



## July/August 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)

- After much review and discussion of soy products, it was decided that for the August 2009 implementation soy beverage will be offered, but not tofu. A soy beverage that meets the required criteria is still not available, but we've heard at least one company is reformulating one of their products.
- State staff will be collecting price and availability data of new products between July and September 2008. If an area of the state won't be visited during this period, local agency staff may be contacted for assistance to get a statewide sample.
- We learned from Malt-O-Meal that they will no longer be producing puffed rice or puffed wheat. Since the Malt-O-Meal puffed rice will be coming off the food list, we will only need to add one additional whole grain cereal to the food list to have 50% or more whole grain cereals.
- In August 2008, Michelle Aarhus and Karen Bettin attended a Western Region Food Policy Meeting with USDA and the other 13 states, territories and Indian Tribal Organizations in the region. During the meeting, commonalities between states were confirmed for existing WIC foods. For the new foods, manufacturers of bread, soy beverage, baby food, tofu and canned fruit & vegetables made presentations. Later states discussed which new foods they are considering. Oregon is one of the few states furthest along with discussions on the new foods.



# Fresh Choices 2009 - Status Report



## TWIST Workgroup

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

- The group developed some suggested changes to the Family Summary Screen and Formula Exchange process, and worked through some possible solutions for the new categories outlined in the regulations, like the breastfeeding woman supplementing with more than a ½ package of formula. The group plans to show their proposed changes to local agency staff to get feedback during conference calls on August 18th and 20th.
- The group continued to develop and refine the design documents that will be used by the TWIST developers to perform their coding changes to TWIST over the next several months.
- The group developed some suggested changes to the Family Summary Screen and Formula Exchange process, and worked through some possible solutions for the new categories outlined in the regulations, like the breastfeeding woman supplementing with more than a ½ package of formula. The group showed their proposed changes to local agency staff during two conference calls on August 18th and 20th, and got some great feedback and ideas for finalizing these screens and processes.
- The group continues to develop and refine the design documents that will be used by the TWIST developers to perform their coding changes to TWIST over the next several months.

## Marketing Workgroup

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

The Marketing Team is proud to unveil the Fresh Choices banner on this issue of the Status Report. Future presentations on the banner and slogan will be coming shortly.

**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



## Fruit and Vegetables Workgroup

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

- The Food Package Steering Committee approved the workgroup's recommendation that the fruit & veggie cash value voucher (CVV) be printed in full-benefit denominations. Therefore, children will receive a \$6 CVV and women will receive either an \$8 or \$10 CVV, depending on their category. Women breastfeeding multiples will receive a \$10 CVV and a \$5, which adds up to their \$15 monthly benefit.
- There have been continued discussions regarding the messages that will be printed on the CVV and the feasibility of authorizing farmers to accept the CVV starting June 2010.

## Training Workgroup

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

- Training team has begun developing time lines and plans for training staff and educating participants on Fresh Choices. We will be presenting our proposals to OWCA in October and are looking forward to getting input from all of you. We plan to incorporate key nutrition messages relating to the food package changes. Stay tuned for specifics in October.

**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.

