Institute of Medicine WIC Food Package Review – Food Manufacturer Perspective

Tammy Seitel
Director, WIC
General Mills is a Global Food Manufacturer

- Sales in 100+ Countries
- Over 42,000 Employees
- 3rd Largest Natural and Organic Manufacturer in the U.S.
Products Across Four WIC Categories

Breakfast Cereal

Yogurt

Fruits & Veggies

Beans
2009 Changes Result in a Great Selection of Nutritious Foods
Approve Items that Exist in the Market

• Approve foods that readily exist in the market to ensure they can be made available to participants
  – High protein soy beverages (didn’t exist in the market)
  – 100% whole wheat bread in 16 oz size (not a common size)
  – 32 ounce whole fat yogurt (limited distribution)
Allow “Up To” Sizing

- Allow “up to” sizing to ensure availability and encourage redemption
  - More flavors available
  - More container types available
  - Allows retailers to stock what their customers want, minimizing unsaleables
Reevaluate requirements in existing foods to address inadequate intakes

- Make changes if nutrient or ingredient exists commonly in products
  - Cereals with whole grain
  - Yogurts with vitamins A & D

- Recognizes WIC as a supplemental program
Thank you for the opportunity to comment on the WIC food package revisions.