



## Memorandum

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#11-115

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

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

**DATE:** September 2, 2011

**SUBJECT:** Fiscal Year (FY) 2012 WIC-Approved Foods Changes and Materials

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Effective October 1, 2011, there are several exciting changes to the approved foods that benefit WIC participants. Please see the attachment, *Changes to the FY 12 WIC-Approved Foods Effective October 1, 2011*, for a complete list of additions, changes and brands being added and removed from the list.

### **Approved Food Brochures, Flyers and Poster**

The approved foods brochure and poster should arrive at your agency early to mid-September. Please note that the brochure will not be on glossy paper. Below is a list of the items your agency will receive. There are several changes to the October 1, 2011 versions.

- ***Shopping Guide Brochures (WIC-34 and WIC-34a, rev 10/11)***
  - New title: *Smart Choices Healthy Families Shopping Guide*.
  - The term "Allowed" has been replaced with "Look For" and "Not Allowed" with "Don't Buy."
  - A small section has been added to show how to buy canned beans, dried beans and peanut butter.
  - The brochure clarifies that buttermilk is only for children 2-4 years old and women.
  - The brochure clarifies that eggs with omega-3 and with added vitamins and minerals are not permitted.
  
- ***Infant Shopping Guide Flyers (WIC-34-1 and WIC-34-2, rev 10/11)***
  - The title is the same: *Texas WIC Shopping Guide*.
  - A small caption has been added to show the addition of mixed fruits and vegetables as a new item.

- **Approved Foods Poster** (WIC-34p, rev 10/11)
  - New title: *Smart Choices Healthy Families – Texas WIC Approved Foods*.
  - **Major Changes** –
    - The infant formula has been removed from the poster.
    - The least expensive brand items for juices and whole grains are not listed on the poster. Information on brands is listed on the brochure.

### **Vietnamese Versions**

Vietnamese versions of the brochures and flyers will be sent to local agencies that requested these materials last year. The Vietnamese versions will also be posted on the web at [http://www.dshs.state.tx.us/wichd/approved\\_foods/new\\_foods.shtm](http://www.dshs.state.tx.us/wichd/approved_foods/new_foods.shtm) .

### **Special Food Packages**

The flyers for special food packages will be posted on the web in mid- to late September 2011 at [http://www.dshs.state.tx.us/wichd/approved\\_foods/new\\_foods.shtm](http://www.dshs.state.tx.us/wichd/approved_foods/new_foods.shtm). Provide the appropriate flyer when one of these special food packages is issued.

- **Texas WIC Shopping Guide for No Refrigeration** (E-WIC-34-5). Juicy Juice grape juice in 8.75-oz. boxes has been added for children and postpartum women.
- **Texas WIC Shopping Guide for Exclusively Breastfed Multiple Infants** (E-WIC-34-6). Replacing Minute Maid 6-oz. frozen orange juice with images of 64-oz. and 48-oz. juices.
- **Texas WIC Shopping Guide for Kosher Foods** (E-WIC-34-7). Includes an updated list of grocers selling kosher foods.
- **Texas WIC Shopping Guide for Gluten Free Foods** (E13-06-13482). Kellogg's Gluten Free Rice Krispies has been added.

### **Smart Choices Healthy Families** (DV0530, rev 7/2010)

A new approved foods DVD is not being produced for FY 12. Local agencies should continue to provide and/or show the current DVD, *Smart Choices Healthy Families*, revision date 7/2010. Participants should be made aware that although the DVD says baby foods are single ingredient, that now mixed fruits and vegetables are allowed.

### **Your Guide to WIC Foods** (13-06-13178, rev 12/2009)

Local agencies should continue to provide the 12/2009 version. Please recycle any 6/2009 versions you may have in your clinics. These versions show women's cash value for fruits and vegetables as \$8.00 instead of \$10.00.

If you have any questions about these changes or require additional information, please contact Paula Kanter, Clinical Nutrition Specialist, Nutrition Education/Clinic Services Unit, at (512) 341-4574, or [paula.kanter@dshs.state.tx.us](mailto:paula.kanter@dshs.state.tx.us).

Attachment

## CHANGES TO FY 12 TEXAS WIC-APPROVED FOODS EFFECTIVE OCTOBER 1, 2011

Approved Food	Additions/Changes	Dropping
<b>Baby Food</b> Any Brand	Mixed baby fruits and vegetables – 4 oz. <i>Beechnut Stage 2 ½ Textures</i> – 4 oz.	<b>Nature's Goodness</b> (no longer produced)
<b>Cereal</b> Approved Brands	<b>General Mills</b> <i>Multigrain Cheerios</i> – 36 oz.  <b>Kellogg's</b> <i>Frosted Mini Wheats – Touch of Fruit in the Middle</i> – 18 oz. <i>Special K</i> – 18 oz.  <b>Malt-O-Meal</b> <i>Blueberry Mini Spooners</i> – 18 and 36 oz. <i>Crispy Rice</i> – 18 and 36 oz. Club packs – two 18-oz. packs in a box  <b>Quaker</b> <i>Instant Grits</i> – Original –18 and 36 oz. <i>Life</i> – 18 oz.  <b>Gluten Free package</b> <i>Kellogg's Gluten Free Rice Krispies</i> – 12 oz.	
<b>Whole Grains</b> Least Expensive Brand	<b>Whole Wheat Bread – 16 oz.</b> <i>Bimbo, Cobblestone Mill, Mrs. Baird's, Nature's Own and Sara Lee Soft and Smooth</i>  <b>Whole Wheat Tortillas – 16 oz.</b> <i>Bimbo, Pepito and Tia Rosa</i>  <b>Corn Tortillas – 16 oz.</b> <i>Mrs. Rios and Pepito</i>  <b>Brown Rice</b> – changing from approved brands to any brand least expensive brand (new brands may be added throughout the year)	<b>Whole Wheat Bread</b> <i>Pepperidge Farm</i>
<b>Whole Grains</b> Approved Brands	<b>Oatmeal – 16 oz.</b> <i>Mom's Best</i> – Old Fashioned Oats <i>3 Minute Brand</i> – Quick and Old Fashioned Oats	
<b>Soy Foods</b> Approved Brands	<b>Soy Milk – 64 oz.</b> <i>8<sup>th</sup> Continent</i> – vanilla  <b>Tofu – 16 oz.</b> <i>Azumaya</i> – firm and extra firm (in addition to silken)	
<b>Canned Beans</b> Approved Brands	<b>Casa Fiesta</b> – <i>Black Beans, Pinto Beans, No Fat Refried Beans and No Fat Refried Black Beans</i> <b>Ortega</b> – <i>Black Beans and Fat Free Refried Beans</i>	
<b>Juice</b> Least Expensive Brand	<b>Hansen's Natural</b> – 64-oz. apple, pineapple, purple grape, and white grape <b>Mott's</b> – 64-oz. apple <b>Parade</b> – 64-oz. and 48-oz. white grape	<b>Ruby Kist</b> – all 48-oz. juices <b>Best Choice</b> – 12-oz. purple grape