



## MEMORANDUM

24-024

To: WIC Regional Directors  
WIC Local Agency Directors

From: Amanda Hovis, Director  
Nutrition Education/Clinic Services Unit  
Texas WIC

Date: April 12, 2024

Subject: **New WIC Foods and Recipes Webpages to Enhance Client Experience**

The WIC Foods and Recipes pages on TexasWIC.org have recently undergone updates to improve the client experience and help make it easier to access content. We've also added ten delicious new recipes. Read on below for details!

### **Food and Recipe Page Enhancements**

Tips to shop. Meals to savor.



#### Recipes

Explore delicious, family-friendly recipes that use your WIC foods. Find meal and snack ideas that are simple, healthy and flavorful.



#### WIC Shopping

Use your shopping guide, shopping list and WIC card to choose your WIC foods at the store. Watch shopping videos and find answers to common questions.

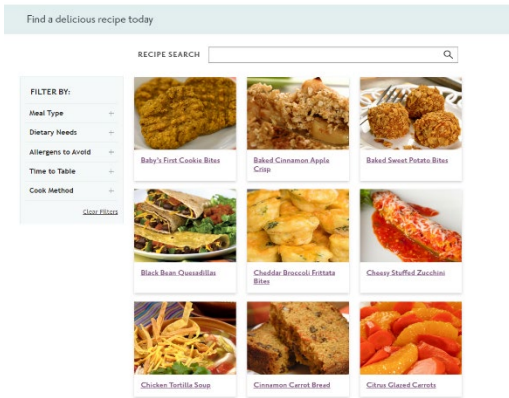


#### WIC Foods and Nutrition

Learn how WIC foods help you get the nutrients you and your family need. See how much of each food is in the different food packages.

### **Streamlined landing page**

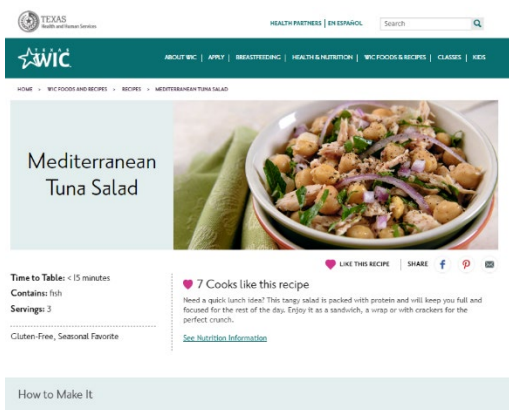
The [\*WIC Foods and Recipes\*](#) landing page has been streamlined and now includes button-style navigation, making it easier for clients to locate key pages related to recipes, shopping resources and WIC approved foods.



## New recipe page layout and filter options

The [Recipes](#) page has been redesigned, displaying recipes in a more visually friendly way on both web and mobile. In addition:

- New filters allow clients to select additional categories such as "Allergens to Avoid," "Time to Table" and "Cook Method."
- New filters for meal types and dietary needs have been added to better fit the interests and needs of our clients.



## Updates to existing recipes

All existing recipes have been updated with refreshed titles and enticing descriptions. Other new features include:

- Header with a snapshot of key details, including time to table, food allergens and serving sizes.
- Engagement features where clients can "like" a recipe and share through social media or e-mail platforms.
- Recipe tips section with helpful advice on substitutions, preparation methods, or other suggestions to enhance the recipe.

## New Recipes

In addition to the updated page designs, we have added ten delicious new recipes. All recipes and related webpages are available in English and Spanish.

### **New Baby Food Recipes**

Five new baby food recipes have been added. These are a great resource for WIC clients interested in making their own puree blends or finger-foods:

- [Mixed Green Veggie Baby Food](#)
- [Spiced Apple Pear Baby Food](#)
- [Savory Carrot Squash Baby Food](#)
- [Baby's First Pancakes](#)
- [Baby's First Cookie Bites](#)



### **New Savory Options**

We have added five new savory recipes that are great options for clients interested in exploring new flavors:

- [Hearty Minestrone \(Italian Vegetable Soup\)](#)
- [Easy Black Bean Breakfast Tacos](#)
- [Savory Baked Meatballs](#)
- [Dal Fry \(Tempered Indian Red Lentils\)](#)
- [Sheet Pan Roasted Sausage and Vegetables](#)



We encourage you to explore the new recipes and promote them as part of nutrition education. WIC recipes are a great way to encourage clients to redeem and use their WIC foods in new ways that are family-friendly and nutritious.

Keep an eye out for more deliciousness soon! Our recipe team is working hard to cook up even more content in the coming months. We'd love to hear your feedback: please send thoughts to [Kaylene.thompson@hhs.texas.gov](mailto:Kaylene.thompson@hhs.texas.gov)