



# 2025 NEW FOOD PACKAGE TRAINING

June 2025



Why are things changing?

# Preparation Activities

- ▶ Since June of 2024, we have been
  - Researching product availability and making food decisions
  - Getting approval from HHS leadership on state agency options
  - Surveying local agency staff to determine what staff training materials and participant handouts we needed to create
  - Planning and testing Focus system changes
  - Creating a communication plan
  - Creating educational materials to use with participants
  - Creating training and promotional materials
  - Updating policies and submitting them for approval from our regional office

# The New Food Packages

## What are the changes?



Food Package Revisions  
Effective October 1, 2025

### 2025 Food package quantity changes

\*All children aged one through four used to get food package IV. Food package IV is now divided up into two food packages, food package IV-A and IV-B.

#### Child 12-23 months\* (Food Package IV-A)

Food	Now	Effective October 1, 2025
Eggs	1 dozen	1 dozen
Breakfast Cereal	36 ounces	36 ounces
Peanut Butter/Legumes	1 jar or 1 pound or 64 ounces canned	1 jar or 1 pound or 64 ounces canned
Fish	---	6 ounces
Bread/Whole Grains	32 ounces	24 ounces
Fruits and Vegetables	\$26.00	\$26.00
Milk	16 quarts (4 gallons)	12 quarts (3 gallons)
Juice	128 ounces	64 ounces

#### Child 2 - 4 years\* (Food Package IV-B)

Food	Now	Effective October 1, 2025
Eggs	1 dozen	1 dozen
Breakfast Cereal	36 ounces	36 ounces
Peanut Butter/Legumes	1 jar or 1 pound or 64 ounces canned	1 jar or 1 pound or 64 ounces canned
Fish	---	6 ounces
Bread/Whole Grains	32 ounces	24 ounces
Fruits and Vegetables	\$26.00	\$26.00
Milk	16 quarts (4 gallons)	14 quarts (3.5 gallons)
Juice	128 ounces	64 ounces

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### Postpartum Women/Breastfeeding but Mostly Formula Feeding Women (Food package VI)

Foods	Now	Effective October 1, 2025
Milk	<p>16 quarts (4 gallons)</p> <p>Can substitute one-gallon flavored chocolate milk</p> <p>Low fat and non-fat milk only</p> <p>Unflavored goat milk, lactose-free, acidophilus, dry milk powder, evaporated, evaporated goat milk, and goat milk powder may be substituted according to substitution rates below, up to full amount</p> <ul style="list-style-type: none"> <li>Goat milk 1 qt = 1 qt</li> <li>Lactose free 1qt = 1qt</li> <li>Acidophilus 1qt = 1qt</li> <li>Dry milk powder 1 box = 8 qts</li> <li>Evaporated (regular or goat) 4 12oz cans = 3 qts</li> <li>Goat milk powder 12oz = 3 qt</li> </ul> <p>No Buttermilk allowed</p>	<p>16 quarts (4 gallons)</p> <p>No flavored cow's milk allowed</p> <p>Low fat and non-fat milk only</p> <p>Unflavored goat milk, lactose-free, acidophilus, dry milk powder, evaporated, evaporated goat milk, and goat milk powder may be substituted according to substitution rates below, up to full amount</p> <ul style="list-style-type: none"> <li>Goat milk 1 qt = 1 qt</li> <li>Lactose free 1qt = 1qt</li> <li>Acidophilus 1qt = 1qt</li> <li>Dry milk powder 1 box = 8 qts</li> <li>Evaporated (regular or goat) 4 12oz cans = 3 qts</li> <li>Goat milk powder 12oz = 3 qt</li> </ul> <p><u>Lowfat</u> Buttermilk <u>allowed</u>, substitution</p>

June 2025

# Fruits and Vegetables

- The higher CVB amounts have been made permanent
  - Child: \$26
  - Pregnant/Postpartum: \$47
  - Breastfeeding: \$52
- These amounts will be adjusted annually for inflation using the 2022 amounts as the base year (\$24/\$43/\$47)
- Larger packages “party trays” of f/v can now be purchased (still no added dips, sauces, glazes allowed)
- Fresh cut herbs (cut at the root or root intact) in consumable form can be purchased with the CVB



# Juice



- All participant's standard food packages were reduced to 64 oz of juice per month
- A \$3 cash value benefit to purchase fresh/frozen fruits and vegetables can be issued in lieu of juice
- More convenient pack (juice box) options are available



## 2025 Food package quantity changes

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### Child 12-23 months\* (Food Package IV-A)

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Juice	128 ounces	64 ounces

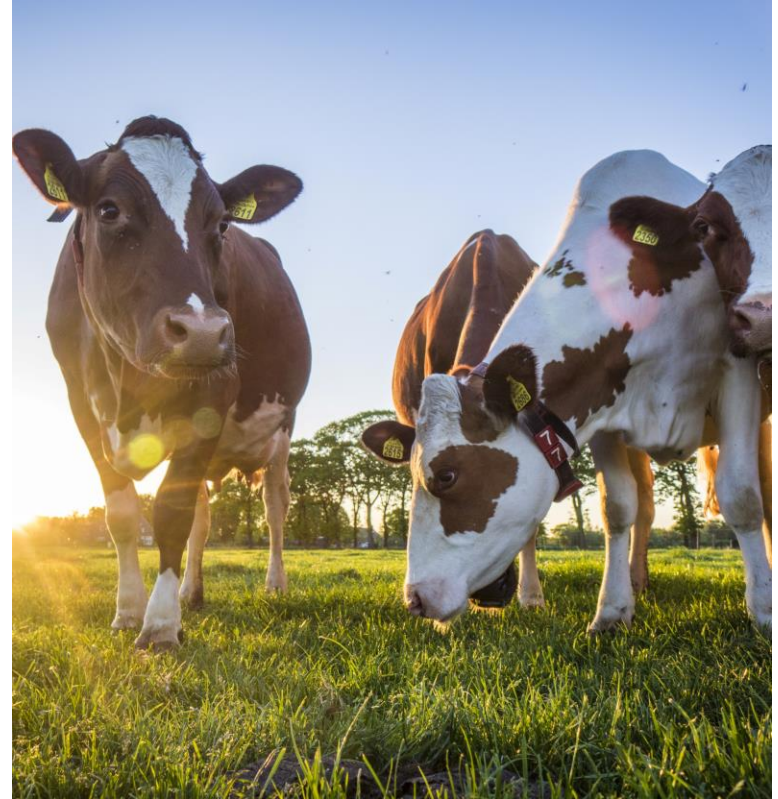
# Milk

Participant Type	Qts of milk
Children 12 - 23 months	12 (3 gallons)
Children 2 – 4 years	14 (3.5 gallons)
Pregnant and Mostly Breastfeeding	16 (4 gallons)
Postpartum and Mostly Formula Feeding	16 (4 gallons)
Exclusively Breastfeeding *** EBF multiples get 1.5 times	16 (4 gallons)



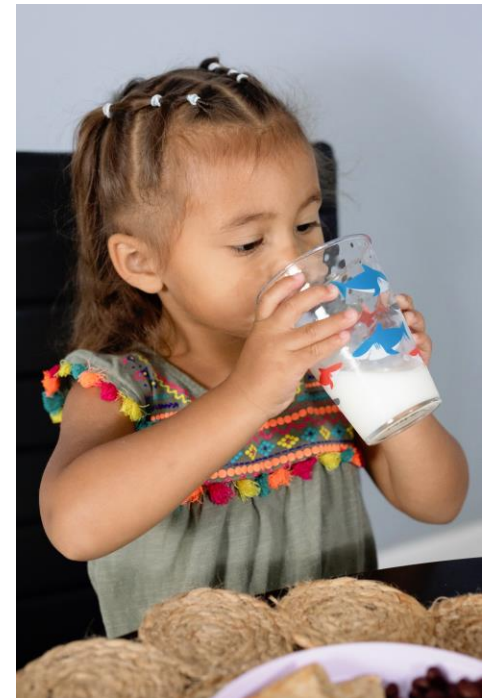
# Milk Rules

- The final rule permits only unflavored milk, no more chocolate milk as of October 1st
- Whole milk is still only for children 12-23 months unless they are assigned risk 115 and an assessment and discussion is done with the family (no change)
- Low fat and nonfat milk only for children 2 years and older and all women unless getting food package III which also includes a formula/nutritional due to a medical condition (no change)



# Milk – Tailoring options

- Milk can be replaced with the following: (fat content requirements still apply for these)
  - Goat milk 1 qt = 1qt
  - Lactose free 1 qt = 1qt
  - Acidophilus 1 qt = 1qt
  - Dry milk powder 1 box = 8 qts
  - Evaporated (regular or goat) 4 12 oz cans = 3 qts
  - Goat milk powder 12 oz = 3 qts
  - Whole, plain Kefir is now allowed for 12 – 23 month olds (1 qt = 1 qt)
  - Low-fat Buttermilk is now allowed for children 2 and older and women (1 qt = 1 qt)
- No maximums



# Milk – More Tailoring options

- Milk can be replaced with the following:
  - Cheese 1 lb = 3 qts milk
    - Max of 1 lb except for fully breastfeeding women, 2 lbs max
    - 1 lb cheese is no longer part of the fully breastfeeding woman's food package
  - Yogurt 1 qt = 1 qt milk
    - Maximum of 2 qts allowed now
    - Whole and low-fat yogurt for children 12-23 months unless assigned risk 115 and discussion with family done
    - Low-fat and fat free yogurt for children 2 years and older and women unless getting food package III which also includes a formula/nutritional due to a supporting medical condition



# Milk – Still more tailoring options

- Milk can be replaced with the following:
  - Tofu 1 lb = 1 qt
    - No maximum
    - Must now have 100mg calcium per 100 grams tofu
    - More size options: 8 - 16 oz
  - Soy beverage 1 qt = 1 qt
    - No maximum
    - Must have  $\leq 10$  grams sugar per 8 ounces
    - Can still be flavored or unflavored



# Whole Wheat/Whole Grains

Participant Type	Ounces
Children 12 - 23 months	24 ounces
Children 2 – 4 years	24 ounces
Pregnant and Mostly Breastfeeding	48 ounces
Postpartum and Mostly Formula Feeding	48 ounces
Exclusively Breastfeeding *** EBF multiples get 1.5 times	48 ounces



# Whole Wheat/Whole Grain Options



- ▶ Current options remain including; whole wheat and whole grain bread or buns, corn and whole wheat tortillas, brown rice, oatmeal and whole wheat pasta
- ▶ New additions include wild rice and whole wheat and whole grain; bagels, sandwich thins, pita and muffins
  - There are also more size options
  - Choice can be made at the store unless something is specifically issued

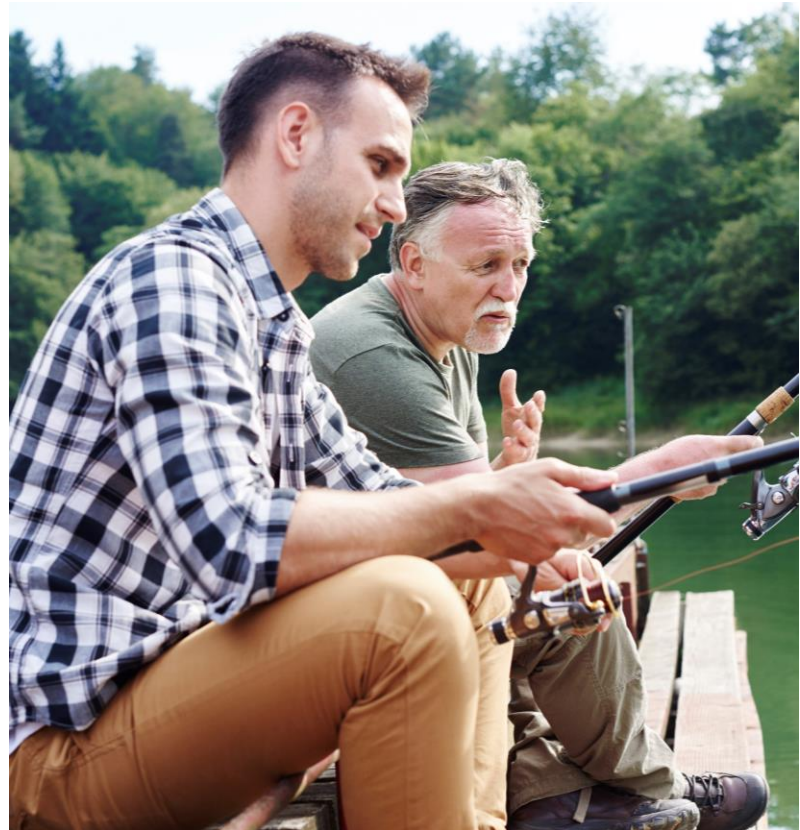
# Fish

Participant Type	Ounces
Children 12 - 23 months	6 ounces
Children 2 – 4 years	6 ounces
Pregnant	10 ounces
Mostly Breastfeeding	15 ounces
Postpartum and Mostly Formula Feeding	10 ounces
Exclusively Breastfeeding *** EBF multiples get 1.5 times	20 ounces



# Fish and Fish Options

- New package sizes were added:
  - cans or pouches 2.5 ounce and larger
- More varieties to select from:
  - Pink salmon
  - Sardines
  - Atlantic mackerel
  - Chub mackerel
  - Light tuna



# Peanut Butter and Beans

- Choice of 1 lb dry beans, 64 oz canned beans and 18 oz peanut butter can be made at the store unless the food package is tailored to list one specifically
- A 12 – 18 oz nut/seed butter can be swapped for a participant's beans or peanut butter choice; it just needs to be tailored that way as that is not an in-store choice



# Eggs



- ▶ Can purchase eggs by the dozen or in 18 count cartons if the family has multiple eggs issued
- ▶ Can now swap eggs for:
  - 1 lb dry beans
  - 64 oz canned beans
  - 18 oz peanut butter
  - 1 lb tofu or
  - 18 oz nut/seed butter

# Breakfast Cereal

No changes to amounts provided for anyone

Change from needing at least 50% of our approved cereals to have whole grain as the first ingredient to now needing at least 75% of them to be that way

Cereal must contain  $\leq 21.2$  g of added sugar per 100 g dry cereal ( $\leq 6$  g per dry oz)

Used to call out sucrose and other sugars, now says added sugars



# Maximum Monthly Allowance (MMA) for WIC foods

► Additional food package sizes were added when able

- Tofu
- Eggs
- Oatmeal
- Whole grains
- Peanut butter
- Fish
- Juice (juice boxes)





# APL Impact and retailers

- Changes to the APL will go in effect October 1st, 2025 (Exception of Yogurts)
- Retailers will be notified
- Policy will be updated
- Food Flyers will be updated
- WICShopper App will be automatic



# Focus

- ▶ All women and children will need a new food package
  - Effective date of October 1
  - No new food package = no benefits will be issued
- ▶ Milestone updates for 2-year-olds
  - Cannot be updated until October
  - Tailor 2-year food package for now



# Model Food Packages

► Fewer standard model food packages

► Example: Child 24-60 months

- Gallons 29
- Gallons/Cheese 29
- Gallons/Cheese/Yogurt 29
- Gallons/Yogurt 29
- Lactose Free Milk 29
- Soy Beverage 29
- Gallons/Juice 26
- Gallons/Cheese/Juice 26
- Gallons/Cheese/Yogurt/Juice 26
- Gallons/Yogurt/Juice 26
- Lactose Free Milk/Juice 26
- Soy Beverage/Juice 26

# Special Model Food Packages

- ▶ Models with special formula will look different
- ▶ Example: Child Special

## Current

- Pediasure 26
- Pediasure w/ Fiber 26
- Pediasure 1.5 Cal w/ Fiber 26
- Pediasure Enteral w/ Fiber 26
- Pedisure Peptide 1.0 Cal 26
- Compleat Pediatric 26
- Peptamen Junior 26

## New

- Pediasure/Milk 29
- Pediasure/Milk/Cheese 29
- Pediasure/Milk/Cheese/ Yogurt 29
- Pediasure/Milk/Juice 26
- Pediasure/Milk/Cheese/Juice 26
- Pediasure/Milk/Chz/Yog/Juice 26

# Walk Through in Focus

## ▶ Test FID: 7207951

- Exclusively BF woman
- 4-year-old, special diet
- 3-month-old twin infants

## ▶ Test FID: 7207952

- Part BF, in-range woman
- 1-year-old
- 4-month-old Part BF infant



# Communication Plan

- ▶ Help ensure information is appropriately communicated to stakeholders
- ▶ Communication to Local WIC Agencies
  - Trainings
  - Training materials
  - Email
  - Meetings
  - Frequently Asked Questions (FAQ) document

# Communication Plan

## ► Participants

- Local agencies
- WIC Shopper App
- State WIC Facebook

## ► WIC Retailers

## ► State Partners and Stakeholders

# Training Materials/Resources

- ▶ Guide Sheets
- ▶ Talking points
- ▶ Menu
- ▶ Flipchart
- ▶ Posters
- ▶ Informational documents

# Next Steps

## ► July/August/September: Prepare for new food package

- All child and women participants will need a new food package entered in Focus dated October 1, 2025
- Staff will need to provide education to participants regarding the changes that will occur to their October benefits
- Posters and “promotional” items will be emailed to agencies

## ► October: New food rules/packages take effect

- All participants will have the new food package
- “Draft” Policies go into effect
- Promotion through social media and WIC Shopper app
- Training materials specific to October 1st will be updated





# Thank you!

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**IOWA**<sup>TM</sup>  
Health and  
Human Services