

## Memorandum

# 13-100

**TO:** WIC Local Agency Directors

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

**DATE:** October 14, 2013

**SUBJECT:** Updated *Smart Choices, Healthy Families- Shopping for WIC Approved Foods* DVD

The updated *Smart Choices, Healthy Families - Shopping for WIC Approved Foods* DVD (Stock #DV 0530) is available now from the WIC Catalog under Food Issuance, Media, at <http://www.dshs.state.tx.us/wichd/WICCatalog/contents.shtm>. All orders placed in May for the DVD were shipped to the local agencies the week of September 30, 2013. If you have not received your supply, please contact Paula Kanter, Clinic Nutrition Specialist, at 512-341-4574 or [paula.kanter@dshs.state.tx.us](mailto:paula.kanter@dshs.state.tx.us).



The revisions to the DVD include the following:

- Removal of the *Jif* peanut butter brand as the example of the 18 oz. jar size (Over half of WIC purchases for peanut butter were for Jif 18 oz. prior to dropping it due to the downsize to 16 oz. jar, making it important to remove it to prevent confusion.).
- Updating of the new Shopping Guides and the EBT card with the fruit basket (This video shows both of the old and new cards in case some clinics may still be issuing the old cards.).
- Updating of the *Gerber* baby cereal canisters.
- Updating of the outdated packaging of several brands to show the new brand packaging that has been added since the video was first produced in 2009.
- Removal of all discontinued brands.

Please discontinue use of the 2013 version once you have received the updated DVDs. If you have any questions or need additional information, please contact Paula Kanter, Clinic Nutrition Specialist, at 512-341-4574 or [paula.kanter@dshs.state.tx.us](mailto:paula.kanter@dshs.state.tx.us).