



Memorandum

#16-081

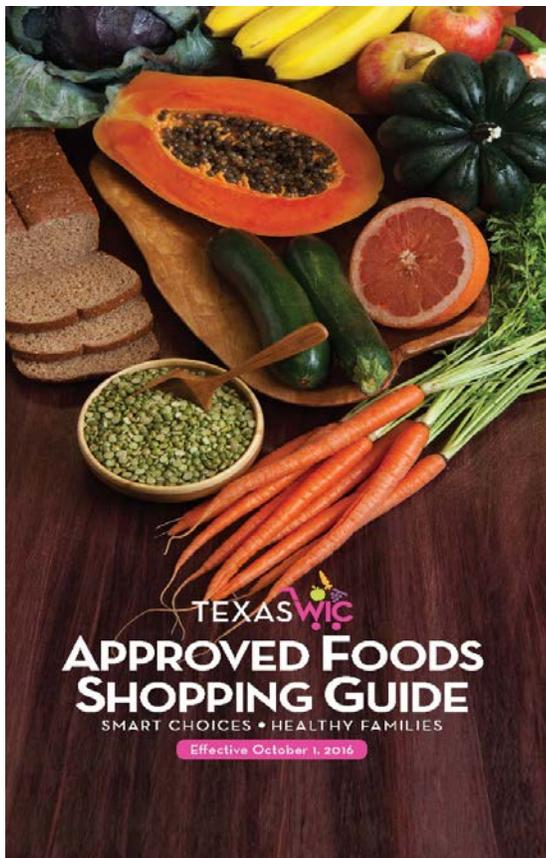
TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: August 12, 2016

SUBJECT: Fiscal Year (FY) 2017 Texas WIC Shopping Guide and Approved Foods Poster

The Texas WIC Approved Foods Shopping Guides and WIC Approved Food poster effective October 1, 2016 will be shipped to each local agency by mid-September. The major updates to the guides and poster are highlighted below.



Shopping Guide (WIC-34 and WIC-34a)

Page 1 – Introduction

- Added “WIC cards are not accepted at self-service checkouts”
- Added the Special Food Package page numbers to assist in finding the pages

Page 2 – Cheese and Yogurt

- Added string cheese and new brands and flavors of yogurt
- New helpful hint at the bottom, “The clear liquid on top of yogurt is loaded with important nutrients including protein and calcium. Stir it in!”

Page 3 – Fruits, Vegetables & Beans

- Fresh – Added “Beans or peas such as fresh lima beans or blackeyed peas”
- Frozen – Removed restriction that allowed only 9 oz. packages and above

Page 6 – Whole Grains

- Added new brands of whole wheat pasta

Page 8 – Cereals

- There are now 5 gluten-free cereals (Cheerios, Multigrain Cheerios, Corn Chex, Rice Chex and Malt-O-Meal Crispy Rice)

Page 10 – Baby Food

- Changed “multipack” to “2-pack” for baby food fruits and vegetables

Page 12 – Tofu

- Added O Organics Super Firm tofu

Back Cover

- Removed the Vendor 1-800 number, kept the website
- Added information about approved foods shopping video and DSHS Twitter and Facebook

Texas WIC.org

For more information
WIC participants call
1-800-942-3678 or visit
www.texaswic.org

Vendors visit
www.dshs.texas.gov/wichd/vo/vol.shtm

Texas WIC has videos to help you shop
YouTube: www.youtube.com/TexasDSHS

Follow us
Twitter and Facebook: @TexasDSHS



WIC helps you make amazing kids!



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TEXAS WIC
APPROVED FOODS SHOPPING GUIDE
Effective October 1, 2016

Infant Formula



Similac Advance
12.4 oz. powder or
13 oz. concentrate



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

What you need to know about formula and WIC:

- Your formula amount will change as your baby grows older.
- Your baby may need more formula than your WIC package provides.
- WIC may be able to give a different formula for medical reasons. You will need a prescription from your doctor and approval from WIC.
- Feeding your baby formula decreases the amount of breastmilk you make.

Breastfeeding and Formula Feeding:
Breastfeeding provides babies and mothers with health benefits that last a lifetime – benefits that formula cannot provide. Use only as much formula as you need and only when you cannot provide breastmilk.

For more information call
1-800-942-3678 or visit www.texaswic.org.



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Infant Formula insert (WIC-34-1)

- Updated image of Similac Advance powder
- Minor revision to the verbiage about formula and breastfeeding

The Vietnamese Shopping Guide (E-WIC-34V) and the Shopping Guide for Infant Formula (E-WIC-34-1V) 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.

Beginning October 1, participants can select foods from both the FY 2016 and FY 2017 Shopping Guides until December 31, 2016. Starting January 1, 2017, only the FY 2017 Shopping Guides will be valid.

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