Participant Food Purchase Report

A new feature on the Crossroads **Prescribe Food** screen allows users to download a **Participant Food Purchase Report**. This report can be used to demonstrate the monetary value of WIC food benefits to the family and to guide discussions about tailoring the food package based on items that were NOT redeemed.

To run the report, navigate to the **Prescribe Food** screen and select the **Run Participant Food Purchase Report** button in the lower right-hand corner. A new browser window will open, and the report will automatically generate based on the family currently displayed, with default parameters set to the past three months. Food Instruments must have a status of **Redeemed** to show on the report. If there are no redemptions for the dates chosen, a message will be displayed: *No data is available for this selection*.

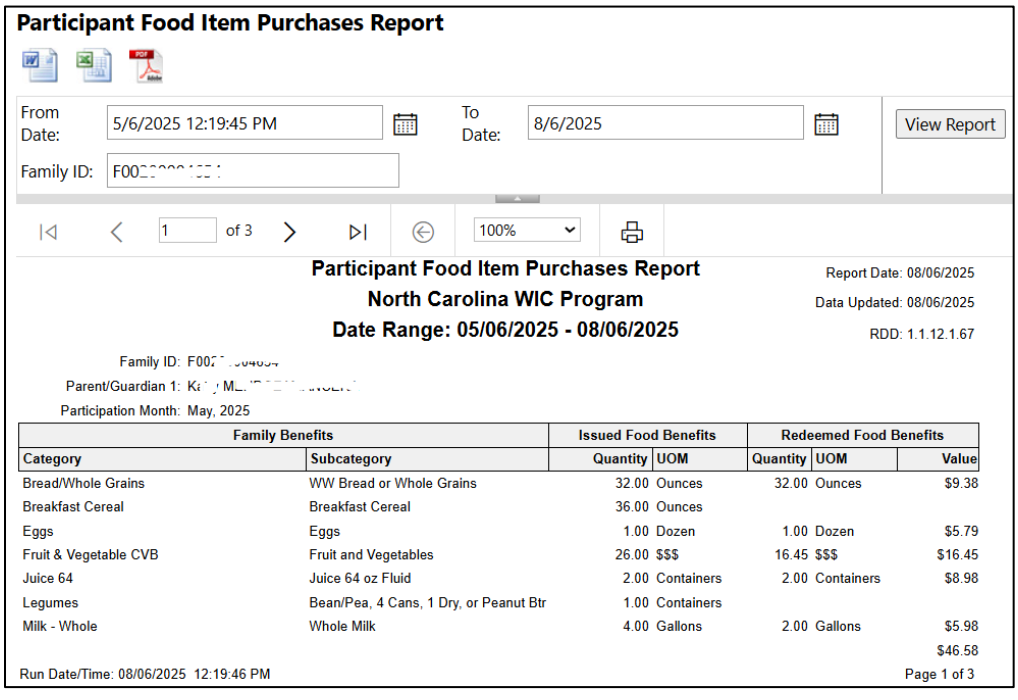
The report lists aggregated family benefits in columns for:

- Category
- Subcategory
- Issued Food Benefits (Quantity and Unit of Measure [UOM])
- Redeemed Food Benefits (Quantity, UOM and Value)

The report displays one Benefit Month per page. Users can revise the **From/To Dates** as needed and select **View Report** to re-run the report with dates updated. Use the arrow buttons to navigate between pages. Currently, the report can only be downloaded to PDF format. Use the **Printer** icon to print the report or save it as a PDF and print from Adobe Acrobat.

If a benefit has been redeemed, the corresponding dollar value will appear in the last column. The total value for the benefit month is listed at the bottom of the page. If no benefits were redeemed during a given benefit month, no dollar values will be displayed for that month.

Please note that the report is dependent on the overnight Redemption batch process, so redemptions made on the same day the report is run will not appear until the following day. However, current-day redemptions can be viewed in real time in the Journal of Transactions.



Participant Food Item Purchases Report

From Date: 5/6/2025 12:19:45 PM To Date: 8/6/2025 View Report

Family ID: F00[redacted]

1 of 3 100%

Participant Food Item Purchases Report
North Carolina WIC Program
Date Range: 05/06/2025 - 08/06/2025

Report Date: 08/06/2025
Data Updated: 08/06/2025
RDD: 1.1.12.1.67

Family ID: F00[redacted]
Parent/Guardian 1: K[redacted]
Participation Month: May, 2025

Family Benefits		Issued Food Benefits		Redeemed Food Benefits		
Category	Subcategory	Quantity	UOM	Quantity	UOM	Value
Bread/Whole Grains	WW Bread or Whole Grains	32.00	Ounces	32.00	Ounces	$9.38
Breakfast Cereal	Breakfast Cereal	36.00	Ounces			
Eggs	Eggs	1.00	Dozen	1.00	Dozen	$5.79
Fruit & Vegetable CVB	Fruit and Vegetables	26.00	$$$	16.45	$$$	$16.45
Juice 64	Juice 64 oz Fluid	2.00	Containers	2.00	Containers	$8.98
Legumes	Bean/Pea, 4 Cans, 1 Dry, or Peanut Btr	1.00	Containers			
Milk - Whole	Whole Milk	4.00	Gallons	2.00	Gallons	$5.98
						$46.58

Run Date/Time: 08/06/2025 12:19:46 PM Page 1 of 3

Awareness of Perceived Value Differences in Breastfeeding vs. Formula Food Packages for Infants

While this report reflects the value of foods redeemed with WIC benefits, it does not capture the value of other core components of the WIC Program, including breastfeeding support, nutrition education, and referrals to health care and social services.

Competent Professional Authorities (CPAs) should be prepared to navigate conversations when an infant food package with infant formula may appear to have a higher monetary value than a food package with less or no infant formula.

The WIC Program's mission is to safeguard the health of women, infants, and children, which includes promoting and supporting breastfeeding. In these situations, CPAs should:

- Clarify that the report reflects only redeemed food items.
- Reassure families that breastfeeding offers greater value through improved health outcomes, time savings (e.g., fewer missed workdays), and long-term cost savings.
- Reinforce that WIC provides enhanced food benefits to breastfeeding families, including more food for the mother and infant (after 6 months), longer certification periods, and access to free breastfeeding support.
- Highlight the full range of WIC breastfeeding services, including peer counselors, lactation experts, breastfeeding aids and accessories, educational resources, and helplines.