chunk light
 - Low sodium
- Salmon **NEW!**
 - 5 or 6 oz. or 14.75 oz. cans
 - Water-packed, Pink Salmon
 - With skin and bones allowed
- Sardines **NEW!**
 - 15 oz. cans
 - Packed in water, mustard, or tomato sauce only
 - With skin and bones allowed



Canned Fish


CANNOT BUY

- Solid white or albacore tuna
- Oil-packed fish
- Prime fillet fish
- Specialty salmon, such as Wild Sockeye, Blue Back Salmon, Red Salmon, etc.
- Tuna or salmon packed in sauce
- Flavored, seasoned, or marinated tuna or salmon
- Tuna or salmon kits
- Fish packed in pouches or plastic containers
- Fish from the deli or seafood counter
- Frozen fish



Sample Combination FI

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What to buy:

2 (GALLONS) MILK, LOWER FAT
1 DOZEN EGGS
16 OZ CHEESE
16 OZ DRY BEANS OR PEAS OR LENTILS
OR 1 (16-18 OZ) PEANUT BUTTER

State of California WIC Program
VOID IF NOT DEPOSITED WITHIN 45 DAYS OF
"FIRST DAY TO USE." NOT VALID IF ALTERED.

Pay to the order of: WIC Authorized Vendor

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EXACT PURCHASE PRICE:

*MUST NOT EXCEED MAXIMUM ALLOWABLE
DEPARTMENT REIMBURSEMENT RATE

FOOD ITEM NUMBER

NON-NEGOTIABLE

AUTHORIZED SIGNATURE (SIGN AT PURCHASE)

1A-NON

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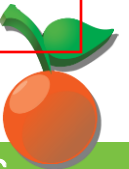
Let's Review:

New WIC Foods: Fact or Fiction?

Peas, Beans, Legumes, and Canned Fish

Working with a partner, look at the pictures on the hand-out:

- Circle the CAN BUY foods
- Mark an X through the CANNOT BUY foods



Activity: The Latest on Peanut Butter, Peas, Beans, and Lentils

**Let's explore the changes to
Peanut Butter, Peas, Beans, and
Lentils**

- Using the hand out: "The Latest on Peanut Butter, Peas, Beans, and Lentils"
- Individually, take 5 minutes to answer the question, using appropriate counseling skills
- Turn to your neighbor and discuss your answers



Sample Response

You sound a little confused about buying canned beans with your peanut butter, peas, beans, and lentils voucher.

I can clarify that for you. Canned beans are only allowed for homeless participants.

However, you can buy frozen beans or frozen bean vegetable mixtures with the fruit and vegetable voucher.

How can I clarify that more for you?



What Am I?

- So many colors can be chosen
 - And flavors – my oh my!
- Have me fresh, canned or frozen
- But please don't have me dried!



NEW!

Eat a Rainbow: Fruits and Vegetables



Fresh Fruits and Vegetables

CAN BUY

- Any variety or combination
- Whole or cut fruits and vegetables
- Pre-bagged fresh vegetables
(including bagged salad mixtures)
- Bagged fruits or vegetables
- Organic
- Yams and Sweet Potatoes



Fresh Fruits and Vegetables

CANNOT BUY

- Any potatoes other than sweet potatoes or yams
- Items from the salad bar, party trays, fruit baskets, decorative vegetables and fruit such as chilies or garlic on a string and painted pumpkins
- Salads or salad kits purchased from the deli
- Nuts, including fruit-nut mixtures
- Dried fruits and vegetables
- Herbs and spices, such as parsley, basil, cilantro or mint
- Edible blossoms, such as squash blossoms



Table Tent Activity

Directions:

- Each table has a table tent with a different picture of the food groups we will be reviewing. These include **Canned Vegetables, Canned Tomatoes, Canned Fruit, Frozen Fruit, and Frozen Vegetables**
- Identify a spokesperson and a recorder for your table.
- Turn to your Cheat Sheets and locate the food item on your table tent. Example, if you have a picture of **canned vegetable** on your table tent, locate the canned vegetable cheat sheet.
- **Answer the following question: What are some important facts about what you can and cannot buy regarding your food item?**
- You will have 5 minutes. Be prepared to present your findings.



Canned Vegetables

CAN BUY

- Any Brand
- Any size and type of container
- Sweet potatoes and yams without added sugar or syrup allowed
- Any vegetable mixtures without potatoes
- Regular or low sodium
- Organic allowed



Canned Vegetables

CANNOT BUY

- Any potatoes other than sweet potatoes or yams
- Sweet potatoes and yams with added sugar or syrup
- Pickled (sauerkraut), creamed (including corn), or sauced vegetables
- Soups, ketchup, relishes, olives
- Vegetables with added fats and oils
- Canned mature beans such as black-eyed peas, kidney beans, pinto beans (***with the fruit and vegetable check***)



Canned Tomato Products

CAN BUY

- Any brand
- Any size and type of container
- Paste, purees, whole, diced, or crushed tomatoes
- Organic allowed



Canned Tomato Products

CANNOT BUY

- Stewed tomatoes
- Sauces (pizza, spaghetti, or tomato), ketchup, salsa, and soups
- Any canned tomato product with added sugars, fats, oils, or seasonings such as garlic and basil



Canned Fruit

CAN BUY

- Any brand (packed in water or juice without added sugar)
- Any size and type of container
- Any plain fruit or fruit mixture without added sugar
- Natural or Unsweetened Applesauce
- Organic allowed



Canned Fruit

CANNOT BUY

- Fruit cocktails, cranberry sauce, pie filling
- Packed in syrup (heavy, light, extra light, etc.)
- Added sugar (lightly sweetened in fruit juice, or nectar)
- Artificial sweeteners, such as Splenda
- Added salt, fat, or oils



Frozen Vegetables

CAN BUY

- Any brand
- Any size and type of container
- Any variety or mixture of vegetables without potatoes
- Sweet potatoes and yams
- Beans of any kind (such as green beans, waxed beans, black-eyed peas, black beans, or pinto beans)
- Organic allowed



Frozen Vegetables

CANNOT BUY

- Any potatoes other than sweet potatoes or yams
- French fries, tater tots, hash browns, mashed, or other shaped potatoes
- In sauces (such as cheese, butter or teriyaki sauce)
- Mixed with pasta, rice, or any other ingredient
- Breaded vegetables
- Seasoned or flavored vegetables
- Added sugar



Frozen Fruit

CAN BUY

- Any brand frozen fruit: no sugar added
- Any size and type of container
- Any variety or fruit mixture
- Organic allowed



Frozen Fruit

CANNOT BUY

- Fruit with added ingredients
- Fruit with added sugar
- Fruit with artificial sweeteners, such as Splenda



Fruits and Vegetables


Participants will receive fruit and vegetable checks

- Children get \$6.00
- Women (Pregnant and Non-Breastfeeding) get \$10.00
- Fully breastfeeding women get \$10.00
- Fully breastfeeding multiples get a total of \$15.00
\$7.00 on one check and \$8.00 on a second check



The New Fruit and Vegetable Check

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What to buy:

\$6 (SIX DOLLARS) FRUITS AND VEGETABLES
MAY COMBINE FRESH, FROZEN, AND CANNED
PARTICIPANT MAY PAY AMOUNT OVER \$6 (SIX DOLLARS)

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90-1342
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EXACT PURCHASE PRICE:

*MUST NOT EXCEED MAXIMUM ALLOWABLE
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FOOD ITEM NUMBER

NON-NEGOTIABLE

AUTHORIZED SIGNATURE (SIGN AT PURCHASE)

700- 269534015

⑈0700⑈ ⑆12113423⑆ 269534015⑆ ⑈



Using the Fruit and Vegetable Check

- This is the only voucher that has a cash value
- If participant goes over the amount of the check at the grocery store, they **can pay the extra with cash, food stamps or credit**
- They will **not receive cash back** if their purchase price is below the limit on their check



Using the Fruit and Vegetable Check

(Continued)

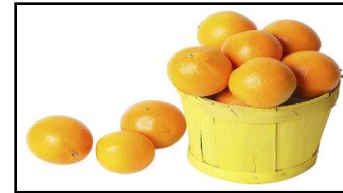
- If a participant has more than one check for her family (e.g., one for her and one for her child) they must be separated at the check-out stand
- They can mix fruits and vegetables with this check
- Since fruits and vegetables will be offered with a dollar maximum and no amount specified, any sizes can be purchased



What to do when your fruit and vegetable purchase goes over the check amount



**Check is for \$10.00
worth of fruits and vegetables**



The produce you picked cost \$10.25

What would you do? Choose one of the options below.

**Option 1:
BUY LESS**

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



**Option 2:
PAY THE DIFFERENCE
WITH CASH**

Pay the difference with cash.



**Option 3:
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 you are allowed to *pay the difference*.



Let's Review:

New WIC Foods: Fact or Fiction

Fruits and Vegetables

Working with a partner, look at the pictures on the hand-out:

- Circle the CAN BUY foods
- Mark an X through the CANNOT BUY foods



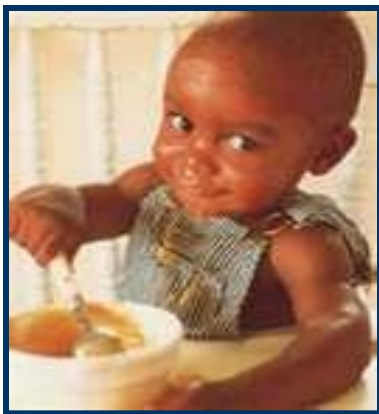
What Am I?

- Sometimes plain
- Sometimes mixed
- I'll now appear
- At month six



Baby Food

**ALL
NEW!**



Changes for Infants Include:

- Formula amounts
- No juice
- Fruits and vegetables
- Meats for fully breastfed infants



Start Feeding Me Baby Food Around 6 Months

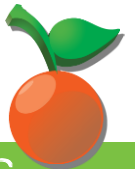


Infant Foods

For all Babies at Six Months

CAN BUY

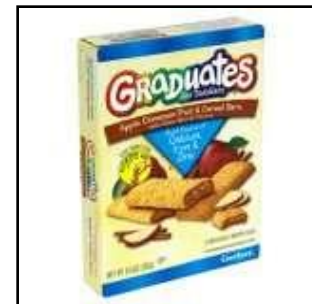
- Baby Food Fruits and Vegetables:
- Any Brand
3.5 oz. 2-packs (Net Wt 7 oz.) or 4 oz. containers:
 - Plain fruits, plain vegetables, or combinations of two or more plain fruits or vegetables, such as Stage 2 or 2nd Foods
 - Organic allowed
- Baby Food Meats (for fully breastfed Infants **only**)
 - Any brand
 - 2.5 oz. containers
 - Added broth or gravy
 - Organic allowed



Infant Foods


CANNOT BUY

- Infant desserts
- Infant food with added sugar, salt or starch, added fiber, or DHA
- Mixed food combinations such as infant fruits and vegetables mixed with meat, pasta, cereal, or rice
- Mixed food combinations such as infant meats mixed with vegetables, pasta, or rice
- Any other container size
- Graduates or toddler food



Sample Baby Food Fruits and Vegetables FI

| INDIVIDUAL NO. | PARTICIPANT / PARENT / GUARDIAN | FIRST DAY TO USE | LAST DAY TO USE | SERIAL NO. |
|----------------|---------------------------------|------------------|-----------------|------------|
| 231900713IG | Isabelle Galvan | OCT 01 09 | OCT 31 09 | 269534015 |



What to buy:

INFANT FRUITS AND VEGETABLES
11 (4 OZ) CONTAINERS
OR 12 (3.5 OZ) CONTAINERS

State of California WIC Program
VOID IF NOT DEPOSITED WITHIN 45 DAYS OF
"FIRST DAY TO USE." NOT VALID IF ALTERED.

Pay to the order of: WIC Authorized Vendor

700-269534015

90-1342
1211

EXACT PURCHASE PRICE:

*MUST NOT EXCEED MAXIMUM ALLOWABLE
DEPARTMENT REIMBURSEMENT RATE

FOOD ITEM NUMBER

NON-NEGOTIABLE

AUTHORIZED SIGNATURE (SIGN AT PURCHASE)

1A-NON

1B

⑈0700⑈ ⑆121113423⑆ 2695340151 ⑈



Infant Cereal

CAN BUY

No changes

Gerber Infant Cereal in 8 oz. boxes

- Dry pack cereal with iron
- May buy any combination of allowed cereals:
 - Barley
 - Rice
 - Oatmeal
 - Mixed



Infant Cereal

CANNOT BUY

No changes

- Infant cereal with added fruit
- Single servings cups
- 6 oz. variety packages
- Other types, brands, flavors or sizes of infant cereal
- Jarred infant cereal



Let's Review:

New WIC Foods: Fact or Fiction?

Baby Foods and Infant Cereals

Working with a partner, look at the pictures on the hand-out:

- Circle the CAN BUY foods
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Infant Formula

CAN BUY

Infant Formula Specified on FI

Container size and quantity specified on the FI

- Enfamil LIPIL with Iron
13 fl. Oz liquid concentrate or 12.9 oz powder
 - Enfamil ProSobee LIPIL
13 fl. Oz liquid concentrate or 12.9 oz powder
 - Enfamil Gentlease LIPIL
12.0 oz powder only
 - Enfamil A.R. LIPIL
12.9 oz powder only
- Other formula is only allowed if specified on FI, for example, Nutramigen LIPIL, Similac Neosure, Enfamil Enfacare LIPIL, Alimentum



Infant Formula

CANNOT BUY

- Any other brand, type, or size not printed on the FI
- Low iron infant formula or formula with no iron



Exploration Gallery

- At your table, choose any of the categories of the WIC foods we learned about today.
- Pick a few important facts about the CAN BUY or CANNOT BUY for these foods.
- As a group, using the flip chart paper and markers, draw a picture of these facts.
- We will ask you to explain your art and display it.

