

# WIC'S WORLD



Colorado Department of Public Health & Environment  
WIC Program

2014 Issue #3: August to December

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## Happenings –

### Milk— Moving to Lower Fat

Across the country, WIC is moving to lower fat milk when appropriate. To make the move—some WIC checks will start to list a new option for WIC customers: **1% or fat-free milk**. At the store, these customers are able to choose either **1% milk or fat-free milk**.



As always, the checks will continue to show the number and size of the containers (e.g., 2 gallons) for the customer.

#### ***What does this mean for stores?***

- This new option should not result in any big process change at the store register—the WIC check will continue to list the option that is provided for that customer. As always, look at the check to see the option available for that WIC customer.
- Whole milk, 2%, 1%, and fat-free will each continue to be Colorado WIC approved and will continue to be listed on WIC checks.
- Cashiers will start to see more WIC checks listing the “1% or fat-free” option as 2015 rolls around.



**COLORADO**  
Department of Public  
Health & Environment

## Happenings –

### Fruit & Vegetables – More, More, More Produce

Changes to federal WIC rules resulted in some added benefits for Colorado—increasing the amount of fruits and vegetables for some WIC families and providing fresh fruits and vegetables for some older babies.

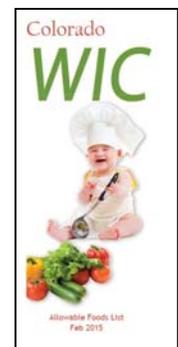
#### ***What does this mean for stores?***

- Cashiers will see an increase in fruit and vegetable checks in both \$4.00 and \$8.00 amounts.
- The \$4.00 checks will list “*fresh* fruits and vegetables”. (Information is provided at the WIC clinic to assist customers in selecting fresh produce.)
- Retailers may see a reduction in the number of jars of baby food and an increase in the amount of produce listed on WIC checks.
- Colorado WIC continues to allow both fresh and frozen fruits and vegetables.

### Allowable Foods List – Effective February 1, 2015

All sorts of exciting happenings are expected with the arrival of the new foods list—effective February 1, 2015. More details and your new foods list will be sent to stores in January.

*(Here is a sneak peek of the new cover!)*



### Formula – ProSobee Colors

The manufacturer of Enfamil ProSobee soy infant formula will be changing the label color from **blue** to **green**.

Also, the product description will be changing from “soy for fussiness and gas” to “soy for sensitive tummy”.

The timing for the shipment is estimated to begin in January and at retailer shelves in late January or February, depending on retailer inventory levels.

**Please note the UPC numbers, list numbers, reconstituted ounces, formulations and prices are not changing.**