

# Healthy Choices

## Making Fruits & Vegetables Work in WIC

### The Institute of Medicine's Recommendations in Action



### Mother, Infant & Child Harvest Calaveras County WIC

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# Calaveras County, California



**2003 Population 44,533**

# Mother, Infant & Children Harvest Calaveras County WIC

## **Goal:**

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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.

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# Mother, Infant & Child Harvest Calaveras County WIC

## Funding: First 5 Calaveras



The MICH Project started in 2001, is now in its 5<sup>th</sup> 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

28533<sup>SA</sup> ② D

- # 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



Client \_\_\_\_\_

Date of Issue \_\_\_\_\_

Good for 30 days from date of issue

Client Signature \_\_\_\_\_

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

	<b>Fruit and Vegetables</b>	<b>Vitamin C</b>	<b>Vitamin A</b>	<b>Fiber</b>	<b>Potassium</b>
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