



Memorandum

#13-028

TO: DSHS Regional Directors
WIC Local Agency Directors

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

DATE: March 15, 2013

SUBJECT: Jif Peanut Butter 18 oz. Converting to 16 oz.

The J.M. Smucker Company has informed WIC that all of the Jif 18 oz. peanut butter will transition to 16 oz. on May 1, 2013. The 18 oz. jars may be on the store shelves until the end of June. Once the 18 oz. jars are no longer on the shelf, participants will not be able to buy Jif with their WIC benefits.

Please inform your WIC participants during certification and nutrition education classes. Our EBT data shows that approximately 50% of all peanut butter redemption is for Jif, making it very important that WIC participants are aware of this change. For your information, the current and new UPC codes are listed below.

	Current UPC	New UPC
Jif Creamy Peanut Butter	51500-24128	51500-25516
Jif Extra Crunchy Peanut Butter	51500-24135	51500-25537

The *Smart Choices Healthy Families - Shopping for WIC Approved Foods* DVD (DV0530) that was revised recently shows a jar of 18 oz. Jif peanut butter as approved. However, the emphasis is on looking for peanut butter in 18 oz. containers.

If you have any question, please contact Paula Kanter, Clinic Nutrition Specialist, at 512-341-4574 or paula.kanter@dshs.state.tx.us.