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



EDMUND G. BROWN JR.
Governor

November 18, 2014

To: All Interested Food Manufacturers and/or Representatives

Subject: Whole Wheat Bread, Whole Wheat Tortillas, and Corn Tortillas Request for Information for Inclusion In WIC Authorized Food List Shopping Guide (WAFL SG)—Final Request

Purpose

By now, you most likely have submitted whole wheat bread, whole wheat tortillas, and/or corn tortillas for inclusion in our Food List Database and Whole Grains Flyer and received notification of your products' eligibility status. The purpose of this letter is to inform you that it has been decided that when the WAFL SG is next revised—tentative release date set for October 2015—these foods will become brand specific and will be listed by brand and product name in the document. Because these products will now be brand specific, it means the current process of submitting products for approval as you release/revise them will become obsolete and that the only opportunity to be WIC-authorized will be through inclusion of your product in the WAFL SG, which is only updated once every few years. The purpose of this letter is to advise you that products currently authorized in the Food List Database will be included in the 2015 revision, and to advise you, that if you have any additional products you would like included in the next WAFL SG revision, **you must submit those products for consideration by December 5, 2014.**

Background

Each State WIC Agency is responsible for selecting the specific foods that can be purchased with WIC benefits in their state. These foods must meet or exceed the requirements set by the United States Department of Agriculture (USDA) in federal regulation. Federal WIC regulations (7 CFR Part 246, Special Supplemental Nutrition Program for Women, Infants and Children (WIC): Revisions in the WIC Food Packages; Final Rule) recently revised requirements for whole wheat bread, whole wheat tortillas, and corn tortillas that necessitates we provide lists of products that meet these requirements to participants and vendors to ensure that products meeting these new requirements are being bought/sold. We are currently providing this list in the form of a flyer, as a supplement to the WAFL SG. When the WAFL SG is next revised, the flyer will become obsolete and the only allowed products will be specifically listed in the WAFL SG, much in the manner that the [current WAFL SG](#) lists allowed products for the Tofu, Soy, Breakfast Cereal, and Infant Cereal categories.



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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, including specific products listed in it, will be subject to changes until it is finalized in the regulatory bulletin.

Current Products Listed in the WIC Food List Database

Review the [Food List Database](#) to ensure that all of your eligible products are included. CDPH/WIC intends to specifically list these products in the next WAFL SG revision. If you have additional products you believe are eligible and would like to see them included in the WAFL SG revision, please submit them to WIC using the instructions listed later in this letter. Before submitting, please be sure that your products meet the requirements listed in the following section of this letter.

Whole Wheat Bread, Whole Wheat Tortillas, and Corn Tortillas Requirements

Only submit products in 16 oz packages that adhere to federal WIC requirements found in [7 CFR Part 246, Special Supplemental Nutrition Program for Women, Infants and Children \(WIC\): Revisions in the WIC Food Packages; Final Rule](#), which are as follows:

Bread (loaves, buns, or rolls)	Whole wheat bread must conform to FDA standard of identity (21 CFR 136.180). (Includes whole wheat buns and rolls.) “Whole wheat flour” and/or “bromated whole wheat flour” must be the only flours listed in the ingredient list. OR Whole grain bread must conform to FDA standard of identity (21 CFR 136.110) (includes whole grain buns and rolls). AND Whole grain must be the primary ingredient by weight in all whole grain bread products. AND Must meet FDA labeling requirements for making a health claim as a “whole grain food with moderate fat content”.*
Whole Grain Options	Soft corn or whole wheat tortillas. Soft corn tortillas 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. For whole wheat tortillas, “whole wheat flour” must be the only flour listed in the ingredient list.

Product Submission Instructions for Online Tool

Additional submissions will be accepted from November 19, 2014 through December 5, 2014 through our online submission tool, which will be available on the CDPH/WIC website at www.wicworks.ca.gov, beginning November 19, 2014. To submit, visit our website November 19, 2014 through December 5, 2014, click the *WIC Authorized Foods* heading,

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and then click the *Product Submissions for Food Manufacturers* heading. 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 be accepted through the online tool only.

Questions

If you have any questions, please contact Melanie Hancock at 916-928-8894 or Melanie.Hancock@cdph.ca.gov.

Sincerely,

A handwritten signature in blue ink that reads "Michelle Wilkins".

Michelle Wilkins, Chief
Food Package Section
Women, Infants and Children (WIC) Division