



California
Department of
Health Services

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Director

State of California—Health and Human Services Agency
Department of Health Services

May 4, 2007

VENDOR ALERT 2007-07



ARNOLD SCHWARZENEGGER
Governor

TO: ALL WIC VENDORS

SUBJECT: NEW INFANT FORMULA CONTRACT

Purpose

I am writing to remind you that, effective August 1, 2007, the California Women, Infants, and Children (WIC) Supplemental Nutrition Program will implement a new infant formula rebate contract with Mead Johnson and Company.

This is the second of three vendor alerts to help you during the upcoming transition.

New Contract Formulas

Effective August 1, 2007, the two primary contract infant formulas will be:

- Enfamil LIPIL with Iron (milk-based, 13 ounce concentrate and 12.9 ounce powdered)
- ProSobee LIPIL (soy-based, 13 ounce concentrate and 12.9 ounce powdered)

The majority of participants will receive food instruments (FIs) for these primary formulas. The two formulas listed above are the only formulas that you will be **required** to stock.

Other rebate formulas will be:

- Enfamil LactoFree LIPIL (13 ounce concentrate and 12.9 ounce powdered)
- Enfamil Gentlease LIPIL (12 ounce powdered only)
- Enfamil AR LIPIL (12.9 ounce powdered only)

While we expect the majority of infants will receive FIs for the primary contract formulas, some participants may select one of these formulas.

Vendor
Implications

Prior to August 1, 2007, vendors will be required by their Vendor Agreement to stock sufficient supplies of the current primary contract formulas, Similac Advance with Iron and Similac Isomil with Iron, so that participants can redeem their FIs through the rebate contract period.

Effective August 1, 2007, vendors will be required to stock the new primary contract formulas, Enfamil LIPIL with Iron and ProSobee LIPIL.

- Please train store staff that as of August 1, 2007, Enfamil LIPIL with Iron and ProSobee LIPIL will be the primary WIC contract formulas. Advise them that a small number of participants may be issued FIs for Enfamil LactoFree LIPIL, Enfamil Gentlease LIPIL, and Enfamil AR LIPIL.
 - Please inform your WIC vendor consultant if you are having difficulty ordering these formulas in sufficient quantities. Mead Johnson and Company will work with wholesalers and retailers to ensure a smooth transition to the new contract formula by assuring that distributors in California have adequate supplies of Enfamil LIPIL with Iron and ProSobee LIPIL.
 - Vendors should continue to stock adequate supplies of Similac Advance with Iron and Similac Isomil with Iron to last through the current contract period. Since some local agencies triple issue FIs, some participants who receive FIs for Similac Advance with Iron and Similac Isomil in July will still be redeeming them in August, September, and October. Please instruct store staff to honor whichever formula is printed on the face of the FI.
 - A very small number of participants will receive FIs for formulas not listed above. These formulas include Nutramigen Lipil, Alimentum, Similac NeoSure Advance, Enfamil EnfaCare Lipil, and PediaSure. While vendors are not required to carry any of these formulas, we encourage you to make these formulas available if any of your WIC customers inform you of the need.
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**Educational
Materials**

Color 8 ½" x 11" flyers of the new formula labels will be available by June 1, 2007, and a revised WIC Authorized Food List will be available by August 1, 2007. To order these materials, vendors may go to our website www.wicworks.ca.gov. At the Home Page, select "Forms" in the left margin of the page and select "OSP 508 - WIC Vendor Materials (pdf)". To receive educational materials, you must complete all requested information.

Please do not order the items listed above until the items and quantities are listed on the form. Do not write in items on the order form.

Orders may be faxed to (916) 928-4759 or mailed to:

State of California
Office of State Publishing
344 North 7th Street
Sacramento, CA 95814

If you have questions about your order you may call the Office of State Publishing at (800) 585-7341.

Questions

If you have any questions, please contact your WIC Vendor Consultant directly or call (916) 928-8705.

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