

**Utah Goals and Objectives  
FY 2027**

| Functional Area | Goals                                                                                                               | Tactics                                                                                                                                                               |
|-----------------|---------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Food Delivery   | Improve statewide redemption rates of the Cash Value Benefit (CVB) fruits and vegetables- fresh, frozen and canned. | Recruit additional grocery retailers in rural counties to become WIC-authorized in order to provide more access to fruits and vegetables for families.                |
|                 |                                                                                                                     | Utilize the WICShopper app and text messaging to prompt participants to redeem their full amount of CVB.                                                              |
|                 |                                                                                                                     | Measure: The percentage of statewide redemption rates of the Cash Value Benefit (CVB) for fruits and vegetables - fresh, frozen or canned. Current 80% and Target 82% |
|                 |                                                                                                                     |                                                                                                                                                                       |

| Functional Area               | Goals                                                                                                                                                                                                   | Tactics                                                                                                                                           |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| Management Information System | In conjunction with the Mountain Plains User Group (MPUG), test and implement a conversion of the state's WIC MIS system (VISION) to a web-based version for the Clinic Services and Scheduler modules. | See the Clinic Services and Scheduler Upgrade document.                                                                                           |
|                               | Implement the MPUG participant portal                                                                                                                                                                   | Phase 1 during FY27, add a connection to the MyUtah portal for the public to access the WIC portal to create an account and apply online for WIC. |
|                               |                                                                                                                                                                                                         |                                                                                                                                                   |
|                               |                                                                                                                                                                                                         |                                                                                                                                                   |