



## The Minnesota WIC Program's Food Package Changes

### Juice in the Spotlight

This is the sixth in a series of updates spotlighting the foods in the new WIC food package. All stores will need to have the new WIC foods in stock by August 1, 2009. This update focuses on some major changes in the juices that will be approved for purchase by WIC customers in the new WIC food package.

#### **How is the juice offered by the WIC Program changing?**

- ❖ Beginning August 1<sup>st</sup>, participants will receive vouchers that will list 64-ounce size containers of juice or frozen concentrate juice in an 11.5 to 12 ounce container. The 46-ounce size containers of juice will no longer be allowed for purchase by WIC customers once the food package changes are fully implemented. During the transition period (August through October), some WIC customers will still have vouchers that list 46-ounce containers of juice, and it is appropriate for these customers to continue to redeem these vouchers for the 46-ounce containers. By November 1<sup>st</sup>, all WIC customers will have vouchers that only list 64-ounce containers of juice or 11.5 to 12 ounce frozen concentrate juice.
- ❖ The WIC allowed juices that will be available for purchase by WIC customers beginning August 1<sup>st</sup> will be single flavor only – fruit juice blends (such as the combination juices under the Juicy Juice brand) will no longer be allowed. The juice flavors that will be WIC approved will be orange, grapefruit, grape, tomato, pineapple, apple and vegetable.
- ❖ The only 64 ounce flavor of Juicy Juice that will be WIC approved will be the single flavor of apple juice. No other Juicy Juice flavors will be WIC approved.
- ❖ 100% orange and grapefruit juice in 64-ounce refrigerated containers will be WIC- allowed. All other juices (grape, tomato, pineapple, apple and vegetable) will be WIC-allowed only in 64-ounce non-refrigerated shelf stable bottles.

### What will this change mean for my store?

- ❖ During the August through October transition period to the new WIC foods, stores will need to stock both the 46-ounce and 64-ounce size containers of juice. The minimum stock requirements will remain the same. Stores located in **Anoka, Dakota, Hennepin or Ramsey counties will need to have in stock at all times 18 containers of WIC allowed juice (with at least six containers of 100% citrus juice)**. Stores located in other counties will need to have in stock at all times 12 containers of WIC allowed juice (with at least four containers of 100% citrus juice).
- ❖ Store cashiers will need to pay close attention to the specific sizes of juice listed on the voucher during the August through October transition period to ensure that WIC customers obtain the correct juice.
- ❖ During the transition from the current list of WIC allowed juices to the new list of WIC allowed juices, it is likely that some WIC customers will be initially confused about the changes and may try to purchase the wrong size or variety of juice. Store cashiers will need to be patient with WIC customers during the transition period.

### Will vouchers look different?

- ❖ For the most part, no. But store cashiers will need to review the amounts and sizes of juices listed on the voucher carefully. Please see the following example.

### Example of WIC voucher with new juice size

9999 01 Doe Jane 99 09/01/2009 10/01/2009

HOUSEHOLD I.D. NO. (MR. E) NAME OF PARTICIPANT AGENCY FIRST DAY TO USE LAST DAY TO USE

PAY TO THE ORDER OF MINNESOTA WIC PROGRAM VENDORS 01 CLINIC 110542536

FOR THESE ITEMS ONLY (SEE WIC-ALLOWED FOOD LIST):

- 2 gallon(\$ milk (Fat Free/Skim or 1%)
- 1 pound(\$ WIC-allowed cheese
- 1 dozen Large eggs
- 1 16 oz. (or less) WIC-allowed canned beans
- 2 (64 oz.) OR 2 (11.5- 12 oz. Frozen conc) container(\$ WIC-allowed 100% juice

NO PAYMENT WITHOUT

VENDOR: FILL IN \$ AMOUNT BELOW

MINNESOTA WIC VENDOR STAMP \$

VENDOR MUST DEPOSIT WITHIN 60 DAYS FROM FIRST DAY TO USE. NOT TO EXCEED: \$\*\*\*\*\*

AUTHORIZED SIGNATURE

110542536 09012482 801203