

## Memorandum

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**#15-090**

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

**FROM:** Amanda Hovis, Director  
Nutrition Education/Clinic Services Unit  
Nutrition Services Section

**DATE:** August 17, 2015

**SUBJECT:** Fiscal Year (FY) 2016 Texas WIC Shopping Guide and Approved Foods Poster

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There are several changes to the approved foods materials that are coming for FY 2016. With the addition of yogurt and pasta, the approved foods poster had to be enlarged last April and for October 1st (FY 2016), we've expanded the shopping guide. The changes to the approved foods materials are listed below.

### Texas WIC Shopping Guide Effective October 1, 2015 (WIC-34 and WIC-34A)

- **Brochure changed to booklet**
- **New size** is 4.5" x 8.5"
- **Tabs for foods shown on each page**
- **Special food packages** – the booklet will include all the special food packages (lactose-free, soy milk/tofu, kosher milk/cheese, no refrigeration and exclusively breastfeeding multiples) in the back of the booklet under “Special food packages.”
  - No more printing extra flyers
  - When participants are issued these packages, show them where their foods are found in the booklet.
- **Pocket** for the Shopping List, What to Bring to Your Next Appointment, Store receipts (WIC ending balance) and other forms your agency may add
- **Appointments** – a place to add appointment in the back
- **Brief explanation of how to use the shopping guide**
- **Helpful tips**
  - Baby Fruits and vegetables – a picture showing that the new approval of the 2 packs of baby fruits and vegetables equals 2 containers (some states expressed that sometimes participants and vendors that thought it counted as one)
  - Beans and peanut butter – the same images we use on the current brochure to show how to buy canned and dried beans and peanut butter
  - Fruits and vegetables – chart with price per pound to help with calculating total cost.
- **More pictures of food and a testimonial statement from a WIC mom**
- **Cereals** – Identifies cereals higher in whole grains and gluten-free cereals



## Shopping Guide for Infant Formula Effective October 1, 2015 (WIC-34-1)

- New size 8" x 3.75"

## Approved Foods Poster Effective October 1, 2015 (WIC-34p and WIC-34pA)

- Spanish version is available
- The poster continues to be larger size (26" x 36")

**Texas WIC APPROVED FOODS SHOPPING GUIDE**  
Effective October 1, 2015

**Infant Formula**

**Similac**  
12.1 oz. powder or 12.1 oz. concentrate

**Gerber Good Start Soy**  
12.1 oz. powder or 12.1 oz. concentrate

**Similac Advance**  
12.1 oz. powder or 12.1 oz. concentrate

Breast milk is your baby's best first food. You will make less breast milk if you feed your baby formula. The goal at your WIC clinic is to explain how your body makes just the right amount of milk for your baby. They can also answer questions about the WIC food packages or help you with any breastfeeding issues or concerns you may have.

The formula amounts on your Shopping List will change from month to month as your baby gets older.

Your baby may need more formula than you get in your WIC food package.

WIC may be able to give you a different formula if your baby needs it for medical reasons. These formulas require a prescription from your doctor and approval from your WIC clinic.

For more information call  
1-800-942-3678 or visit [www.texaswic.org](http://www.texaswic.org)

Texas WIC  
Texas Department of Health and Human Services  
2015 Approved Foods Shopping Guide for Infant Formula  
Approved October 1, 2015

**Texas WIC APPROVED FOODS**  
SMART CHOICES • HEALTHY FAMILIES  
Effective October 1, 2015

**Yogurt**  
Children 4 to 5 Years Old & Women  
• Whole fat yogurt  
• 8 to 16 oz. individual containers

**Milk**  
Children 4 to 5 Years Old & Women  
• 1% or 2% fat  
• 1 gallon (128 fl. oz.)  
• 2 gallons (256 fl. oz.)

**Lactose-Free Milk**  
Children 4 to 5 Years Old & Women  
• 1% or 2% fat  
• 1 gallon (128 fl. oz.)  
• 2 gallons (256 fl. oz.)

**Cheese**  
• 1 to 1 1/2 oz. packages  
• Block (4 oz.)  
• Regular, reduced fat & low fat  
• American, Cheddar, Colby, Colby Jack, Laughlin, Monterey Jack, Muenster

**Eggs**  
• Cooked (scrambled)  
• Grade A or AA  
• Single, medium or small

**Whole Grains**  
• 1/2 cup (1/2 oz.)

**Bread**  
• 1 to 1 1/2 oz. slices  
• 100% whole wheat

**Tortillas**  
• 1 to 1 1/2 oz. package  
• 100% whole wheat or unrefined or soft

**Brown Rice**  
• 1 to 1 1/2 oz. package  
• 100% whole wheat

**Oatmeal**  
• 1 to 1 1/2 oz. package  
• 100% whole wheat

**Pasta**  
• 1 to 1 1/2 oz. package  
• 100% whole wheat

**Fruits, Vegetables & Beans**  
**Fresh**  
• 1 cup or more  
• 1/2 cup or more (not prepackaged)  
• 1/2 cup or more (not prepackaged)  
• 1/2 cup or more (not prepackaged)

**Breakfast Cereal**  
• 1/2 cup (1/2 oz.) per package

**Exclusively Breastfeeding Women**  
**Tuna**  
• 1 to 1 1/2 oz. can  
• 1 to 1 1/2 oz. can  
• 1 to 1 1/2 oz. can

**Exclusively Breastfeeding Infants 6 to 12 Months**  
**Baby Meats**  
• 1 to 1 1/2 oz. package  
• 1 to 1 1/2 oz. package  
• 1 to 1 1/2 oz. package

**Infants 6 to 12 Months**  
**Baby Cereal**  
• 1/2 cup (1/2 oz.) per package  
• 1/2 cup (1/2 oz.) per package  
• 1/2 cup (1/2 oz.) per package

**Baby Fruits and Vegetables**  
• 1/2 cup (1/2 oz.) per package  
• 1/2 cup (1/2 oz.) per package  
• 1/2 cup (1/2 oz.) per package

**Dried Beans**  
• 1/2 cup (1/2 oz.) per package  
• 1/2 cup (1/2 oz.) per package  
• 1/2 cup (1/2 oz.) per package

**Peanut Butter**  
• 1/2 cup (1/2 oz.) per package  
• 1/2 cup (1/2 oz.) per package  
• 1/2 cup (1/2 oz.) per package

**Canned Beans**  
• 1/2 cup (1/2 oz.) per package  
• 1/2 cup (1/2 oz.) per package  
• 1/2 cup (1/2 oz.) per package

**Refrigerated Juice (Carton or Plastic)**  
**Fruit Juice**  
• 1/2 cup (1/2 oz.) per package  
• 1/2 cup (1/2 oz.) per package  
• 1/2 cup (1/2 oz.) per package

**Frozen Juice**  
• 1/2 cup (1/2 oz.) per package  
• 1/2 cup (1/2 oz.) per package  
• 1/2 cup (1/2 oz.) per package

**WIC Vendors**  
The Declared Traditionally Least Expensive Brand of WIC foods must be marked with the pink WIC Approved Item sticker. To get a list of all approved brands, go to <http://www.dshs.texas.gov/wic/food/wiclist.shtml>

For More Information  
WIC Helpline: 1-800-942-3678 / [www.texaswic.org](http://www.texaswic.org)  
WIC Helpline: 1-800-942-3678 / [www.dshs.texas.gov/wic/food/wiclist.shtml](http://www.dshs.texas.gov/wic/food/wiclist.shtml)

Texas WIC  
Texas Department of Health and Human Services  
2015 Approved Foods Shopping Guide for Infant Formula  
Approved October 1, 2015

The Vietnamese Shopping Guide (E-WIC-34V) and the Shopping Guide for Infant Formula (E-WIC-34-1V) will not be printed. The Shopping Guide will be formatted like the current brochure. The Shopping Guide and insert will be available to print online through the WIC Catalog. As soon as they are posted, we will send notification to allow agencies sufficient time to make copies.

The approved foods shopping guides and posters will be shipped to local agencies between August 21<sup>st</sup> and September 15<sup>th</sup>. Beginning October 1<sup>st</sup>, participants can select foods from both the FY 2015 and FY 2016 Shopping Guides until December 31, 2015. Starting January 1, 2016, only the FY 2016 Shopping Guides will be valid.

If you have any questions, please contact Paula Kanter, Nutrition Specialist, at [paula.kanter@dshs.state.tx.us](mailto:paula.kanter@dshs.state.tx.us) or 512-341-4574.