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In an effort to inform our New Mexico WIC vendor partners on the upcoming changes to the food packages, New Mexico WIC will be sending out monthly newsletters. These changes will not be effective until October 1, 2009. The changes to the WIC food packages are needed as result of major changes that have occurred in health and nutrition risks faced by WIC clients, particularly diets lacking in whole grains, fruit and vegetables; and short duration of breastfeeding, overweight and obesity nationwide.

*New WIC Foods*

For the first time in over 35 years, the Women Infant and Children (WIC) food package is being revised to include a greater variety of healthy food choices that are culturally acceptable. The WIC foods provided to families are specially designed to provide specific nutrients to help with growth and development. The new food packages align with the 2005 Dietary Guidelines for American and infant feeding practices developed by the American Academy of Pediatrics.

New Mexico WIC will be offering the following new foods:

- Fresh, frozen and canned fruits and vegetables
- Baby food fruits, vegetables and meats
- Whole wheat bread
- Corn and whole wheat tortillas
- Brown rice, oatmeal, and barley
- Soy milk and tofu
- Canned salmon and sardines

*Coming Up!*

- **Re-authorization application for all vendors (June/July 2009)**
- **Revision to the Vendor Agreement for New Food Rule changes (June/July 2009)**
- **New Vendor Manual (June/July 2009)**
- **Vendor Recertification for system changes to allow for a Cash Value Benefit (CVB) for all forms of fruits and vegetables**
- **Required Vendor Training in August & September - around the state**

*Vendor Recertification for Cash Value Benefit*

We will be working with your system provider or corporate office IT division to accomplish this task. We will be sending out information on how this will affect you in future newsletters.

*INSIDE*

**Page 2      Client Survey on new food preferences**

*May Newsletter*

**Draft of the New Stocking Requirements**

## Results from the Client Survey of New WIC Foods, June 2008

This survey was developed using a web-based survey instrument, which included 21 questions to obtain information on each family's preferences for the new WIC foods. Data was collected from all 5 regions of the state with at least 10% of each regions participant caseload responding to the survey. Approximately 2,760 families participated in the survey.

### Milk

76.1 % of clients said that they would buy 2% milk if whole milk was no longer available on the program.

### Soy Milk

60.7 % of adults said they would buy soy milk if offered and 64.1% would give to their children.

### Baby Food

If WIC offered baby food, which of the following would you purchase with your WIC benefits? Select all that apply 57.7% fruit, 56.5% vegetables, 39.7% meat

### Whole Grain

- If WIC offered whole grain products, clients would buy every week or bi-weekly

	<u>Weekly</u>	<u>Bi-Weekly</u>
■ Whole wheat bread	64.2%	22.6%
■ Whole wheat tortillas	33.8%	23.0%
■ Corn tortillas	52.4%	25.0%
■ Brown rice	20.7%	20.0%
■ Oatmeal	42.3%	25.2%
■ Barley	6.1%	7.9%

### Vegetables

- Most families buy fresh vegetables weekly (78.6%)  
If offered clients would buy
  - Fresh (98.9%)
  - Canned (85.5%)
  - Frozen (80.8%)

### Fruits

- Most families buy fresh fruits weekly (79%)  
If offered clients would buy
  - Fresh (99.7%)
  - Canned (84.3%)
  - Frozen (68.1%)
  - Dried (60.2%)

For additional information contact Sarah Flores-Sievers at [Sarah.Flores-Siever@state.nm.us](mailto:Sarah.Flores-Siever@state.nm.us) or 505-476-8805