

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



EDMUND G. BROWN JR.  
Governor



April 26, 2012

**VENDOR ALERT 2012 - 12**

TO: ALL WIC VENDORS  
SUBJECT: NEW INFANT FORMULA CONTRACT WITH MEAD JOHNSON & COMPANY

**Purpose** The California Women, Infants, and Children (WIC) Program would like to notify you that Mead Johnson & Company will continue to be the California WIC infant formula contractor as of August 1, 2012. The current contract with Mead Johnson & Company expires July 31, 2012 and the new contract will be effective August 1, 2012.

**Background** The United States Department of Agriculture requires the WIC Program to determine its contract formula through a competitive rebate bid process. The contract is awarded to the bidder who proposes to provide formula at the lowest net cost to the State for each can sold to participants. The purpose of rebate contracts is to achieve cost containment so more eligible women, infants, and children can receive WIC Program benefits. The formula rebate is a critical source of food dollars for the WIC Program.

The California WIC Program held a formal Invitation for Bid (IFB) in late 2011 and received bids from three infant formula manufacturers. Mead Johnson & Company won the bid by providing the lowest net cost for both milk-based and soy-based formulas. The term of the contract resulting from this IFB is August 1, 2012 through July 31, 2015, with two 12-month extension options.

**Contract Formulas** There will be no changes to authorized formulas with implementation of the new contract; current rebated infant formulas authorized for issuance to infants will continue to be the following Mead Johnson & Company products:

Milk-Based	Soy-Based
Enfamil PREMIUM Infant	Enfamil ProSobee
Enfamil Gentlease	
Enfamil A.R	

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

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



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