



## November & December 2008 Update

**The Fresh Choices 2009 Status Report provides local agency staff members and coordinators an inside look at the work going on at the State office in preparation for the new food package changes. Each month this report will highlight information from the five workgroups that comprise Oregon's effort to prepare for the new WIC regulations mandated by the USDA.**

### Food Review Workgroup

Team Lead: Karen Bettin, [karen.bettin@state.or.us](mailto:karen.bettin@state.or.us)

During the past few months, Food Review met to review the price and availability data, as well as other information gathered to narrow down which of the new products will be on the next food list. Please be aware that we are trying to balance cost with keeping a variety of options available to participants in an economic environment where we are serving more clients than we ever have before. Results of Food Review meetings and Food Package Steering committee approvals are listed below:

**Eggs:** Large sized eggs only. No cage-free or free range eggs due to cost.

**Soy beverage:** Vanilla soy beverage will be allowed in addition to plain. The soy beverage that is being reformulated to meet the criteria only has one fat level. We will allow this product for all children and women.

**Baby Food:** Due to cost, baby food fruits and vegetables will only be allowed in the 4 oz. container; no organic.

**Salmon:** After comparing the price and availability of different size cans of salmon, salmon will only be authorized in the 14.75 oz. can.

**String cheese:** Due to cost, string cheese will not be authorized.

**New Cereals:** Post Grape Nuts Trail Mix Crunch cereal will be added, so over 50% of Oregon WIC cereals will be whole grain.



# Fresh Choices 2009 - Status Report



**Bread:** Bread will need to state, “100% whole wheat bread” on the wrapper. This labeling will allow us to not be brand specific, while still assuring the requirement whole grain is the first ingredient. A letter was sent to the bread companies that supply WIC Vendors in Oregon to notify them of the new WIC requirements. Low calorie or light (lite) bread will not be allowed, since water is generally the first ingredient.

**Brown rice:** In addition to regular brown rice, basmati and jasmine will be authorized, since the cost currently seems comparable; no instant brown rice due to cost.

**64 oz. Juice:** The flavors of 64 oz. juices in a plastic bottle that will be allowed include apple, grape, vegetable and tomato juice. Orange and grapefruit juices in the plastic bottle were not available.

**Juice vouchers:** The child juice description on the vouchers will state “2 64 oz. bottle or 11.5-12 oz. frozen juice.” Two containers of the 64 oz. bottle provides the maximum quantity and two 11.5-12 oz. cans provides less, but doesn’t exceed the maximum. We will not be able to put both types of juice containers on a woman’s voucher, because 3 11.5-12 oz. cans provides the maximum quantity of juice for a woman, and three 64 oz. plastic bottles would provide above the maximum.

**Frozen Juice Only between May 1 and July 31<sup>st</sup>.** Starting May 1, only frozen juice will appear on vouchers for women, infants and children. Canned juice will not appear on the new food list, so by removing the canned juice from vouchers beginning May 1, we will not have any canned juice vouchers in use after August 1<sup>st</sup>. Vendors are being notified of the transition.

**Carrots:** Carrots will still be listed on some vouchers after August 1<sup>st</sup>, but since carrots are not brand specific this should not cause any problems.

**Other voucher descriptions:** Voucher descriptions for all foods were reviewed. There is movement to listing the quantity first, then the size or container of the food, rather than continue with current wording for cereal, tuna, etc. For milk, we are going to use “Fat Free” which appears more frequently on foods in the grocery store instead of non-fat.

**Draft Food List:** The new Food List will be the same size as the current list, so it will still fit in the WIC folder. But it will be booklet-style and will have more pages to accommodate all those new foods!

**Oregon WIC — Healthy foods. Healthy messages. Healthy families.**

WIC is an equal opportunity program and employer.  
For alternate format requests, please call 971-673-0048.



# Fresh Choices 2009 - Status Report



## Adjusted Food Packages for WP to WE:

We will continue to offer an adjusted food package for a WP who delivers and has several months of vouchers. If the pregnant woman is fully breastfeeding multiple babies, she is eligible to receive 1.5 times the foods and quantities in the WE food package. In order to receive this package, the woman fully breastfeeding multiples would need to return to the clinic with her previously printed vouchers, so her new food package could be printed. This will allow staff to provide any breastfeeding support she might need.

## Fruit & Vegetable Workgroup

Team Lead: Maria Menor, [maria.menor@state.or.us](mailto:maria.menor@state.or.us)

- The Food Package Steering Committee approved the team's recommendation for the following 3-line message in the CVV's food description area (assume for \$6 CVV)

\$6 (Six dollars) fruits and vegetables (fresh and frozen)  
Shopper may pay amount over value of voucher  
No change given

## TWIST Workgroup

Team Lead: Kim Meyers, [kimberly.meyers@state.or.us](mailto:kimberly.meyers@state.or.us)

- TWIST Fresh Choices coding and testing is well underway and the group is working toward having all of the TWIST changes for Fresh Choices decided and documented by January 1<sup>st</sup>.
- The group spent a great deal of time working on possible changes to the medical documentation process in TWIST, and held a review session with the local agency medical documentation group on December 10<sup>th</sup> to gather information and get feedback on some proposed options.

**Oregon WIC — Healthy foods. Healthy messages. Healthy families.**

WIC is an equal opportunity program and employer.  
For alternate format requests, please call 971-673-0048.



# Fresh Choices 2009 - Status Report



## Marketing Workgroup

Team Lead: Nhu To-Haynes, [nhu.h.to-haynes@state.or.us](mailto:nhu.h.to-haynes@state.or.us)

Marketing team gathered information to set up an in-house speakers bureau that would do presentations on the Fresh Choices project to our partners. Many of the staff are already on committees or connected to various partners and the medical community already. This will be our primary way to promote the project for these audiences.

A group of community partners from Oregon Food Bank, Food Stamps, OSU Extensions, Department of Agriculture and SAFENET met for an introduction to the Fresh Choices project. This initial meeting was very positive and community partners gave suggestions on how to include them in the marketing of WIC and the project.

## Training Workgroup

Team Lead: Kim McGee, [kimberly.o.mcgee@state.or.us](mailto:kimberly.o.mcgee@state.or.us)

Check out the staff resources available on the website at <http://egov.oregon.gov/DHS/ph/wic/freshchoices.shtml>

The first resource made available is a staff in-service outline and group nutrition education materials about changing to lower fat milk. This information supports your agency as staff and participants prepare for the food package changes related to milk.

**Save the Date** for the 2009 Statewide Meeting. Our next statewide meeting will focus on Fresh Choices. It will be held June 22-23, 2009 at the Lloyd Center Double Tree Hotel. We will be in a new location this time, conveniently located near down town, the MAX train, and the state WIC office. Put it on your calendars!

**Oregon WIC — Healthy foods. Healthy messages. Healthy families.**

---

WIC is an equal opportunity program and employer.  
For alternate format requests, please call 971-673-0048.

