

New Foods, More Choice!



June Newsletter Revised-Oregon WIC Food Package Updates for Staff

June 5, 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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June WICShopper banner

A banner will appear in the WICShopper starting Monday, June 9, announcing that exciting changes are coming to WIC foods. The banner includes links to the participant videos and website. Please remind participants that these banners share important information about WIC.



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.



Vendor communication – June 2025

June marks the start of our outreach to vendors about the upcoming WIC food changes. We've launched a [vendor website about the new food package](#) so information can easily be found in one place.

Timeline of vendor communications:

June 2, 2025

A vendor notice was sent and included information about:

- When to expect paper copies of the new Food List brochures,
- When the Approved Products List (APL) will be updated with the newly added and recently removed foods, and
- New [Minimum Stock Requirements](#) for vendors effective July 1, 2025.

June 16, 2025

This second mailing will include:

- New Food List brochures,
- A link to a new vendor training video (coming soon!) about the new foods and minimum stock requirements,
- A list of newly added and newly removed foods, and
- A reminder about making sure each store register is updated with the new APL.

More than 900 new food UPCs are being added to the APL this month! Large APL updates sometimes cause transaction issues at the store. If a WIC shopper has problems buying WIC foods, please let us know by entering a complaint in TWIST.

Launching June 9: Social media campaign



A social media campaign for the new WIC Food Package will launch June 9 on Oregon WIC's social media platform. The posts will introduce the new food categories and include links to the participant website and videos.

The June social media toolkit will be available soon in the Basecamp project titled "WIC Updates and Other Communications". Email Jolene at jolene.mcgee@oha.oregon.gov with any questions.



Teletask templates in different languages

Chat and message templates for Quarterly Nutrition Education (QNE) are now available in Russian in Teletask!

Each new language follows the same structure as the original English Chat and Message templates, and the set-up process is unchanged. Need help? Check out the job aid titled [“New Chat and Message templates in Teletask to share Food Package Lesson and General Information”](#) on our website.

More participant videos in different languages are in the works! By July 1, 2025, we expect to have participant videos and Teletask Chat and Message templates in:

- Ukrainian
- Vietnamese
- Dari
- Simplified Chinese
- Arabic

Stay tuned for updates as these new tools roll out!

Printed WIC Food Lists

The printed 2025 WIC Food Lists are expected to arrive at the Portland State Office Building within the next week. As soon as they are in stock, we will begin fulfilling orders!

You can pre-order English and Spanish Food Lists now through Shopify. Please remember to:

- Limit orders to a 2–3-month supply so all local agencies receive what they need,
- Order in bundles of 50, and
- Access additional languages—such as Somali, Ukrainian, Arabic—online: <https://oregon-wic.myshopify.com/products/oregon-wic-food-list-2025>.



The electronic 2025 WIC Food Lists can be found on the [participant](#) and [staff](#) “New Foods, More Choice” websites.



Training Tip

Using participant-centered practices to support change and choice

Overall, the changes to the WIC food packages have been well received. Who knew yogurt would be such a hit? Some of the changes may come as a surprise to families such as the reduction in milk and juice.

Janna Hughitt from North Central WIC shared a great example of how to navigate these conversations in a participant-centered way. We're highlighting this approach and adding structure so you can see how skillfully it supports understanding and choice.

Addressing milk reduction

Oregon chose to provide cheese and yogurt as part of the standard food package. These can be swapped back for more milk. Here's one way to frame it.

Reflect:

It sounds like the change in milk amount may feel challenging for your family.

Explore:

Thankfully, due to some of the additional new changes to the food package, we now have the ability to make some modifications or swaps to the food package which may allow us to increase the milk amount for you. Would you like to talk about that?

Offer:

One way we can increase the amount of milk is to swap 1lb of cheese to add 3 quarts of milk. Another option is to also swap out 1 container of yogurt for another quart of milk. This will allow you to regain between 1 quart, up to a gallon of milk, depending on what you choose.



Explore:

Are any of these something you would like to consider? How often does your family use cheese or yogurt? What do you feel is most needed by your family? Our goal is to make sure we modify and swap foods within your food package the best we can to meet your family's needs.



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.

Do you have an example you'd like to share? We'd love to hear how staff are navigating this change in WIC's Food Packages!

Share your stories by emailing Joan.E.Medlen@oha.oregon.gov

