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State of California—Health and Human Services Agency
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EDMUND G. BROWN JR.
Governor

May 22, 2015

To: All Interested Food Manufacturers and/or Representatives

Subject: Brand Specific Foods Request for California WIC Authorized Food List Shopping Guide—Additional Opportunity for Submissions

Background

In 2014 and early 2015, the California Department of Public Health/Women, Infants and Children Division (CDPH/WIC) issued Requests for Information (RFIs) for brand specific food submissions to be considered for inclusion in the next WIC Authorized Food List Shopping Guide (WAFL SG); Notification letters informing submitters of our intent to include/not include their products in the new WIC Authorized Food List were sent in early 2015. We originally planned to implement the new WAFL SG that included products submitted during our previous RFIs in October 2015; however, due to circumstances outside of our control, implementation of the new WAFL SG will be delayed by a few months.

Purpose

Due to the delay in implementation of the new WAFL SG, CDPH/WIC has decided to hold a final RFI in which submitters will be allowed to submit additional products for our brand specific foods (as listed below). Since a significant period of time will have passed between the submission of products and the implementation of the new WAFL SG, we have decided to give food manufacturers one last opportunity to submit products for inclusion in the new WAFL SG. ***Please note, if you have a product you want included that you have not yet submitted, this will be your last chance to have it considered for inclusion; products not submitted during this RFI cannot be considered for inclusion until the subsequent WAFL Revision, which we anticipate will happen no earlier than 2018.***

Submissions will be accepted for brand specific foods for inclusion in the next California WIC Authorized Food List Shopping Guide from May 22, 2015 through June 22, 2015. ***Please do not re-submit products we already reviewed during the previous RFIs.*** The brand specific foods for which we will accept submissions are as follows:

- Breakfast Cereal: Crisp(y) Rice and Instant Oatmeal
- Infant Cereal
- Soy
- Tofu
- Corn Tortillas
- Whole Wheat Pasta
- Whole Wheat Tortillas



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Please read below for instructions on how to submit your products to CDPH/WIC for consideration.

Request for Information: Brand Specific Foods

Product submissions will be accepted from May 22, 2015 through June 22, 2015, using our online submission tool, which will be available on the [California WIC website](#) beginning May 21, 2015. Please use our online tool (see instructions below) to submit products you would like considered for inclusion in the next revision of the WAFL SG.

Please note that the WAFL SG is part of state regulation and a revision cannot become effective until it has been adopted via regulatory bulletin using the [formal regulatory process](#), where proposed revisions are presented for public comment and then adopted into state regulation via regulatory bulletin. The proposed revision will be subject to changes until it is finalized in the regulatory bulletin, so please keep in mind that approved products may change based on input received via the regulatory process.

Authorization Criteria

CDPH/WIC is soliciting submissions for brand specific products that meet both federal requirements, as specified in 7 CFR 246.10, and the additional criteria listed below.

Food Category	Criteria
Breakfast Cereal: Crisp(y) Rice	<p><u>Federal Requirements</u> Federal regulations require state agencies to authorize a maximum benefit of 36 oz of breakfast cereal that meet the following requirements:</p> <ul style="list-style-type: none"> • Minimum of 28 milligrams of iron per 100 grams of dry cereal (i.e., iron = 45% U.S. RDA for adults per 1 ounce dry cereal). • Not more than 21.2 grams of sucrose and other sugars per 100 grams of dry cereal (i.e., not more than 6 grams of sucrose and other sugars per 1 ounce dry cereal). <p><u>Additional State Criteria</u></p> <ul style="list-style-type: none"> • Package sizes of 12 oz–36 oz only for cold ready-to-eat. • Plain only. <p>When a cereal meets the criteria listed above, the following nutritional aspects will also be reviewed:</p> <ul style="list-style-type: none"> • Contain a minimum of 51% whole grains. • Contain less than 400 mg sodium/100 g cereal. • Contain 20% or more of the Daily Value (5 grams) for fiber per serving. • Contain 50% or more of the RDA for folic acid.
Breakfast Cereal: Instant Oatmeal/Instant Oats	<p><u>Federal Requirements</u> Federal regulations require state agencies to authorize a maximum benefit of 36 oz of breakfast cereal that meet the following requirements:</p> <ul style="list-style-type: none"> • Minimum of 28 milligrams of iron per 100 grams of dry cereal (i.e., iron = 45% U.S. RDA for adults per 1 ounce dry cereal). • Not more than 21.2 grams of sucrose and other sugars per 100 grams of dry cereal (i.e., not more than 6 grams of sucrose and other sugars per 1 ounce dry cereal).

Food Category	Criteria
	<p><u>Additional State Criteria</u></p> <ul style="list-style-type: none"> • Packages sizes of 11.8 oz or 12 oz only for hot individual serving packets. • Regular, original, classic, or plain varieties only for hot cereal. <p>When a cereal meets the criteria listed above, the following nutritional aspects will also be reviewed:</p> <ul style="list-style-type: none"> • Contain a minimum of 51% whole grains. • Contain less than 400 mg sodium/100 g cereal. • Contain 20% or more of the Daily Value (5 grams) for fiber per serving. • Contain 50% or more of the RDA for folic acid.
<p>Infant Cereal</p>	<p><u>Federal Requirements</u></p> <ul style="list-style-type: none"> • Must contain a minimum of 45 milligrams of iron per 100 grams of dry cereal. • May not contain added formula, milk, fruit, or other non-cereal ingredients. <p><u>Additional State Criteria</u></p> <ul style="list-style-type: none"> • Must be packaged in 8 oz or 16 oz containers only. • Must be single grain types, such as rice, barley, oatmeal, whole wheat, mixed grain, etc. • Infant cereal containing the following ingredients is not allowed: <ul style="list-style-type: none"> ○ DHA ○ ARA ○ Probiotics ○ Other additives
<p>Soy (soy-based beverage)</p>	<p><u>Federal Requirements</u></p> <p>Soy (soy-based beverage) must be fortified according to Food and Drug Administration (FDA) guidelines to meet the following nutrient levels per 8 fluid ounces cup:</p> <ul style="list-style-type: none"> • 276 mg calcium • 8 g protein • 500 IU vitamin A • 100 IU vitamin D • 24 mg magnesium • 222 mg phosphorus • 349 mg potassium • 0.44 mg riboflavin • 1.1 mcg vitamin B12 <p><u>Additional State Criteria</u></p> <p>Soy (soy-based beverage) must be unflavored, i.e., plain, original, regular, etc.</p>
<p>Tofu</p>	<p><u>Federal Requirements</u></p> <ul style="list-style-type: none"> • Must be calcium-set, i.e., prepared with calcium salts such as calcium sulfate (gypsum), calcium citrate, calcium chloride, and tricalcium phosphate, but may also contain other coagulants, i.e., magnesium chloride. • May not contain added fats, sugars, oils, or sodium.

Food Category	Criteria
	<p><u>Additional State Criteria</u> Tofu must be:</p> <ul style="list-style-type: none"> • Pre-packaged in 16 oz containers. • Unflavored/Plain.
Corn Tortillas	<p><u>Federal Requirements</u> Soft corn tortillas must be:</p> <ul style="list-style-type: none"> • Made from ground masa flour (corn flour) using traditional processing methods are WIC-eligible, e.g., whole corn, corn (masa), whole ground corn, corn masa flour, masa harina, and white corn flour. <p><u>Additional State Criteria</u></p> <ul style="list-style-type: none"> • Must be in 16 oz packages. • Plain. • Corn tortillas made from white or yellow corn only. • Store bakery tortillas allowed, as long as they include an ingredients list and the product size on the package.
Whole Wheat Pasta	<p><u>Federal Requirements</u></p> <p>Whole wheat macaroni products must:</p> <ul style="list-style-type: none"> • Must conform to FDA standard of identity (21 CFR 139.138) and have no added sugars, fats, oils, or salt (i.e., sodium). • “Whole wheat flour” and/or “whole durum wheat flour” must be the only flours listed in the ingredient list. • Other shapes and sizes that otherwise meet the FDA standard of identity for whole wheat macaroni (pasta) products (139.138), and have no added sugars, fats, oils, or salt (i.e., sodium), are also authorized (e.g., whole wheat rotini, and whole wheat penne). <p><u>Additional State Criteria</u></p> <ul style="list-style-type: none"> • Must be in 16 oz packages. • Organic allowed.
Whole Wheat Tortillas	<p><u>Federal Requirements</u> Whole wheat tortillas:</p> <ul style="list-style-type: none"> • “whole wheat flour” must be the only flour listed in the ingredient list, though USDA has clarified that other flours in minimal amounts are allowed. <p><u>Additional State Criteria</u></p> <ul style="list-style-type: none"> • Must be in 16 oz packages. • Plain. • Store bakery tortillas allowed, as long as they include an ingredients list and the product size on the package.
Yogurt	<p><u>Federal Requirements</u> Yogurt must be:</p> <ul style="list-style-type: none"> • Pasteurized. • Conform to FDA standard of identity for whole fat (21 CFR 131.200), lowfat (21 CFR 131.203), or nonfat (21 CFR 131.206). • Plain or flavored with ≤40 g of total sugars per 1 cup yogurt (see state criteria for additional sugar restrictions).

Food Category	Criteria
	<ul style="list-style-type: none"> • Yogurts that are fortified with vitamin A and D and other nutrients may be allowed at the State agency's option. • Yogurts sold with accompanying mix-in ingredients such as granola, candy pieces, honey, nuts and similar ingredients are not authorized. • Drinkable yogurts are not authorized. <p><u>Additional State Criteria</u></p> <ul style="list-style-type: none"> • Yogurts in quart (32 ounce) size containers only. • Plain, Vanilla, and Strawberry flavored yogurts only. • Yogurts must have < 35 grams of sugar per cup. • No artificial sweeteners allowed. • No organic yogurts allowed. • No Greek yogurts allowed.

Before You Submit

Online submission tools for each food category listed above will be available on our website, starting on May 22, 2015. Before submitting your products, determine if they meet the federal requirements and additional criteria listed above (for yogurt, make sure they meet the federal requirements listed above). Using our online tool, submit your product information between May 22, 2015 and June 22, 2015 to be considered for inclusion in the next revision of the WAFL SG.

Product Submission Instructions for Online Tool

Access our website, www.wicworks.ca.gov, between May 22, 2015 and June 22, 2015; look for the heading *WIC Authorized Foods* and then click on *Product Submissions for Food Manufacturers*. On this page, you will find the following:

1. Online Submission Tools
2. Link to Federal WIC Food Package Regulations
3. Instructions

Please do not mail product information, such as samples, box flats, or labels as we do not have the ability to store those materials at this time. Please do not mail or e-mail submissions; submissions will only be accepted through the online tool.

Brand Logo Artwork

Additionally, for the following categories you will need to send us the brand logo artwork:

- Infant Cereal
- Soy
- Tofu
- Whole Wheat Pasta

Email brand logo artwork with “*Brand Name Logo*” (insert your specific brand name) in the subject line to WICFoods@cdph.ca.gov no later than June 22, 2015. Brand logo artwork must meet the following requirements:

- All images shall be provided in either a .tiff, .psd or .eps file format at a minimum of 5x5 inch at 300 ppi resolution. The manufacturer shall include a clipping path on each product image as well as have the image set up and pre-adjusted in a CMYK color gamut mode.

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Questions

If you have any questions, please contact WICFoods@cdph.ca.gov.

Sincerely,

A handwritten signature in blue ink that reads "Michelle Wilkins". The signature is written in a cursive, flowing style.

Michelle Wilkins, Chief
Food Package Unit
Women, Infants and Children Division