

Healthy Kids, Strong Parents  
WIC Works Wonders!

## Fruits & Veggies – More Matters™

And it matters to all of us!

On March 19, 2007, the WIC Program will switch from “5 A Day” to “Fruits & Veggies—More Matters.” The 5 A Day campaign was successful in raising consumer awareness about fruits and veggies. Because of 5 A Day, the number of consumers stating the importance of eating 5 or more fruits and veggies each day increased from 8% to over 50%. Unfortunately, most consumers have yet to eat 5 A Day. In fact, most consumers need to more than double their current fruit and vegetable consumption in order to meet the dietary guidelines. Fruits & Veggies – More Matters is the country’s “next generation” 5 A Day. The new campaign focuses on motivating people to simply eat *more* fruits and veggies at every eating occasion.

The *Dietary Guidelines for Americans 2005* encourages adults to consume between 3.5 to 6.5 cups of fruits and vegetables daily, depending on their age, sex and activity level. That’s about 1.5 cups of fruits and 1.5 cups of vegetables for a two to three year old child depending on their activity level. Whether a person currently eats 1 or 4 cups a day, they will benefit from eating more - more matters.

Instead of the information-based 5 A Day, the new brand offers more of an emotional connection. Fruits & Veggies—More Matters was designed to tap into Mom’s sense of responsibility to help her family eat their best, without making her feel guilty. It is meant to help provide her with more ideas, tips and solutions, in addition to information. Fruits & Veggies—More Matters focuses on small, achievable steps, getting consumers to eat more fruits and vegetables over time.

As you are talking with clients about fruits and veggies, remember - more matters



Fruits & Veggies—More Matters is a hit with consumers! A wide variety of men and women of varying ethnicities, income, age and residence reviewed the new look. They described the look as strong and positive, communicating energy and demonstrating the bountiful varieties available.

The Fruits & Veggies—More Matters brand is a trademark of the Produce for Better Health Foundation. Only those who are licensed can use the Fruits & Veggies—More Matters™ brand logo. If you have a special project and want to use the brand logo, contact Joan Ottinger, the Fruit and Vegetable Program Coordinator, at (971) 673-0984 or [joan.m.ottinger@state.or.us](mailto:joan.m.ottinger@state.or.us).

Everyone is encouraged to promote the new message. Anyone can use the words “Fruits & Veggies—More Matters™” in their materials. The first time the words appear in the document, be sure to include the trademark symbol (™) after the word “Matters.”

# VENDOR News

## Know Your WIC-Authorized Stores!

Believe it or not, not all stores in Oregon are WIC-authorized! Please make sure that participants know which stores can accept their vouchers. The Vendor Management module of TWIST provides two easy ways to find out which stores in your area are WIC-authorized:

1. Vendor Look-up Screen: Click on the Vendor menu and select Vendor Look-up. Use the selection criteria to customize your search.
2. Vendors By Name Report: Click on the Outputs menu, select Vendor, select Vendors By Name, select an agency and then click the "Run" icon. This report provides a complete list of vendors in your agency area.

Thank you for helping to ensure that WIC participants are shopping at the correct stores!

### Pharmacy Reminder: Formula and Medical Foods Only

As of April 1, 2007 we will reject any vouchers for foods other than formula and medical foods redeemed at "stand-alone" pharmacies. Such pharmacies include Walgreens, Rite-Aid, and any other pharmacies that are not inside a grocery store.

We cannot guarantee that pharmacies can provide all the foods that are prescribed for WIC participants. Please emphasize with participants to take only vouchers with formula and medical foods to "stand-alone" pharmacies, and all other vouchers to authorized grocery stores.



### Fruits & Veggies-More Matters™ Materials

Many pre-developed materials are available with the brand logo and may be used without a license. Visit these websites:

[www.pbhcatalog.org](http://www.pbhcatalog.org) -- materials for purchase.

[www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org) -- download free materials.

[www.pbhfoundation.org/educators/professional](http://www.pbhfoundation.org/educators/professional) -- download free materials.

[http://www.cdc.gov/nccd/php/dnpa/nutrition/nutrition\\_for\\_everyone/quick\\_tips/fruit\\_vegetable.htm](http://www.cdc.gov/nccd/php/dnpa/nutrition/nutrition_for_everyone/quick_tips/fruit_vegetable.htm) -- download free materials.

Oregon State University Extension expects to have recipe cards with the new logo available in the near future.