

Let's Learn
About
WIC and the
Farmer's Market
Nutrition
Program



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WIC stands for...

- The Special Supplemental Nutrition Program for Women, Infants and Children
 - Supplements what WIC clients are already buying for their families
- WIC was started 36 years ago.
- WIC is different from other food assistance programs.

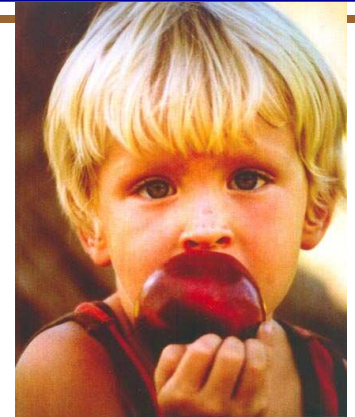


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WIC...



- **Is not a food assistance program;**
- **Is nutrition- & breastfeeding-focused, providing supplemental foods that are found to be lacking in the diets of low-income populations;**
 - Low income population doesn't typically buy fresh fruits/vegetables due to high cost
- **Provides food, nutrition & breastfeeding education, referrals to health / social services.**
 - Ongoing breastfeeding support to all women

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Nationally, WIC is...

- Grant-funded through the USDA; \$7.25B in FY2010.
- Not an entitlement program → there is a limited amount of money.
- Includes 90 state agencies and 46,000 authorized retailers.
 - Arizona has 630 authorized vendors
 - Technical assistance given to vendors who are willing to serve WIC clients in needy areas



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WIC is found...

- All over Arizona, with 21 agencies providing services to our population.
- Our 21 local agencies include 14 counties, 5 Health Centers, 1 tribe & 1 faith-based clinic.
- Services are provided in 120 clinics, churches, fire stations, schools, hospitals, military bases, community centers, libraries, mobile unit, food banks, health fairs.



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WIC serves...



- National participation was 9.1 million in 2009.
- Arizona's participation was 182,267 for March 2010.
 - 44,898 Infants
 - 95,673 Children

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How WIC Helps

- Women are more likely to seek prenatal care, breastfeed, have improved birth outcomes, longer pregnancies, fewer premature births, less infant deaths, savings in health care costs.
- For every \$1 spent on prenatal WIC services, \$1.77-\$3.13 is saved in health care within 60 days of birth.

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Who is Eligible?



- Screen applicants for:
 - Income ($\leq 185\%$ Federal Poverty Level or participate in adjunctively eligible program)
 - Residency (must **live** in US, may not be a citizen)
 - Category (**W**oman, **I**nfant or **C**hild)
 - Risk (anthropometric, biochemical, nutritional, medical)

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Arizona Nutrition Network



WIC Helps

- Infants and children have improved diet and diet-related outcomes, improved infant feeding practices, immunization rates and regular sources of medical care, improved cognitive development.



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WIC Food Package

- Carrots
- Cereal
- Infant formula
- Juice
- Eggs
- Peanut butter & beans
- Cheese
- Milk
- Whole grains (bread, brown rice, oatmeal, corn tortillas)
- Vouchers for fresh/frozen/canned fruits & vegetables (\$6 child, \$10 for all women)
- Tofu/soy beverage/goat's milk
- Infant food (fruits/vegs & meats)
- Fish (light tuna, salmon)



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Pregnant Woman's Food Package

- Cereal - 36 oz
- Eggs - 1 dozen
- Beans (1 pound) and peanut butter (18 oz)
- Fruit juice - 144 oz
- Milk (4 gals) & cheese (1 pound)
- Whole grains - 1 pound
- \$10 fresh fruit/vegetables



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Formula Fed Infant's Food Package

- 7 cans infant formula (8 months old)
- Baby food fruits/vegetables – 32 4-oz jars
- Infant cereal - 24 oz



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1-Year Old Child's Food Package



- Cereal - 36 oz
- Eggs - 1 dozen
- Beans (1 pound) and peanut butter (18 oz)
- Fruit juice - 128 oz
- Milk (3 gals) & cheese (1 pound)
- Whole grains - 2 pounds
- \$6 fresh fruit/vegetables

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Benefits of WIC's New Food Package

- More fiber, B vitamins, antioxidants
 - Was already a good source of calcium, vitamins A, C & D, iron, protein
- Cultural sensitivity
- Ability to accommodate special dietary needs
- Exclusively breastfeeding women get largest food package + choice of tuna/salmon
- Children get more grains due to lack of fiber and whole grains

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Benefits of WIC's New Food Package, cont.

- Baby foods help develop feeding skills
- Variety
- Amounts align with Dietary Guidelines to help combat obesity epidemic
- Customer choice



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Farmer's Market Nutrition Program

- Targets 6,496 WIC women & children and 4,833 AZ seniors to increase their fruit/vegetable consumption
- Goals are:
 - improve nutrition,
 - support local farmers,
 - keep food dollars in Arizona.



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Farmer's Market Nutrition Program, cont.

- Every eligible woman and child
- Receive \$30/year (up to \$90/family)
- Can buy fresh, local fruits and vegetables at farmer's markets.
 - This is in addition to their monthly WIC fruit/vegetable vouchers of \$6 (child) or \$10 (women).

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WIC & Farmer's Market Programs

- Provide improved access to healthy foods, nutrition & breastfeeding education
- Work with community partners (i.e., food banks, local farmers, grocery vendors) for a healthier, thriving Arizona!



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Reducing Arizona's Hunger

| FY 2009 | Clients Served | Food Dollars Spent |
|-----------------|----------------|----------------------|
| WIC | 185,174 | \$136,438,046 |
| Farmer's Market | 8,782 | \$123,180 |
| Total | 185,174 | \$136,561,226 |

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QUESTIONS?

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