



Oregon WIC Food Package Updates Newsletter

April 4, 2025

Welcome to the April New Foods, More Choice Newsletter! This newsletter keeps Oregon WIC Local Agency staff up to date on the 2025 WIC Food Package and Food List changes. In this edition, we are highlighting new tools and two new websites--one for participants and one for staff. These sites will serve as go-to hubs for the latest information and resources.

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Growing healthy families

If you need this information in an alternate format, please contact WIC at (971) 673-0040.
This institution is an equal opportunity provider.

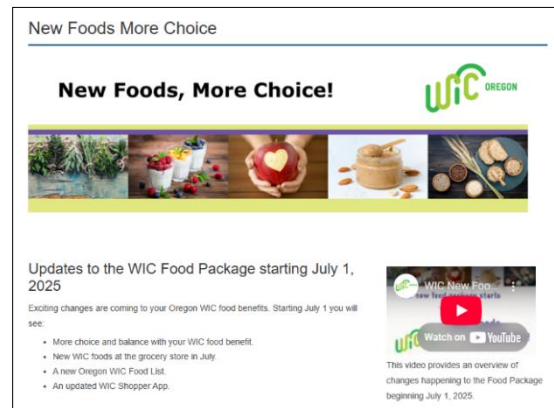


Participant Resources

New participant webpage

A new webpage is now available for WIC participants! It provides key details about the July 1 food updates and includes:

- A new participant video (see Staff Resources below).
- An overview of the changes.
- The July 2025 WIC Food List (see below).



Please share this resource with participants: [Participant Food Package Webpage](#).

Go to: healthoregon.org/wic ➡ WIC participants section ➡ New Foods, More Choice!

New 2025 WIC Food List



We are excited to share a preview of the updated WIC Food List, launching in July!

What's new:

- More product brand images
- Shopping tips and allowable food substitutions
- A Food Hero QR code on the whole grains page
- References to the WICShopper App calculators
- 12 additional pages of updated content!

More resources coming

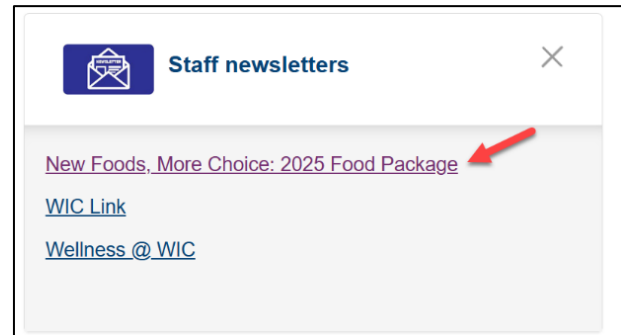
- Video and WIC Food List in Spanish
- Updated Shopping with WIC form



Staff Resources

New staff webpage

Staff now have a dedicated landing page for all new Food Package information and resources! Access it via our [WIC Staff Resources page](#) or visit directly: [Staff New Foods More Choice webpage](#).



Here are a few new tools and resources you will find on the staff webpage:

2025 WIC Food List Certifier Quick Reference Guide

The WIC Food List Certifier Swap Quick Reference Guide is now available as a PowerPoint or [PDF](#) file on Staff New Foods More Choice webpage. The guides are also posted in Basecamp in the Training Supervisor Group along with image files of each page for use with texting or email.

This guide is designed as a visual tool to assist certifiers when talking with participants. The focus is on the swaps WIC Certifiers must make to assign and issue food packages starting July 1 and beyond.

Here are some key elements to this tool:

- Pages are organized to follow the topics in the [2025 WIC Food List](#). However, you can re-organize them in a way that works best for you.
- Each page is designed with as few words as possible to encourage understandability across languages.
- Images of pages from the 2025 WIC Food List are shown to help guide participants to the section in the Food List document.

How to prepare the Quick Reference Guide for use

- Put printed pages in page protector sleeves to use in a notebook. The notebook can be used as a flip chart.
- Extract individual pages in Acrobat DC or Acrobat Pro for texting or emailing.
- Individual page PNGs are available in Basecamp for use with text and email.



New Foods, More Choice video

A new YouTube participant video is now available to help participants understand and prepare for the updated WIC foods coming in July. You can find it on the [participant website](#) or directly on [YouTube](#).

How to use the video:

- Share it with participants to raise awareness.
- For Quarterly Nutrition Education
 - Follow the Teletask instructions for sharing



Food Package Quarterly Nutrition Education and Teletask instructions

The Food Package participant video is available for Quarterly Nutrition Education and can be shared using new Teletask chat and group message templates.

Messages are created and ready to use for sharing the video link for both Quarterly Nutrition Education and general information. The new messaging can be used to send direct chat messages to participants or can be sent to groups using the messaging templates.

Currently, only English is published. A Spanish version is coming soon!

How to send video link for Quarterly Nutrition Education (QNE):

- Decide which method you will be using, chat or group messaging
- Send out the initial message:

Hi! It's WIC. Your class this month is New Foods More Choice coming soon to your WIC benefits (<https://youtu.be/aLUwKWpq3nU>). Text us something you learned or will try, and we'll issue your benefits.

See the [Teletask Job Aid: Food Package Quarterly Nutrition Education and video sharing instructions](#) for details. (Image on the left is a clip from this job aid.)



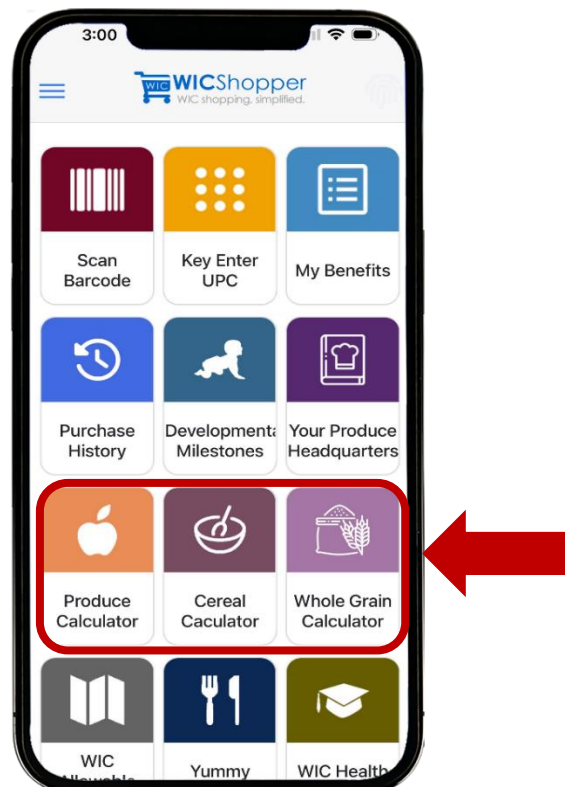
Training Tip – Food Maximums

WIC staff are now asked to ensure participants know the maximum food amounts for each category in their food package. We have made this easier to share.

Key Points:

- Oregon WIC offers the maximum amount for every food category and participant type.
- The Food List includes food amounts and package sizes to help participants to get the most out of their benefits.
- Smaller package sizes (like tofu) were added to offer more variety, choice and to improve statewide availability.
- Sometimes participants may choose to buy less than their food maximum allotment.

Tip: Encourage participants to use the WICShopper App calculators to track how much they have used throughout the month. They can track amounts for produce, cereal and whole grains.



Talking Point Tidbits

It's easy to talk about new WIC foods—more options make shopping and meeting family preferences simpler! But some topics might need extra explanation. Here is more information to help you navigate those conversations.

Why am I getting less milk? I thought WIC was all about milk!

- The United States Department of Agriculture- Food and Nutrition Services adjusted milk amounts for all participant categories.
- This change realigns milk amounts to supplement, but not exceed, dietary guidelines that support growth and development
- Our standard food package will swap 4 quarts of milk to add:
 - 1 pound of cheese and
 - 1 (32-ounce) container of yogurt.
- If participants want more milk, they can swap cheese and/or yogurt. (1 pound cheese = 3 quarts milk, 1 container of yogurt = 1 quart milk).

Why can't I buy almond milk?

- Almond milk does not meet the nutrition criteria right now.
- Alternate milks must meet 10 different nutrition criteria.
- Oregon is one of the first states to implement this new WIC Food Package. In time, manufacturers may change their products so they can be added to the approved product list.

What happened to my favorite yogurt?

- There will be many changes in the yogurt category.
- Many new brands will be added to the approved Food List.
- A few brands did not meet the nutrition criteria for added sugar and will be removed from the list.
- Tip: Have participants use the WICShopper App bar code scanner to check approved brands.

Are there Gluten-Free Options? Yes!

- Gluten-free options will be added! These will include whole grain gluten-free buns, English muffins, and bagels.

