

Healthy Choices

Making Fruits & Vegetables Work in WIC

The Institute of Medicine's Recommendations in Action



Mother, Infant & Child Harvest Calaveras County WIC

Shirlee Runnings, HRC WIC Program
Billie J. Westernoff, HRC Food Bank

Calaveras County, California



2003 Population 44,533

Mother, Infant & Children Harvest Calaveras County WIC

Goal:

Increase Calaveras County WIC participants consumption of fresh fruits and vegetables by providing a \$5/mo. voucher for fresh fruits and vegetables redeemable at Calaveras County WIC authorized vendors.

Mother, Infant & Child Harvest Calaveras County WIC

Funding: First 5 Calaveras



The MICH Project started in 2001, is now in its 5th year. It is funded exclusively by a First 5 Calaveras grant for \$50,000/year. Funding for First 5 Calaveras is from Proposition 10, a 50¢ per pack tax on cigarettes & other tobacco products.

Mother, Infant & Child Harvest Calaveras County WIC



A partnership between HRC Mother Lode WIC and HRC Food Bank. The HRC Food Bank is the grantee for the First 5 Calaveras grant.

Calaveras WIC Population

Women*	164	24%
Infants	143	20%
Children	<u>389</u>	56%
Total	696	

* Pregnant, Breastfeeding and Postpartum

WIC and Calaveras County Demographics

WIC Population

Calaveras County Census

Caucasian 78%

Caucasian 91%

Hispanic 15%

Hispanic 7%

Asian 3%

Asian .9%

Black 2%

Black .7%

Native American 2%

Native American 1.7%

Fresh Fruit & Vegetable Voucher Calaveras County WIC



MICH
Mother Infant & Child Harvest

A project of the HRC Food Bank
and Calaveras WIC
Funded by First 5 Calaveras

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- # This voucher is **ONLY** good to buy fresh fruits and vegetables
- # No canned or frozen fruit or vegetables
- # No change
- # Not good for cash

- # Este cupon-es valido **SOLO** para compra frutas, verduras fresca
- # No vale por dinero en efectivo ni cambio



\$5
Valid only at
Calaveras County
Grocery Stores

Client _____

Date of Issue _____

Client Signature _____

Good for 30 days from date of issue

Staff signature _____
Lalonna

Vendor please attach register receipt

85 % Redemption Rate

WIC Retail Stores – Calaveras County

Chain

- Save Mart

Small Grocery Markets

- Payless Market
- Sender's Market
- Sierra Hills Market
- Big Trees Market
- Treats General Store
- Mar-Val
- Angels Food Market
- Copperopolis Store
- Pine Grove Market

Mom and Pop

- West Point General Store
- Rail Road Flat Store
- Plier & Lillie Market

Top 20 Fruits & Vegetables Purchased by Calaveras County WIC Mom's

Fruits

Bananas	Tangerines
Apples	Kiwi
Grapes	Mango
Oranges	Plums
Avocado	Lemons
Strawberries	Limes
Pears	Watermelon
Cantaloupe	Melon
Peaches	Pineapple
Nectarines	Grapefruit

Vegetables

Tomatoes	Bell peppers
Onions	Celery
Romaine	Summer Squash
Lettuce	Corn
Potatoes	Asparagus
Carrots	Cauliflower
Broccoli	Artichokes
Iceberg	Cilantro
Lettuce	Radishes
Cucumbers	Cabbage
Mushrooms	Garlic

A Wide Variety of Nutrient Dense Fruits & Vegetables Were Purchased Calaveras County WIC

	Fruit and Vegetables	Vitamin C	Vitamin A	Fiber	Potassium
1.	Bananas	✓		✓	✓
2.	Apples			✓	
3.	Tomatoes	✓	✓		✓
4.	Onions	✓		✓	
5.	Grapes	✓			
6.	Oranges	✓		✓	
7.	Romaine/dark green lettuce		✓		
8.	Potatoes	✓		✓	✓
9.	Carrots	✓	✓		
10.	Avocado				
11.	Broccoli	✓	✓	✓	✓
12.	Iceberg Lettuce				
13.	Cucumbers	✓			
14.	Strawberries	✓		✓	
15.	Mushrooms				
16.	Pears	✓		✓	
17.	Celery	✓			✓
18.	Summer squash	✓			
19.	Cantaloupe	✓	✓		
20.	Peaches	✓			

✓ indicates good or high source of nutrient

Results

- “I do not have the money for fresh fruits and vegetables. I would not be able to purchase them without the vouchers”
- Fruit/Vegetable voucher has increased consumption of fresh fruit and vegetables among WIC Participants
- Fruit/Vegetable vouchers are a “Win/Win” for WIC recipients and retailers
- \$5 vouchers well received by WIC participants and retailers
- Retailers, large & small, report the program works well