

Memorandum

13-092

TO: WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: September 16, 2013

SUBJECT: New *Think PINK When Shopping for These Specific Foods* Poster (Least Expensive Brand)

A memo was sent to WIC Directors on September 4, 2013, announcing a new poster: ***Think PINK When Looking for These Specific Foods***. The new poster, which will be available this fall, was designed to help participants identify foods they have to buy at the store by looking for the pink *WIC Approved Item* sticker. The intent of the poster is to help make shopping for WIC foods easier. The size is 18" X 24" (standard poster size) and will be available in English and Spanish (separate posters).

The poster is optional for local agencies; however we encourage you to use the poster as we think it is very important information for our WIC participants to understand about shopping for WIC foods. If you have not already, you can place an order for your Local Agency by going to <https://www.surveymonkey.com/s/X5V862P>. Orders are due by **Friday, September 13, 2013**.

If you have any questions, please contact Paula Kanter, Clinic Nutrition Specialist, at paula.kanter@dshs.state.tx.us or by calling (512) 341-4574.

