

We proudly present



*The New WIC Food
Package!*

Amy Mauldin, RDN, LD, IBCLC
Laura Stout, MS, RD, LD



Recent Food Package History

- 2014: Last major update to the WIC food package
- 2017: National Academies of Sciences, Engineering and Medicine (NASEM) published review with evidenced-based recommendations for improvements to the WIC food package
- 2022: USDA published *proposed* food package updates, based on NASEM report and the 2020-2025 Dietary Guidelines for Americans (DGA), and requested public comment
- 2024: Final WIC Food Rule published

Why the changes?

- The new WIC food package changes are intended to:
 - Provide a **wider variety of foods**
 - Better align with the **latest nutritional science** and **supplemental** nature of the program
 - Offer **greater flexibility** to tailor food packages to participants' dietary needs, cultural needs, and personal preferences
 - **Promote and support** individual breastfeeding goals
- ***Disclaimer: We're just skimming the surface today.... More to come!***

*New WIC Food
Package*



Category:

Fruits & Vegetables



*And the
winner
is ...*



*Increased
Cash Value
Benefit*



Increased Cash Value Benefit (CVB)

- **Permanently increased CVB, adjusted annually for inflation**
- **Regulatory baseline monthly amounts (before inflation adjustment):**
 - **Children: \$24**
 - **Pregnant & Non-breastfeeding: \$43**
 - **Fully & Mostly Breastfeeding: \$47**
- **Expanded options including larger package sizes and fresh cut herbs**
 - **Fresh cut herbs: cut at the root or with the root intact**



*New WIC Food
Package*



Category:

Juice

*And the
winner
is ...*

*Juice Reductions
& Substitution
Options with
CVB*



Reduced Juice Amounts & Option to Substitute with Additional CVB

- **Reduction in juice across all packages** to more closely align with the DGA
 - **All Women & Children Packages Now= 64 oz**
 - Previously:
 - 128 oz children
 - 96 oz pregnant & non-breastfeeding
 - 144 oz fully & mostly breastfeeding
- **Additional \$3 CVB** allowed as substitution in place of full juice amount, adjusted annually for inflation



*New WIC Food
Package*



Category:

Milk

*And the
winner
is ...*

*Milk Amount
Changes &
Substitution
Options*



Reduced Milk Amounts

- **Reduction in milk across all packages to more closely align with DGA**
 - ***Children 12-23 months: 12 quarts (3 gallons)**
 - Previously 16 quarts
 - ***Children 2-4 years: 14 quarts (3.5 gallons)**
 - Previously 16 quarts
 - **All women categories: 16 quarts (4 gallons)**
 - Previously 16-24 quarts depending on category
- ***Child food package now split in 2 subcategories, A & B.**
 - **Only difference is milk volume (listed above).**



Milk Substitution Options & Nutritional Modifications

- **Remove flavored dairy milk option**
 - Plant-based beverages may be flavored if meet nutritional parameters
- ***Allow plant-based milk alternatives, yogurts, and cheeses as milk substitution options (*state agency option*)**
 - Added sugar limits & other nutritional parameters must be met (ex: Plant-based milk alternatives must contain ≤ 10 grams of added sugars per 8 oz)
- ***Not yet finalized if OK WIC will be opting in**



*New WIC Food
Package*



Category:

Yogurt

*And the
winner
is ...*

*Increased
Allowances &
Nutrient
Updates*



Increased Substitution Allowances & Updated Nutrient Requirements

- **Increase yogurt substitution amounts to allow up to 2 quarts of yogurt for 2 quarts of milk**
 - Previously only 1 quart allowed
- Updated nutrient requirements:
 - Must contain ≤ 16 grams added sugars per 8 oz
 - Must contain ≥ 106 IU (2.67 mcg) of vitamin D per 8 oz



*New WIC Food
Package*



*Category:
Whole Grains*



*And the
winner
is ...*

*Whole Grain
Amount Changes
& Options*



Whole Grain Amount Changes and Increased Options

- **Whole grain amount changes** to more closely align with DGA
 - **Children: 24 oz**
 - Previously 32 oz
 - **All women: 48 oz**
 - Previously 16 oz
- **Expanded whole grain options** to include (but not limited to):
 - Quinoa
 - Wild rice
 - Corn meal (including blue)
 - Whole wheat pita, English muffins, bagels, naan



*New WIC Food
Package*



Category:

Fish



*And the
winner
is ...*



*Fish for ALL
Women &
Children*



Canned Fish On ALL Children & Women Packages

- **Addition of canned fish** to align with the DGA (previously only provided to fully breastfeeding women)
 - **Children: 6 oz**
 - **Pregnant & non-breastfeeding: 10 oz**
 - **Mostly breastfeeding: 15 oz**
 - **Fully breastfeeding: 20 oz**
- **Included options:**
 - Salmon
 - Sardines
 - Atlantic mackerel
 - Chub mackerel
 - Light tuna



*New WIC Food
Package*



Category:

Eggs



*And the
winner
is ...*



*Substitution
Options for Eggs*



Substitution Options for Eggs

- To accommodate dietary needs, cultural practices, and personal preference, **one dozen eggs may be substituted with:**
 - 1 pound dry or 64 ounces canned legumes
 - 18 ounces peanut butter
 - **1 pound tofu (as State agency option)*
 - **18 ounces of nut or seed butter (as State agency option)*
- **Not yet determined if OK WIC will be opting in*



*New WIC Food
Package*



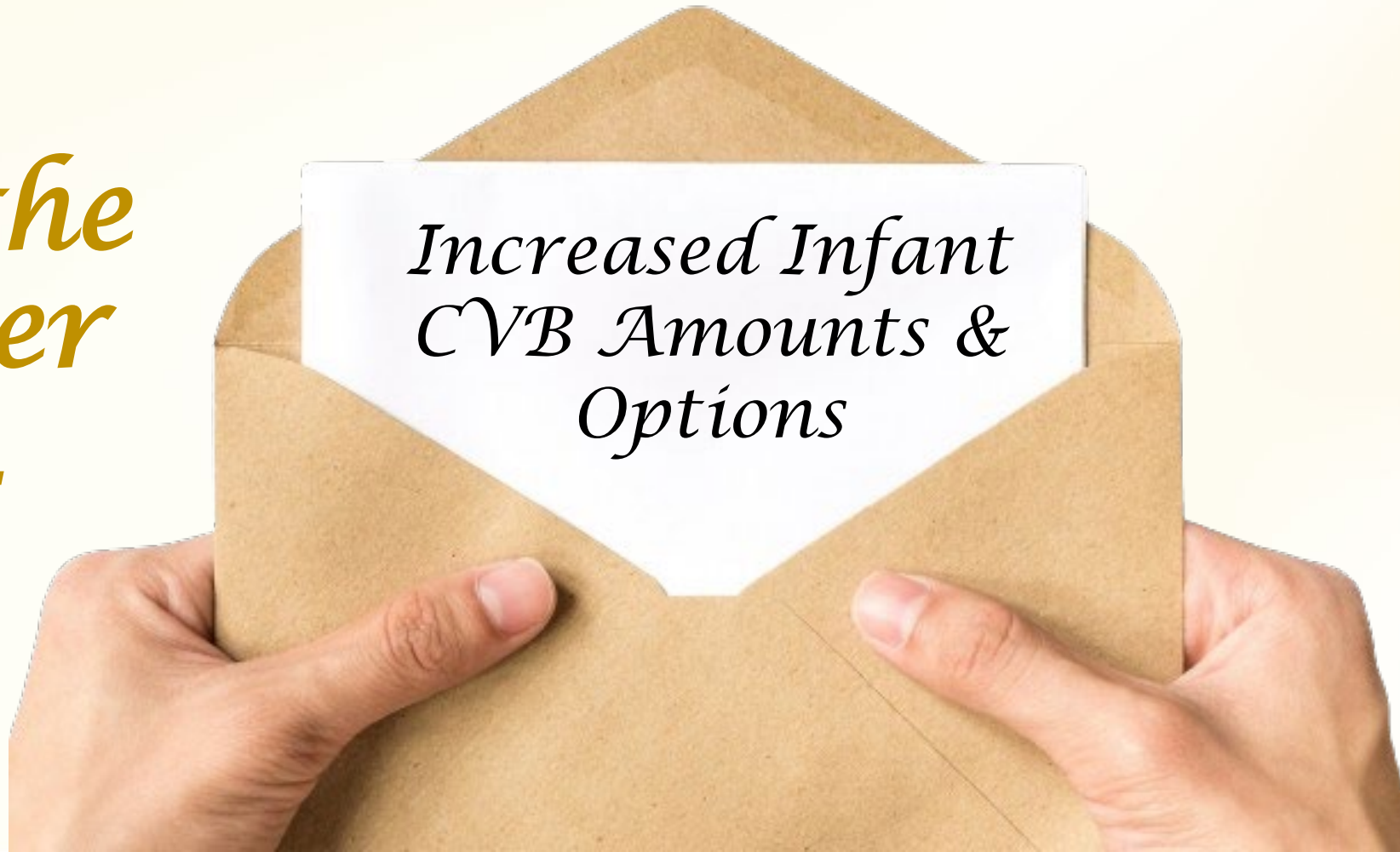
Category:

*Infant Fruits &
Vegetables*



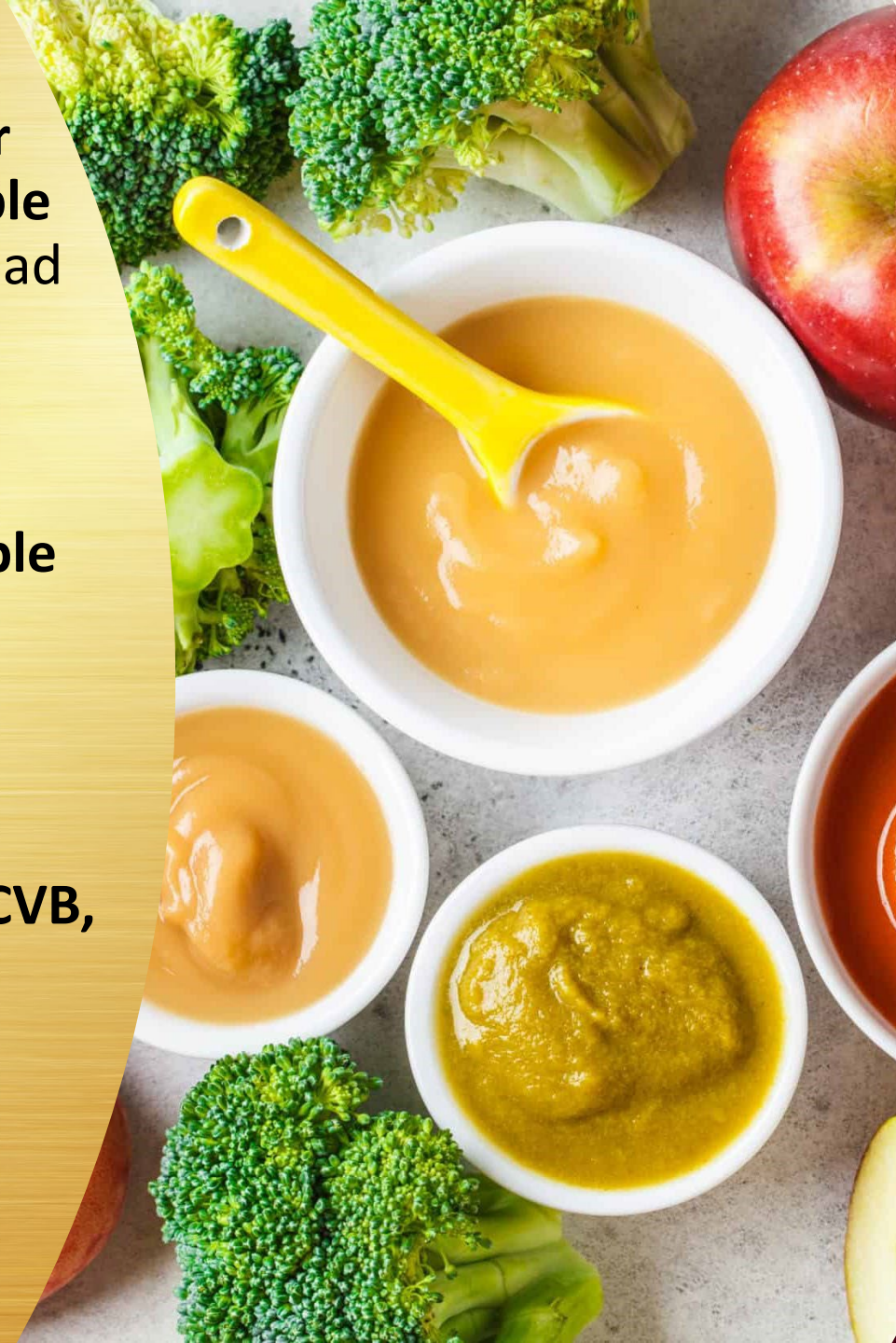
*And the
winner
is ...*

*Increased Infant
CVB Amounts &
Options*



Increased Infant CVB Amounts & Options

- **CVB can be substituted for jarred infant fruit/vegetable starting at 6 months (instead of 9 months)**
- **All infants (regardless of breastfeeding status) eligible to receive either:**
 - **128 oz infant fruit/vegetable,**
 - **64 oz infant fruit/vegetable + \$10 CVB, or**
 - **\$20 CVB**



*New WIC Food
Package*



*Category:
Infant Meats & Cereals*



*And the
winner
is ...*

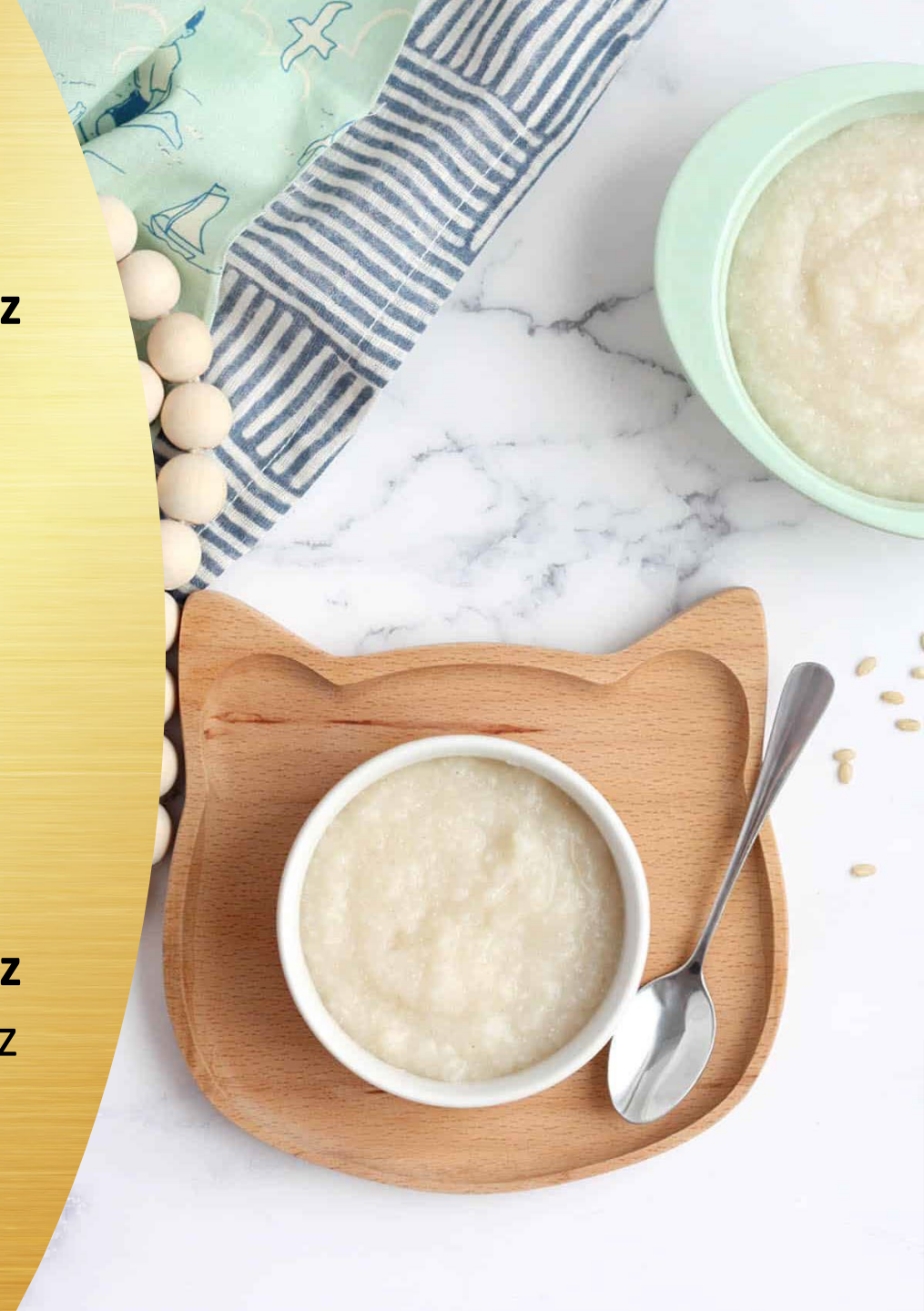


*Infant Meat &
Cereal Amount
Changes*



Infant Meat & Cereal Amount Changes

- **Infant cereal amounts reduced** to more closely align with DGA
 - **Fully Breastfed: 16 oz**
 - Previously 24 oz
 - **All other infant categories: 8 oz**
 - Previously 24 oz
- **Infant meat amounts reduced** to more closely align with DGA
 - **Fully Breastfed: 40 oz**
 - Previously 77.5 oz



*New WIC Food
Package*



*Category:
Infant Formula*

*And the
winner
is ...*

*More Formula
Allowed in First
Month (Mostly BF
Infants)*



Increased Allowable Formula in Month 1 for Mostly Breastfed Infants

- **Increased maximum monthly allowable infant formula amounts for mostly breastfed infants in the first month from 104 fluid ounces to up to 364 fluid ounces**
 - **More important than ever to tailor package to support and encourage breastfeeding**
- **Intended to support new breastfeeding dyads and incentivize continued breastfeeding**
 - **Allows mom and infant to remain in mostly breastfed category while working to establish supply**



Timeline for Implementation

- June 2024: Enhanced CVB for all children and women
 - This has been DONE 😊
 - Will be adjusted annually for inflation as directed
- By April 2026: **All other changes implemented** (except vitamin D in yogurt)
 - Must issue benefits based on the new food package in its entirety for a participant category
 - Can phase-in
 - Can expand substitution options (like additional whole grain options) at any time
- By April 2027: all WIC approved yogurts must have enhanced vitamin D amounts



Stay Tuned!

