



## Oregon WIC Food Package Updates for Staff Newsletter

**June 18, 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 useful.

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Growing healthy families

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## WICShopper App updates

### Updated WIC Food List format

The new Food List will go LIVE on WICShopper App, July 1, 2025!

The WIC Food List will feature a drop-down menu format, making it easier for participants to find the specific food category they need. No more scrolling!

The drop-down format will be available in English and Spanish right away. Other languages will show the single document format. The remaining languages will be switched to the more accessible drop-down format throughout July.

The image to the right is an example of Colorado WIC's drop-down list feature in the WICShopper App.



### June and July banners

We're using WICShopper App banners to help keep participants informed about upcoming changes to the WIC Food List.

#### Action for staff

Remind participants to check these banners. They are not ads and can provide timely and important information from WIC.



#### June banner (now live!)

The current banner announces that “exciting changes are coming to WIC foods in July”. It links directly to the participant videos and website, giving participants a sneak peek at what is coming.



#### July banner (coming July 1)

Starting July 1, the banner will update with a fresh pink design that reads “New WIC Food List is here! Check “My Benefits” to see what’s new”. Tapping this banner will take participants to the new WIC Food Lists.

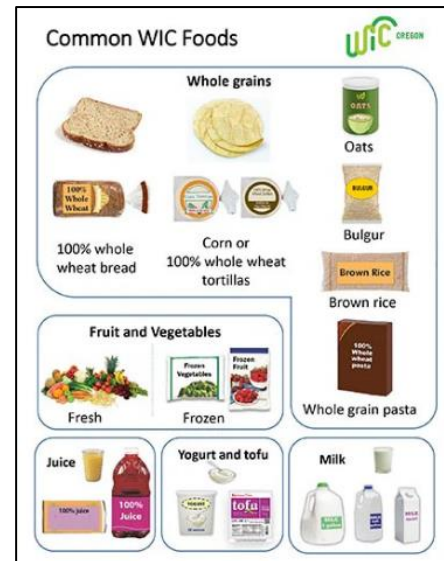


## Updated shopper education materials coming soon

The “Shopping with Your eWIC Card” brochure and the “Common WIC Foods” 2-page graphic are being updated to reflect the changes in the WIC Food List. The updated materials will be available in Shopify in the next few weeks.

**Please note:** The current versions are still accurate but do not include all of the new food choices that will be available to participants beginning July 1, 2025.

Stay tuned for an announcement once the updated materials are available!



## New WIC vendor training video available

We wanted to make Local Agencies aware that a new training video for WIC vendors is now available and covers updates to the WIC-approved foods and new minimum stock requirements.

The video can be viewed on the @WICOregon YouTube channel or directly at this link: <https://youtu.be/n9IJam5LJXw?si=TORUNUQ4I9Epc1TS>.



If you are interested in seeing more details about what is being shared with vendors, visit the new [WIC Vendor Website](#).



### Updated Training Tip from June 5 Newsletter

After sharing the June 5, 2025, New Foods More Choice Newsletter Training Tip, we received feedback about the juice scenario conversation section. The scenario shared was in the context of a child with special feeding/beverage needs, but not representative of typical toddler feeding. The participant centered education (PCE) framework used in the example was great.

We want to offer a more general nutrition education message for toddlers. Too many fluids is often a contributing factor to poor appetite or eating for toddlers and can contribute toward other risk factors. Below is an updated version. This can also be found in the revised June 5 Newsletter on the [staff New Foods More Choice webpage](#).

### Addressing juice change

Oregon WIC chose to remove juice from the standard food package and provide \$3 more Fruit and Vegetable Benefit (FVB). Juice may be added back in for a reduction in FVB. Some children, especially those who are selective about foods, may only accept a few types of drinks. The reduction in juice may feel overwhelming.



#### Scenario

You are reviewing the food package changes with a participant who has a toddler. The participant is concerned about not receiving juice because their child has not been eating well at meal time and loves juice. They are worried there may not be enough options their child enjoys without the juice.

#### Reflect

You are worried about the reduction in juice given your child's limited drink preferences. Does that sound right?

#### Explore

Tell me about your child's appetite. How are mealtimes going?



### Offer

May I share some information with you about juice intake and your child's appetite?

### Explore

Does cutting down on juice seem like something you would want to try to increase your child's appetite?

### Offer:

One option is to gradually dilute the juice with water and then switch to water for thirst.

You also have the option to receive one container of bottled or frozen juice by swapping \$3 of your fruit and vegetable benefit. The choice is yours. Let me know what you'd prefer, and which would work best for you and/or your child.

