

# Affordable Flavors Resource Updates

8/3/2022

## Remember to share the Affordable Flavors Cookbook with Participants!

In the March Wednesday Update memo, [Affordable Flavors New Resource](#), we shared about the exciting opportunity for WIC participants to gain free access to the [Minnesota Department of Health, Kids in Color](#), Affordable Flavors, a budget-friendly meal plan and cookbook made by Kids Eat in Color! As a reminder, this resource includes a 30-day meal plan for a family of four, complete with shopping lists with a “W” next to WIC-allowed foods. This is a great resource that can help WIC participants find recipes using the foods they receive.

As of May, this resource no longer needs an access code, and can be found in the MN WIC app and website.

- To access it on the MN WIC App:
  - Press the “Nutrition” tab, then “Recipes and Food Tips”, then “Recipes”. It is then the first link at the top of the [WIC Recipes](#) page.
- To access it on the WIC website:
  - Click on “Recipes” on the left navigation pane of the home page. It is the first link at the top of the [WIC Recipes](#) page.
  - It is also easy to find this resource by typing MN WIC Affordable Flavors into a search engine.

In addition to the cookbook, handouts are also available to advertise this resource to participants. These promotional handouts have recently been updated and State Consultants will send these directly to coordinators. You can hang them up around your clinic and give them to participants either in person or electronically.

We hope this resource has been helpful so far and that you continue to use it with participants!

## Watch for an upcoming feedback survey

In an effort to improve their resources, Kids Eat in Color is asking for feedback on how the resource has been helpful.

We would love to hear any “success stories” from participants who have used the meal plan and cookbook. Refer to the Kids Eat in Color webpage, [Affordable Flavors](#) - What Parents are Saying about Affordable Flavors for examples.

*“My mindset is shifting from scarcity to abundance. We've lost our main income recently and had to sell our home. I was starting to feel anxious about meals even with WIC assistance. Coming to the end of week 1 of Affordable Flavors, I'm no longer worried because I'm looking at the fridge and know exactly what we are eating for the*

*next couple weeks. We even have leftover. Like what is this thing that allows me to stay within a tight budget, use all my WIC and keep us full, AND have leftovers. Thank you!”*

It would also be helpful to hear how local agencies are using this resource agency-wide as a training tool for staff, which will be shared as tips for other agencies!

Stay tuned for an electronic survey in the coming weeks. In the meantime, keep sharing the resource with participants and start thinking of feedback. To share any success stories or ways you are using this resource prior to the survey, please email Melissa Nelson at [Melissa.Nelson@state.mn.us](mailto:Melissa.Nelson@state.mn.us).

## **Reference - Complete Listing of Hyperlinks**

[Affordable Flavors New Resource](#)

(<https://health.state.mn.us/docs/people/wic/localagency/wedupdate/2022/topic/0302flavors.pdf>)

[Minnesota Department of Health, Kids Eat in Color](#) (<https://kidseatincolor.com/minnesota-department-of-health-kids-eat-in-color/>)

[WIC Recipes](#) (<https://www.health.state.mn.us/people/wic/recipes/index.html>)

[Affordable Flavors](#) (<https://kidseatincolor.com/product/affordable-flavors/>)

Minnesota Department of Health - WIC Program, 85 E 7th Place, PO BOX 64882, ST PAUL MN 55164-0882; 1-800-657-3942, [health.wic@state.mn.us](mailto:health.wic@state.mn.us), [www.health.state.mn.us](http://www.health.state.mn.us); to obtain this information in a different format, call: 1-800-657-3942.