

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



EDMUND G. BROWN JR
Governor

March 18, 2011

VENDOR ALERT 2011-02

TO: ALL WIC VENDORS

SUBJECT: UPCOMING FOOD CHANGES to the WIC AUTHORIZED FOOD LIST SHOPPING GUIDE EFFECTIVE JULY 5, 2011

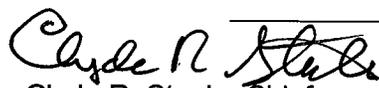
Purpose The California Women, Infants, and Children (WIC) Program will be publishing a revised WIC Authorized Food List Shopping Guide (WAFL SG), effective July 5, 2011. The revised WAFL will be posted on the WIC website at www.wicworks.ca.gov and hard copies of the WAFL SG are expected to be available in late spring.

Background The new WAFL SG changes that will take place affect the TOFU, BREAKFAST CEREAL, INFANT FRUITS and VEGETABLES, INFANT MEATS, INFANT CEREAL, INFANT FORMULA, and FRUITS and VEGETABLES food categories. In addition to adding new authorized food items, there will also be deletions of foods that will no longer be WIC authorized. See the enclosure, "Food Changes for July 5, 2011", for a summary of all changes to the WAFL SG.

What's Changing Effective July 5, 2011, formula brand and names will no longer be listed in the WAFL SG. In the future, in addition to Vendor Alerts informing you of the changes, a Contract Infant Formula List will be posted on the WIC Program website and will be updated as formula labels and/or names are changed by the manufacturer, or as additional infant formula becomes WIC authorized. As always, authorized infant formula eligible for purchase is specified on the face of the food instrument (FI). Please instruct your staff to only sell the infant formula that is printed on the FI.

Another major change to note is that dried fruits will be added to the FRUITS and VEGETABLES food category. Any variety of dried fruits without added fats, sugars, or oils, such as raisins, prunes and/or dried plums, figs, dates and apricots will be authorized food items.

Questions While we try to keep the WAFL SG up to date, changes occur. A current copy may be found and downloaded from the WIC Program website at www.wicworks.ca.gov. If you have any questions regarding the WAFL SG, please contact your WIC Vendor Consultant directly or call (916) 928-8705.


Clyde R. Steele, Chief
Vendor Management Branch
California WIC Program

Enclosure: "Food Changes for July 5, 2011"



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Food Changes for July 5, 2011

WIC Authorized Food List Shopping Guide



ADDED

TOFU

Wild Wood

- Organic SprouTofu (Lite Medium, Firm, Extra Firm and and Extra Firm 2 Pack)

Wo Chong

- Organic (Firm or Soft)
- Silken, Soft, Firm or Extra Firm

BREAKFAST CEREAL

General Mills

- Total Whole Grain

Kellogg's

- Frosted Mini-Wheats Little Bites
- Special K

Malt-o-Meal

- Honey and Oat Blenders

Post

- Grape Nuts

Mill Select

- Puffed Wheat with Honey
- Corn Flakes
- Oat Bran Flakes

Crisp(y) Rice

- Malt-o-Meal
- Mill Select

Instant Oatmeal or Instant Oats

- Food Club
- BetterOats Good 'n hearty Classic

FRUITS and VEGETABLES

Dried Fruits

- Any variety of dried fruits without added fats, sugars, or oils, such as raisins, prunes and/or dried plums, figs, dates, and apricots

INFANT CEREAL

- Beech-Nut changed their product name to include the word "Homestyle"

INFANT FRUITS AND VEGETABLES

- Cannot mix and match 3.5 oz with 4 oz containers
- Multi-packs allowed

INFANT MEATS

- Multi-packs allowed

REMOVED

TOFU

West Soy

- Natural Fat Reduced Firm
- Organic (Soft, Firm, or Extra Firm)

BREAKFAST CEREAL

Kellogg's

- Frosted Mini-Wheats Big Bites
- Unfrosted Mini-Wheats

Post

- Honey Bunches of Oats – Vanilla Bunches

Crisp(y) Rice

- Flavorite
- Mother's Joy
- PriceRite
- Special Value

B&G Foods

- Cream of Wheat 1 Minute
- Cream of Wheat 2.5 Minute
- Cream of Wheat 10 Minute

Instant Oatmeal or Instant Oats

- Special Value
- Flavorite

FRUITS and VEGETABLES

- Mint, cilantro, parsley, and basil
- Restriction on dried fruits

INFANT FORMULA

- Formula brand and names are no longer listed

INFANT CEREAL

Beech Nut

- Barley

O For Baby Organics

- Organic Oatmeal

For the complete list of authorized foods, see the July 5, 2011 WIC Authorized Food List Shopping Guide



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California Department of Public Health
1-800-852-5770 | www.wicworks.ca.gov

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