



Kraft Foods

I-04

Robert N. Pyle & Associates, Inc.
WIC Consultant

VIA HAND DELIVERY

December 15, 2003

Patricia Daniels, Director
Supplemental Food Programs Division
Food and Nutrition Service
United States Department of Agriculture
3101 Park Center Drive
Room 520
Alexandria, Virginia 22302

RE: Revisions to the WIC Food Packages

Dear Ms. Daniels:

This letter responds to the *Federal Register* notice dated September 15, 2003 regarding the Special Supplemental Nutrition Program for Women, Infants and Children (WIC): Revisions to the WIC Food Packages.

WIC food packages are meant to supplement the diets of low-income women and children who may be at nutrition risk. Historically, WIC-eligible foods have been chosen because they are rich in one or more of the following nutrients: protein, calcium, iron, Vitamin A and Vitamin C. Since the inception of the WIC program, the food packages have remained virtually unchanged. Due to the importance of dietary variety and the provision of balanced meals containing important nutrients, we ask the committee to consider adding shelf stable mixed dishes to the WIC food packages.

Dry box macaroni and cheese, a shelf stable mixed dish, is a popular food choice among most demographic populations. AC Nielsen data from 2002 showed 46% of all households purchased dry box macaroni and cheese. Of this total population, about 42% of low income households (defined as <\$20,000 household income per year) purchase dry box macaroni and cheese. In families with children under the age of 17, almost 70% of these households bought dry box macaroni and cheese. In the *2002 WIC Program and Participant Characteristics* report, Hispanics were the largest population group on WIC surpassing the White population for the first time. Corresponding AC Nielsen data for that year showed approximately 50% of all Hispanic households purchased dry box macaroni and cheese.

Mixed dish type foods, like macaroni and cheese, provide versatility and convenience in their use as either a side dish or main dish option. Many mixed dish products require few to no additional preparation ingredients. In addition, through nutrition education, WIC participants could learn to further enhance these types of products with the addition of other foods, such as vegetables and lean meats, to create nutritionally complete meals.

Kraft® Macaroni & Cheese Dinner provides a number of vitamins and minerals that are important for general health in women and growth in children. One serving of Kraft Macaroni &

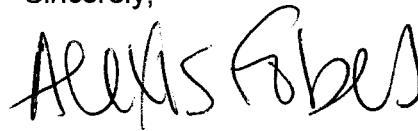
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Cheese Dinner provides 10% of the daily value of calcium, protein and iron. The product also contains enriched macaroni and is a good source of folic acid, thiamin, niacin and riboflavin. It is widely accepted that adequate folate intake is vital to those women who are lactating, pregnant, or may become pregnant. In addition, reduced fat preparation instructions are found on the package and as prepared provide 60% less fat and 20% fewer calories than the primary preparation. Please see enclosed Nutrition Facts panel for complete nutrition information.

The average retail cost of a box of Original Kraft® Macaroni and Cheese Dinner is \$0.99 and provides about three one-cup servings. The primary preparation instructions call for the addition of milk and margarine or spread stick to the boxed product. Milk is included in the WIC food packages, and therefore, macaroni and cheese would be a viable and nutritious option that is almost cost neutral for WIC participants.

We recognize that the WIC food packages are intended to supplement nutrients that may be lacking in the daily diet and must be combined with other nutritious foods for a well-balanced diet. The inclusion of shelf stable mixed dishes and/or side dish type foods, like macaroni and cheese, can help further the goals of the WIC program by promoting a varied diet with foods that are both easy to prepare and a good source of essential nutrients. If you have any questions, please telephone me at (202) 342-7678 or via email at post-wic@mindspring.com. Thank you.

Sincerely,

A handwritten signature in black ink that reads "Alexis Fobes". The signature is written in a cursive, flowing style.

Alexis Fobes
WIC Consultant

Enclosure

PRODUCT NAME: KRAFT Macaroni & Cheese Dinner (Original)

Nutrition Facts

Serving Size 2.5 oz (70g / about 1/3 Box) (Makes about 1 cup)

Servings Per Container (7.25 oz) about 3

Amount Per Serving	As Packaged	As Prepared	
Calories	260	380	
Calories From Fat	25	140	
% Daily Value **			
Total Fat 2.5g*	4%	23%	
Saturated Fat 1.5g			
Cholesterol 10mg	3%	3%	
Sodium 600mg	25%	32%	
Total Carbohydrate 48g	16%		
Dietary Fiber 1g	4%	4%	
Sugars 7g			
Protein 9g			
Vitamin A	0%	15%	
Vitamin C			
Calcium			
Iron	10%	10%	
<p>* Amount in Box. 65% Vegetable Oil Spread and 2% Reduced Fat Milk preparation adds 13g total fat (2.5g sat fat), 160mg sodium, and 1g total carbohydrate (1g sugars). Margarine preparation adds 16g total fat (3.5g sat fat), 190mg sodium, and 1g total carbohydrate (1g sugars).</p> <p>** Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:</p>			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Light Preparation (60% Less Fat and 20% Fewer Calories Than Prepared Regularly)

REGULAR PREPARATION CONTAINS 15g FAT, 380 CALORIES AND 760mg SODIUM PER SERVING,

LIGHT PREPARATION CONTAINS 6g FAT, 290 CALORIES AND 650mg SODIUM PER SERVING.