Webinar Tools

- *6 mutes and unmutes your phones
- Raise your hand during the feedback periods to ask questions/provide input
- [https://www.cdph.ca.gov/Programs/CFH/DWICSN/Pages/LawsandRegulations.aspx](https://www.cdph.ca.gov/Programs/CFH/DWICSN/Pages/LawsandRegulations.aspx)
Agenda

1. Background of Regulatory Alert and Regulatory Process
2. Timeline
3. Review Regulatory Alert and receive Stakeholder Feedback:
   - Current Alert: 2017-02
   - Formulation change to Malt-O-Meal Oat Blenders with Honey
   - Important Reminders
Regulatory Process Background

- September 29, 2012: Assembly Bill (AB) 2322 signed into law adding section 123322 to the California Health and Safety Code

- AB 2322 enables WIC to adopt specified department requirements into State regulation through an expedited regulatory process
Timeline

- Regulatory Alert Released: 5/26/17
- Stakeholder Consultation Webinar: 6/7/17
- Comment Period: 5/27–6/15/17
- Final action posted on WIC website
  - no later than 120 days from the end of the comment period
Feedback
Regulatory Alert 2017-02

- Regulatory Alert 2017-02: Proposes to amend the Breakfast Cereal section of the California WIC Authorized Food List (W.B.R. section 82100), to remove Malt-O-Meal Oat Blenders with Honey from the list of authorized cereals in accordance with the federal requirements governing the WIC Program
Federal Regulations for Cereal

- Federal authorization requirements for the Breakfast Cereal category:
  - Must contain a minimum of 28 mg iron per 100 g dry cereal
  - Must contain ≤21.2 g sucrose and other sugars per 100 g dry cereal (≤6 g per dry oz).
  - At least half of the cereals authorized on a State agency's food list must have whole grain as the primary ingredient by weight AND meet labeling requirements for making a health claim as a “whole grain food with moderate fat content”.
Malt-O-Meal Oat Blenders with Honey

- CDPH/WIC was notified by the Malt-o-Meal’s representative this April

  - As of August 2017 Oat Blenders with Honey will be reformulated
  - Iron content will be reduced to 13.85 mg per 100 g dry cereal

- The reformulated product will no longer meet federal regulations for authorization of breakfast cereal
Feedback
Important Reminders

- Public comment period for Regulatory Alert 2017-02 ends on **June 15, 2017**

- Comments must be submitted via e-mail to: WICRegulations@cdph.ca.gov

- Regulatory Alert 2017-02 may be accessed on the Laws and Regulations section of California WIC’s public website: https://www.cdph.ca.gov/Programs/CFH/DWICSN/Pages/LawsandRegulations.aspx

- Public posting of the final action on WIC website (no later than 120 days from the end of the comment period): No later than October 13, 2017
Thank You!