



---

Memorandum

---

#10-107

**TO:** WIC Regional Directors  
WIC Local Agency Directors

**FROM:** Linda Brumble, Unit Manager  
Nutrition Education/Clinic Services Unit  
Nutrition Services Section

**DATE:** August 13, 2010

**SUBJECT:** FY 2011 *Texas WIC Shopping Guide* and the *Texas WIC Approved Foods* posters are now available

---

The (FY) 2011 *Texas WIC Shopping Guide* brochures and infant flyers and the *Texas WIC Approved Foods* posters are now available. Your supply should arrive in the next few weeks. When you receive your supply you will notice the following changes to the materials.

*Texas WIC Shopping Guides*, stock no. WIC-34 and WIC-34a and *WIC Approved Foods* poster, stock no. WIC-34p

- The brochure is a quad-fold instead of a tri-fold.
- The allowable fruits and vegetable have been added to the brochure. **The *Fruit and Vegetable Shopping Guide flyer (WIC-34-3)* becomes obsolete on October 1, 2010.**
- The approved brands of all whole grains (bread, tortillas, rice, and oatmeal) are printed on the brochure and poster, unlike the current FY 2010 materials.
- The allowable brands of canned beans, added to the approved foods this month, are displayed on the brochure and poster.
- The ounces of milk containers have been added to the milk section to assist participants in finding the appropriate container size i.e., “quarts (32 oz.)” and “half gallon (64 oz.)”
- Under disallowed fruits, vegetables and beans, clarified that bulk dried beans are not allowed.

*Texas WIC Shopping Guide for Formula Fed Infants* and *Texas WIC Shopping Guide for Breastfed Infants*, stock no. WIC-34-1 and WIC-34-2.

- Added the disallowance of starches in baby fruits and vegetables. (Typically starches appear as rice flour or tapioca in baby food ingredient lists.)

The *Texas WIC Shopping Guide* brochure (WIC-34 and WIC-34a) and will be sent to you from Trend Offset Printing Services. If you find that you need to order additional brochures, submit an order on an AG-30. For additional *WIC Approved Foods* poster (WIC-34p), submit an order on a *Texas WIC Materials Order Form* and fax to the Publication Coordinator, at (512) 341-4473.

The *Shopping Guide for Formula Fed Infants* (WIC-34-1), *Breastfed Infants* (WIC-34-2) flyers will be shipped from the HHSC print shop. If you find that you need to order additional flyers, submit an order on an AG-30.

Local agencies that ordered Vietnamese shopping guides will receive this shipment by the first week in September. These materials will *not* be stocked in the warehouse. If you have any questions about the approved foods materials or require additional information, please contact Paula Kanter, Clinical Nutrition Specialist, at (512) 341-4574 or [paula.kanter@dshs.state.tx.us](mailto:paula.kanter@dshs.state.tx.us).