

## Memorandum

**#12-094**

**TO:** WIC Regional Directors  
WIC Local Agency Directors

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

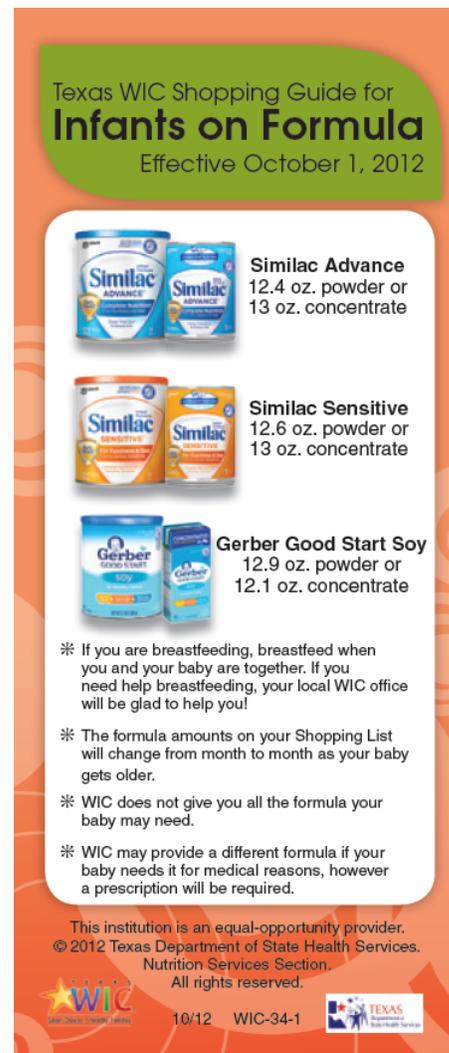
**DATE:** September 7, 2012

**SUBJECT:** Fiscal Year (FY) 2013 WIC Shopping Guides and Approved Foods Poster

The FY 2013 *Smart Choices Healthy Families Shopping Guide* brochures (WIC-34 and WIC-34a) and *Infants on Formula* flyers have been printed. These items have either been delivered or will be delivered to your agency soon. The *Texas WIC Approved Foods* poster will arrive in mid to late September.

*Brochure*

*Flyer*



Starting October 1 through December 31, 2012, participants may select cereals, juices, and canned beans from both the FY 2012 and FY 2013 brochures. On January 1, 2013, only the FY 2013 approved foods will be valid.

When you receive your supply you will notice the following changes to the materials:

- The brochure and formula flyer are now wallet-sized.
- The baby cereal and baby foods have been added to the brochure. This causes the ***Texas WIC Shopping Guide for Exclusively Breastfed Infants*** flyer (WIC-34-2) to become obsolete on October 1, 2012.
- The ***Texas WIC Shopping Guide for Infants on Formula*** flyer (WIC-34-1) will only picture the contract formulas (Good Start Soy has replaced Isomil Soy).
- The approved brands of whole grains (bread, tortillas, and rice) and juices are NOT printed on the brochure and poster. The brochure reminds participants to look for the pink WIC Approved Item sticker in the store for the brand they must buy.
- The evaporated milk, dry powder milk, soy milk, and tofu have been removed. These milks and tofu will be shown on a separate flyer.

If you find that you need to order additional brochures, flyers or posters once you receive your supply, please place an order through the *WIC Catalog*. Vietnamese brochures will not be printed. A PDF of the Vietnamese brochure will be available from the *WIC Catalog* for local agencies to download and use to make copies.

If you have any questions or need additional information, please contact Paula Kanter, Clinical Nutrition Specialist, Nutrition Education/Clinic Services Unit, at (512) 341-4574 or [paula.kanter@dshs.state.tx.us](mailto:paula.kanter@dshs.state.tx.us).