

WIC Local Agency Conference Call

WEDNESDAY, DECEMBER 17, 2025, 8:30-9:30 AM

Agenda and Summary Notes

Agenda Items

- National Updates – Kate
- Feedback on Shutdown survey – Kate
- Latin American and Mexican American Toolkit - Gabi (Jenny introduce)
- Mobile App Demo - Tobi
- January Food Package Changes - Katlyn, Erin, Rebecca
- Inflation adjustment for CVB - Tami
- OA Lactation Project – Rosie

National Updates- Kate

[2026 NWA National Policy Conference](#) is virtual this year, February 24-26, 2026. The focus is Strength in Community, Power in Policy. See the link for registration details.

Feedback on Shutdown survey – Kate

Thank you for your responses to the survey. There were 51 that completed the survey to provide feedback on the support MDH WIC provided during the shutdown. Overall, the majority were very satisfied with MDH WIC's support during the shutdown. The following were themes identified as most helpful, weekly calls and meeting notes, updates on funding, keeping clients updated through the app, timely communication, transparency and including administrators. Areas identified for improvement included comments on providing direction on how LAs can prepare and plan, provide more information on how LAs are affected, get notes out sooner, message sooner to WIC participants, don't send participants to LAs for questions (LAs don't know) and could regions do more frequent check-ins. We appreciate the feedback!

Other Program Updates

Latin American and Mexican American Toolkit - Gabi (Jenny introduce)

Two new toolkits have been added to our webpage [WIC Cultural Toolkit: Latin American Culture and Foods \(PDF\)](#) and [Mexican American Culture and Foods \(PDF\)](#). Gabi Meraz-Fishbein developed and presented on the Mexican culture toolkit. She is a master's public health student at the University of Minnesota. The toolkit highlights: cultural values, language, food heritage, staple ingredients, barriers to traditional foods, and holidays and celebrations. You can use this as a reference to support cultural food traditions and provide culturally relevant

nutrition guidance. Share the toolkit in staff meetings and trainings to assist staff when working with families.

Please complete the [Toolkits for Local Agencies](#) survey by January 16, 2026. Your input on what additional cultures would be most helpful for you to learn about will help us prioritize which resources we should focus on developing next.

Mobile App Demo – Tobi

Tobi provided an app overview and highlighted the home screen and the importance of having participants register. If they don't register, they have access to only some features like the ability to scan WIC allowed foods and easy access to website resources. If they register, they can see many more features including their food benefits, appointments, and access to the store locator. See the hamburger menu in the upper left corner to view account information, certification, register, settings and the about feature. One of the new features of app is the addition of Somali to the translated languages. In benefits, one can see current and future benefits, dates and foods purchased and store where item and purchases were made. Appointments show date, time and person the appointment is for, and it has upcoming and missed appointment tabs with address and location of clinic. A phone icon makes it easy for the participant to contact their agency.

A participant can now easily add their appointment to their personal phone calendar. Shopping and nutrition tabs within the app include helpful links and videos to make shopping for WIC foods easier. Another new feature at the bottom of the screen are quick links for social media accounts. There are also easy access buttons to the home screen, messages, store locator (must allow location in settings) and 'contact us'. For the 'contact us' feature to work, the local agency must opt into mobile management so participants can easily contact their agency. This is an important feature to WIC services! If your agency hasn't opted into mobile management, we encourage your agency to do so. If you have questions about how to opt in to mobile management, contact your consultant.

Compliance buy card – is an actual active card with real benefits. Local agencies can use the card to show participants more features in the app. An email was sent to all coordinators with details some months ago. If you have questions or need more information, reach out to Tobi at tobi.afolabi@state.mn.us.

January Food Package Changes - Katlyn, Erin, Rebecca

WIC Phase II Food Package changes include changing whole grains from pounds to ounces. This change is important to prepare for the next phase of food package changes this spring to accommodate whole grain amount changes in food packages. More details and information to come.

Remind participants that they cannot purchase whole grain items Jan. 10-11. Other WIC food items can be purchased that weekend. See participant app messages and the timeline at [WIC Communications and Outreach](#). There are several new items added to the food package including tuna and salmon pouches, SunButter, wild rice, instant brown rice, Canyon Bakehouse gluten free breads and expanded sizes for breads, tortillas, oats, rice and pasta. A list of new

food items is added to the Local Agency portal along with a tool to educate participants. WIC Coordinators have access to the portal. If you are a coordinator and need help with access, please reach out to your consultant. After Jan. 12 you can view the most up to date Approved Product List (APL) of food items on our website [MN WIC APL](#).

Check out updates on our website! The [Welcome to WIC](#) page and [WIC Home](#) page has updated participant [WIC Food Package - Updates!](#) The [Local Agency](#) page has [Food Package Updates](#) for WIC staff with various resources and information.

Powerpoint slides from the presentation will be emailed to WIC Coordinators and on the Local Agency portal.

Inflation adjustment for CVB - Tami

WIC regulations require annual inflation adjustments to baseline CVB monthly values. On Jan. 12, 2026, CVB amounts in the pregnant and postpartum default food packages, those packages that currently receive \$47, will increase by \$1. This change will occur as new food packages are created for these participants. CPAs will need to create new food prescriptions when participants are issued their next set of benefits. Agencies are NOT required to void and reissue the benefits that have already been issued.

Operational Adjustment (OA) Lactation Projects – Rosie

Presentation on projects is postponed to the January call.

Questions & Answers

What are Familismo values?

Familismo values are a central Latinx cultural value that involves dedication, commitment, and loyalty to family. It is strong family centered culture including spending time with and involving family in decisions and putting family above oneself.

Does the language in the WIC app change for the food items now?

The language does not change for food items since they match what is in the system. They are still able to click on the arrow next to the food item to see the food list in the language they have selected.

How far back can they see purchase history?

The time frame is for the current set of benefits.

Will there be an option to add "phone appt" or "in person" on the app in the future?

Currently the appt type does not display in the app. The way you can indicate this is to use the TeleWIC clinic to schedule your appointments.

An appointment can be indicated as virtual by scheduling it at a TeleWIC Appointment Clinic since only the clinic address displays in the app (and not the appointment type). Coordinators at

agencies that don't currently have the TeleWIC Appointment Clinic can request it using the [Change Grantees, Agencies or Clinics in IS and/or on MDH Website](#) form.

Please reach out to the MIS & Data team or your consultant if you have questions about this.

When does this WIC app update happen, or is it already released?

Yes, the update happened earlier this year.

Is there a reason that canned chicken wasn't an option?

Canned chicken is not on the WIC food package because it doesn't meet specific regulations and nutrition requirements.

What is the reason for the "no flavored salmon"? But not tuna?

Federal regs say that flavored salmon alters the identity of salmon. For tuna, there wasn't a lot of explanation given why tuna allows flavorings and salmon does not.

Will Gluten Free Quaker Oats be allowed?

Yes

Wondering if a brown rice pasta would be an option in the future?

Current federal regulations specify that pasta must be whole wheat.

Are the gluten free items also including Canyon Bakehouse bagels, English Muffins, buns?

Yes

Did you say Gluten free bread can often be found in the freezer section?

Yes

Will there be a message in the app going out to all clients regarding the 1/10 - 1/11 - Not available to shop for the whole grains?

Yes, see [WIC Communications and Outreach](#) for planned dates and messages.

Will the information that comes out for clients/staff mention the whole grain amount change like how children will start getting 24oz/month of whole grains rather than 2lbs?

There will be more information and communication on this in the spring.

For the CVB change - is it only the women changing from \$47 to \$48? No change for fully BF or kids?

It is only the women getting an additional dollar for CVB with the inflation adjustment.

Reference – Complete Listing of Hyperlinks

WIC LOCAL AGENCY CALL

WIC Cultural Toolkit

(<https://www.health.state.mn.us/people/wic/localagency/culturaltool.html>)

Latin American Culture and Foods (PDF)

(<https://www.health.state.mn.us/docs/people/wic/localagency/culture/latinamerican.pdf>)

Mexican American Culture and Foods (PDF)

(<https://www.health.state.mn.us/docs/people/wic/localagency/culture/mexican.pdf>)

Toolkits for Local Agencies (<https://survey.vovici.com/se/56206EE31B6F44D1>)

2026 NWA National Policy Conference (https://www.nwica.org/events/info/2026-nwa-national-policy-conference#tab_eid-144-registration-details)

WIC Communications and Outreach

(<https://www.health.state.mn.us/people/wic/localagency/comm.html#app>)

MN WIC APL

(<https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fwww.health.state.mn.us%2Fdocs%2Fpeople%2Fwic%2Fvendor%2Ffpchgng%2Fupc%2Fapl.xlsx&wdOrigin=BROWSELINK>)

Welcome to WIC (<https://www.health.state.mn.us/people/wic/ppthome.html>)

WIC Home (<https://www.health.state.mn.us/people/wic/index.html>)

WIC Food Package - Updates!

(<https://www.health.state.mn.us/people/wic/foods/changes.html>)

Local Agency (<https://www.health.state.mn.us/people/wic/localagency/index.html>)

Food Package Updates

(<https://www.health.state.mn.us/people/wic/localagency/fdpkgupdts.html>)

Minnesota Department of Health - WIC Program, 625 Robert St N, PO BOX 64975, ST PAUL MN 55164-0975; 1-800-657-3942, health.wic@state.mn.us, www.health.state.mn.us; to obtain this information in a different format, call: 1-800-657-3942.

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