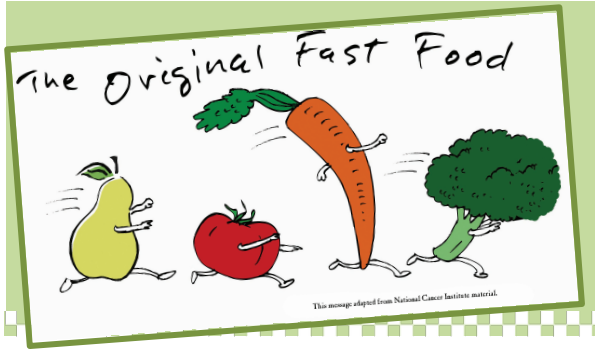

What Incredible Choices

Montana WIC Program
1-800-433-4298

Activity 1

SHOPPING SMART:

Getting more value for your WIC Fruit and Vegetable Benefit

This individual – or small group activity – is designed to help WIC participants learn new ways to get maximum nutrition for their **WIC Fruit and Vegetable Benefit** each month.

WHAT YOU NEED

- **Handout 12-A**: ***Fresh Fruits and Vegetables on a Budget*** for each participant
- **Recent Sale Circular** from one or more local stores that accept WIC benefits – one for each participant, if possible (usually available at store entrance)
- **Handouts, recipes, and other information** for the 'sale' or 'best buy' WIC-eligible fresh fruits and vegetables advertised in the circular. Ex:

  Recipe 2-D: ***Broccoli and Red Pepper Stir-Fry***

  Handout 1-D: ***Ten Terrific Tomato Tricks***

WHAT TO DO

- **Start with introductions**. In a group, ask people to introduce themselves by first name. As an icebreaker, invite participant(s) to share a favorite fresh fruit or vegetable.
- **Distribute materials**. Make sure everyone has a copy of ***Fresh Fruits and Vegetables on a Budget*** and any other materials.
- **Explain the purpose**: *Our goal today is to share tips on getting the most from your **WIC Fruit and Vegetable Benefit**. I have a few suggestions to share. I'd also like to hear your ideas so that I can share them with others.*
- **Start the conversation**: Read five main tips on handout (**Plan menus ahead of time**, etc.), then open the discussion:

  Are any of these tips something you use to shop smart?

  Which one? Could you share a bit more about how you do that?

  What other things help you get the most value for your food budget?
- **Keep the conversation going**: Bring discussion back to main points as necessary and reinforce ideas with WIC materials.

  Let's take a look at a sample circular from a local store.

  What fresh fruits and vegetables are on sale this week?

  How do these items fit into the menus you have planned?

  Are there any of these items that might make sense to buy extra?

  I actually have a great recipe here for (an item that is on sale).
- **Thank everyone for coming**. Ask for questions or comments about the ***WIC Fruit and Vegetable Benefit*** before they leave.

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The WIC program is an equal opportunity provider and employer.

MONTANA
Department of Public Health & Human Services