

New Foods, More Choice!



Oregon WIC Food Package Updates Newsletter

May 6, 2025

This newsletter keeps Oregon WIC Local Agency staff informed about new tools and updates related to the 2025 WIC Food Package and Food List. We hope you find the information helpful and easy to use.

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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.



New & upcoming resources

New! Oregon WIC Food Package At-A-Glance guide

Staff now have a new, quick-reference guide to help tailor new Food Packages and support participant's choices at the store starting July 1, 2025. You can find this resource on the Food Package staff newsletter page at [Food Package At-A-Glance](#).

Updated tools for assigning Infant fresh fruits and vegetables

Starting with July WIC Food Packages, Infants 7-12 months can swap half, or all of their jarred fruits and vegetables, for fresh fruits and vegetable benefits (FVB). The revised job aid for this process and the nutrition education handout is linked below. The files are posted on the **New Foods, More Choice!** [staff newsletter page](#).

- [Steps to assign fresh fruits and vegetables to Infants 7-12 months.](#)
- [It's time to eat! Food for your baby \(ENG\)](#)

Participant New Foods, More Choice videos

- The video translation into Russian is almost complete! Teletask messages will also be created to accompany this video.
- The Spanish translation is on the [participant website](#). More translations coming!

Food Package staff training module revision

The training team has started updating the Food Package staff training module. The module will be separated into two units: one for all staff and one for certifiers, including WIC Nutritionists. **We want to hear from you!** We have two ways you can provide feedback on the current Food Package module:

- Complete a form and we will send it in early May
- Attend a listening session:
 - Training Supervisors and Coordinators
Friday, May 16, 2025
1:30 p.m. – 2:30 p.m.
 - Staff who have completed the module in the last 12 months
Thursday, May 22, 2025
9:30 a.m. – 10:30 a.m.

Your voice is important, so please be thinking about who to include in the feedback process. Questions? Contact Joan Medlen at Joan.E.Medlen@oha.oregon.gov.



Food Package Nutrition Education – the details

The updated food rule includes new requirements for how we communicate about Food Packages with participants. As we transition to the new Food Packages, these required conversations may take time to feel comfortable. Here are some things to keep in mind.

Nutrition Education

Offer WIC Food Package education at each certification and recertification appointment. Education needs to include the maximum monthly food quantities outlined in regulations and the tailoring options available. You can use the [Quick Desk Reference Guide](#) as a visual tool to describe more complex tailoring options.

Here's one way to share

"Oregon issues the most commonly preferred food packages, giving you the maximum amount allowed. The Food List includes food amounts and package sizes to help you get the most out of your benefits. Some of the swaps include:

- More milk in place of cheese and/or yogurt
- 1 juice in place of \$3 Fruit & Veggie Benefit (FVB)
- Tofu or more yogurt in place of milk
- Beans (dry or canned) or peanut butter in place of eggs
- Milk type (cow, plant/soy, goat, evaporated, dry, lactose free, acidophilus)

Do you want to make a change to your Food Package? There are some swaps that we can do now and other choices you can make at the store. You can check your benefit amounts– before and after the changes – on the WICShopper app or by looking at your printed benefit list (provide printed benefit list)".

Documentation

Document Food Package nutrition education by selecting "Food Package Tailoring and Maximums" from the NE dropdown.

Use this dropdown after you have discussed with the participant the monthly maximums and **all** of the swaps listed above. See [Policy 769](#): Assigning WIC Food Packages for details.



Training Tip

Food Package change tips - Changing to Plant-based beverages and adding Tofu

Starting July 1, 2025:

- A nutrition assessment is no longer required to issue plant-based beverages.
- A nutrition assessment is no longer required to swap tofu for milk, up to the maximum allowed in the participant's food package.
- A nutrition assessment is no longer required to swap whole-milk yogurt for low-fat yogurt only for Children 12-23 months (C1).

TWIST Tip

Low-fat yogurt for children 12 – 23 months (C1)

Beginning May 1, 2025, we have updated the availability of low-fat yogurt for C1 participants in TWIST. This means you no longer need to call app support to assign low-fat yogurt to the C1 category.

Important Dates & Details:

- For **May and June 2025** - A full assessment and documentation reason for issuing low-fat yogurt is still required. Note: Assignment of risk 115 does not require additional documentation.
- For **July 1, 2025** - Children 12-23 months (C1) can swap whole-milk yogurt for low-fat yogurt based on preference.

To make this change in TWIST:

- Open the participant's Food Package Assignment screen
- Open the modify window and reduce the quantity of whole milk yogurt to 0
- Search for low-fat yogurt and add it:
 - In May and June, the yogurt maximum is 1 container per month
 - For July 1 and beyond, the yogurt maximum is 2 containers yogurt per month



Communication updates

Timeline

June	<ul style="list-style-type: none"> • WICShopper App: A banner message will let participants know that exciting changes are coming. It will encourage participants to check their benefit balance in the app and to learn more on the participant webpage. • Vendors: Communication will go out that new minimum stock requirements will be effective July 1. In mid to late June, vendors will be sent new WIC Food Lists and the vendor training video will be posted online. • Oregon WIC on Facebook: Food Package messages will launch on June 9. June posts will build general awareness, let participants know about some of the exciting changes and link to the new video.
July	<ul style="list-style-type: none"> • Public Health Division (PHD) Press Release: A statewide media release will announce the launch of the new foods and why these changes are important. • Oregon WIC on Facebook: Posts will share that new WIC foods are available, offer shopping tips, and link participants to the updated Food List. • WICShopper App: Only July 1, the new WIC Food Lists (in English and Spanish) will be available in the app. The banner will also update to let participants know their new benefits are available.

Looking for local agency quotes for PHD press release

The WIC and the Public Health Division (PHD) Communications Team are preparing a press release to announce the updated WIC Food Package launching in July. Are you or any participants excited about these changes and open to sharing your thoughts? If so, we'd love to include local voices in the announcement! Please contact Jolene McGee, Outreach Coordinator at jolene.mcgee@oha.oregon.gov to learn more.

Participant messaging about shopping

We recently asked WIC participants how we can make shopping for WIC foods easier and how they tell if a food is WIC-approved. Here is what they told us:

- They use the **Scanner Feature** in the **WICShopper App**
- They check **WIC shelf tags** at the store
- They use the paper **Food List** and the Food List on the WICShopper App

This participant input can help us communicate about how to improve the WIC shopping experience so it's easier for families.

