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 California Department of Public Health



GAVIN NEWSOM
 Governor

July 08, 2019

VENDOR ALERT 2019 – 06

TO: ALL WIC VENDORS

SUBJECT: REMOVAL OF POST BRAN FLAKES AND IGA INSTANT OATMEAL FROM THE AUTHORIZED LIST OF BREAKFAST CEREALS

Purpose The California Department of Public Health, Women, Infants and Children Division (CDPH/WIC) is notifying all WIC-authorized vendors that Post Bran Flakes and IGA Instant Oatmeal will no longer be authorized as of August 2, 2019.

Background Both Post Bran Flakes and IGA Instant Oatmeal were reformulated by the manufacturers to reduce the amounts of iron in each cereal to below the level required in federal WIC regulation. As a result, Post Bran Flakes and IGA Instant Oatmeal are no longer federally-authorized WIC cereals. Therefore, CDPH/WIC will no longer authorize these breakfast cereals.

Action for Vendors Share with your staff that as of August 2, 2019, Post Bran Flakes and IGA Instant Oatmeal, regardless of formulation, will no longer be authorized for purchase with California WIC benefits. Post Bran Flakes and IGA Instant Oatmeal will be removed from the Authorized Product List, the WIC Mobile website, and the WIC App on August 2, 2019. You may cross both items out in Shopping Guides used by staff to assist them in identifying they are no longer authorized, starting August 2, 2019.

Questions If you have any questions, contact your WIC Vendor Consultant or call toll free (855) WIC-STOR or (855) 942-7867. You may also contact the WIC Vendor Management Branch by email at WICVENDORINFO@cdph.ca.gov.

Lantrel Stockton, Chief
 Vendor Management Branch
 Women, Infants, and Children (WIC) Division



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