Regulatory Alert 2017-03
Stakeholder Consultation
October 30, 2017
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)
1. Background of Regulatory Alert and Regulatory Process
2. Timeline
3. Review Regulatory Alert and receive Stakeholder Feedback:
   - Current Alert: 2017-03
   - Formulation change to Quaker Corn Bran Crunch
4. 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: 10/16/17
- Stakeholder Workgroup Webinar: 10/30/17
- Comment Period: 10/17– 11/6/17
- Final action posted on WIC website
  - no later than 120 days from the end of the comment period
Feedback
Regulatory Alert 2017-03

- Regulatory Alert 2017-03: Proposes to amend the Breakfast Cereal section of the California WIC Authorized Food List (W.B.R. Section 82000) to remove Quaker brand Corn Bran Crunch 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”.
Quaker Corn Bran Crunch

- CDPH/WIC was notified by Quaker’s representative this September
  - As of early summer Corn Bran Crunch was reformulated
  - Iron content was reduced to 14.75 mg per 100 g dry cereal
- The reformulated product no longer meets federal regulations for authorization for breakfast cereal
Feedback
Important Reminders

- Public comment period for Regulatory Alert 2017-03 ends on **November 6, 2017**

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

- Regulatory Alert 2017-03 may be accessed on the Statutes 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 March 6, 2018
Thank You!