

State of Connecticut WIC Program Implementation of the New WIC Food Packages VENDORS: What You Need To Know

New WIC Foods: Connecting Nutrition Science and Food Delivery

Beginning in **July 2009**, to better meet the needs of WIC participants, WIC will offer new, science-based food packages to help prevent obesity and other chronic diseases, and to promote breastfeeding. **You**, as an authorized WIC vendor, are a key partner in helping to make this new initiative a success!

Important: Read the information below to learn more about the upcoming changes.

New Types of Foods

- ✦ Fruits and vegetables (fresh, frozen, canned)
- ✦ Whole wheat and whole grain breads
- ✦ Baby foods -- fruits and vegetables for all infants and meat for exclusively breastfed infants

More Participant Choices

- ✦ Brown rice, whole wheat tortillas or barley
- ✦ Canned salmon and sardines
- ✦ Tofu



New Cash Value Checks

- ✦ New \$4, \$5, and \$6, Cash Value Checks for Fruits and Vegetables

Changes for Vendors

- ✦ Anticipate demand for certain foods and contact your distributor for availability of new food items
- ✦ Stock new WIC foods and package sizes at a minimum level
- ✦ Transact and process cash-value checks for fruits and vegetables
- ✦ Overall WIC expenditures will not change. However there will be a different combination of WIC foods purchased by WIC participants.

New WIC Food Package Implementation

- ✦ The Connecticut WIC New Food Package Committee is developing the food item selection criteria to assure that the foods are available, acceptable and affordable.
- ✦ Training materials, new minimum inventory requirements and a new WIC Approved Food List will be available for vendors, participants, and WIC staff in Spring 2009.
- ✦ New food packages will be issued to families starting in **July 2009**.

If you have any questions or comments please contact:

The State WIC Program at (860) 509-8084