



Memorandum

#13-086

TO: WIC Local Agency Directors

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

DATE: August 19, 2013

SUBJECT: FY 14 Smart Choices Healthy Families Shopping Guides and Changes to the Approved Foods

The FY 14 Smart Choices Healthy Families Shopping Guides, effective October 1, 2013, were shipped to all local agencies last week. The quantity you receive is the amount your agency ordered through Survey Monkey a few months ago.

The State Agency received a supply of the brochures and noticed a few issues. You may find that you received several Spanish brochures that have gray smears on the fruit and vegetable panel. You may also find that some of the brochures on the top of the bundle are torn due to the plastic bundler cord. If you find any issues with the brochures, please recycle any that you consider unusable.

Local agency staff may begin to distribute the new brochures in August, along with the current brochure (effective October 1, 2012), to participants who are issued benefits which include the month of October. Business Ink will continue to send the October 1, 2012 brochure when you order from the WIC Catalog to ensure you have a supply of the current brochure. Starting in September, they will send the new October 1, 2013 brochures. A list of the changes to the approved foods list is attached to this memo.

The Infant Formula flyer and the Texas WIC Approved Foods poster will be sent to your agency mid to late August. The information on the Infant Formula flyer is the same as the current flyer. The difference is that it is color coordinated with the brochure. On September 1, 2013, the following shopping guide flyers will be posted in WIC catalog and also on the web at

http://www.dshs.state.tx.us/wichd/approved_foods/new_foods.shtm:

- Shopping Guide for No Refrigeration
- Shopping Guide for Exclusively Breastfeeding Multiples
- Shopping Guide for Soy Milk, Tofu, Evaporated, or Powder Milk
- Shopping Guide for Gluten Free Foods
- Shopping Guide for Kosher Milk and Cheese

If you have not received your Shopping Guide brochures, please contact Paula Kanter, Clinic Nutrition Specialist, at 512-341-4574 or paula.kanter@dshs.state.tx.us as soon as possible.

Approved Foods Changes Effective October 1, 2013

Adding

Cereals

- *Kellogg's* – Scooby-Doo! – 18 oz box
- *Malt-O-Meal*
 - ♦ Frosted Mini Spooners – Monster 36 oz box
 - ♦ Strawberry Cream Mini Spooners – Monster 36 oz box
 - ♦ Oat Blenders with Honey – 18 oz bag
 - ♦ Oat Blenders with Honey – Club pack 36 oz box
 - ♦ Oat Blenders with Honey & Almonds – 18 oz bag
 - ♦ Oat Blenders with Honey & Almonds – Club Pack 36 oz
- *Post* - Honey Bunches of Oats - Peach Raspberry Fruit Blends – 18 oz box

Soy Milk

- *Great Value* – Original Soy Milk (Plain) – 64 oz

Oatmeal

- *Better Valu* – Old Fashion and Quick Oats- 16 oz (tube)
- *Simple Truth* – Natural Old Fashioned Rolled Oats- 16 oz (bag)
- *ShurFine* – Quick 1 Minute Oatmeal – 16 oz (bag)

Dropping

Cereals

- *Kellogg's* - Gluten Free Rice Krispies (due to smaller package size changes during FY 14)

Canned Beans

- *Allen's* – Light Red Kidney Beans
- *Casa Fiesta* – Whole Black Beans
- *Ortega* – Fat Free Refried Beans
- *Progresso* – Cannellini Beans

Kosher Cheese

- *Les Petites* – Colby Jack