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



EDMUND G. BROWN JR.
Governor

May 22, 2015

To: All Interested Food Manufacturers and/or Representatives

Subject: Brand Specific Foods Request for California WIC Authorized Food List Shopping Guide—Infant Fruits and Vegetables and Infant Meats

Background

In 2014 and early 2015, the California Department of Public Health/Women, Infants and Children Division (CDPH/WIC) issued Requests for Information (RFIs) for brand specific food submissions to be considered for inclusion in the next WIC Authorized Food List Shopping Guide (WAFL SG). Please note that, due to circumstances outside of our control, the original planned implementation date of October 2015 for the new WAFL SG will be delayed a few months.

Purpose

Since our previous RFIs, CDPH/WIC has received additional instruction from the United States Department of Agriculture (who funds and regulates CDPH/WIC) that the following food categories must now be listed by brand in the WAFL SG.

- Infant Fruits and Vegetables
- Infant Meats

As a result, we intend to list the brands included in our current [Food List Database](#) in the new WAFL SG. At this time, we are also soliciting submissions for additional brands not included in the current Food List Database for inclusion in the new WAFL SG. Please see the table below for the full lists of brands we currently intend to include in the new WAFL SG.

Please note, if you have a brand you want included in the new WAFL SG, ***this will be your only chance to have it considered for inclusion; brands not submitted during this RFI cannot be considered for inclusion until the subsequent WAFL Revision***, which we anticipate will happen no earlier than 2018. After the new WAFL SG is implemented, you can continue to submit individual products for inclusion the Food List Database, but we will not accept product submissions for new brands.



Women, Infants and Children (WIC) Division
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Brands Currently Intended to be Included in New WAFL SG

Brand Name	Brand Logo	Food Category
Beech-Nut		<ul style="list-style-type: none"> • Infant Fruits and Vegetables • Infant Meats
Early On		<ul style="list-style-type: none"> • Infant Fruits and Vegetables
Early On Baby		<ul style="list-style-type: none"> • Infant Fruits and Vegetables
Earth's Best		<ul style="list-style-type: none"> • Infant Fruits and Vegetables
First Choice		<ul style="list-style-type: none"> • Infant Fruits and Vegetables
Full Circle		<ul style="list-style-type: none"> • Infant Fruits and Vegetables • Infant Meats
Gerber		<ul style="list-style-type: none"> • Infant Fruits and Vegetables • Infant Meats
Happy Naturals		<ul style="list-style-type: none"> • Infant Fruits and Vegetables • Infant Meats
Healthy Times		<ul style="list-style-type: none"> • Infant Fruits and Vegetables
Mom to Mom		<ul style="list-style-type: none"> • Infant Fruits and Vegetables • Infant Meats
Mom's Choice		<ul style="list-style-type: none"> • Infant Meats •
Mom's Natural Choice		<ul style="list-style-type: none"> • Infant Fruits and Vegetables • Infant Meats
Mom's Organic Choice		<ul style="list-style-type: none"> • Infant Fruits and Vegetables
Naturally Preferred		<ul style="list-style-type: none"> • Infant Fruits and Vegetables
O Organics		<ul style="list-style-type: none"> • Infant Fruits and Vegetables • Infant Meats
Organic Baby		<ul style="list-style-type: none"> • Infant Fruits and Vegetables

Brand Name	Brand Logo	Food Category
Organico		<ul style="list-style-type: none"> • Infant Fruits and Vegetables
Raley's Organic		<ul style="list-style-type: none"> • Infant Fruits and Vegetables • Infant Meats
SistaGirl		<ul style="list-style-type: none"> • Infant Fruits and Vegetables
Tippy Toes		<ul style="list-style-type: none"> • Infant Fruits and Vegetables • Infant Meats
Up & Up		<ul style="list-style-type: none"> • Infant Fruits and Vegetables
Wild Harvest		<ul style="list-style-type: none"> • Infant Fruits and Vegetables

Action for Brands Included in the Table Above

1. Brand Names: If your brand is included in the table above, ***you do not need to re-submit***; however please review how your brand name is listed. Is it spelled, spaced, punctuated correctly? If not, please email us the corrected information to wicfoods@cdph.ca.gov "*Brand Name Information Correction*" (insert your brand name) in the subject line.
2. Brand Logos: Review the brand logo image included in the table above. If it is not the most current brand logo in use, please email the corrected logo to wicfoods@cpdh.ca.gov with "*Brand Name Logo*" (insert your brand name) in the subject line.

If your brand logo is not included in the table above, it means we still need for you to submit it to us. Please email it to wicfoods@cpdh.ca.gov with "*Brand Name Logo*" (insert your brand name) in the subject line.

Please email new/corrected brand logo images by June 22, 2015. Brand logo artwork must meet the following specifications:

- Brand Logos: Must meet the following specifications: All images shall be provided in either a .tiff, .psd or .eps file format at a minimum of 5x5 inch at 300 ppi resolution. The manufacturer shall include a clipping path on each product image as well as have the image set up and pre-adjusted in a CMYK color gamut mode.

Actions for Brands NOT Included in the Table Above

1. Review the information under the "Authorization Criteria" heading below. Before submitting your brand, determine if the brand's products meet the federal requirements and additional criteria listed below.
2. Submit your brand information following the instructions in the "Product Submission Instructions for Online Tool" heading below. Submissions will be accepted between ***May 22, 2015 and June 22, 2015.***

3. Email your brand logo artwork to wicfoods@cdph.ca.gov with “*Brand Name Logo*” (insert your brand name) in the subject line. Brand logo artwork must meet the following specifications:
- **Brand Logos:** Must meet the following specifications: All images shall be provided in either a .tiff, .psd or .eps file format at a minimum of 5x5 inch at 300 ppi resolution. The manufacturer shall include a clipping path on each product image as well as have the image set up and pre-adjusted in a CMYK color gamut mode.

Authorization Criteria

CDPH/WIC is soliciting submissions for infant fruits and vegetables and infant meats brands whose products meet both federal requirements, as specified in 7 CFR 246.10, and the additional criteria listed below.

Food Category	Criteria
Infant Fruits and Vegetables	<p><u>Federal Requirements</u></p> <p>Infant Fruits*: Any variety of single ingredient commercial infant food fruit without added sugars, starches, or salt (i.e., sodium). Texture may range from strained through diced. The fruit must be listed as the first ingredient.**</p> <p>Infant Vegetables: Any variety of single ingredient commercial infant food vegetables without added sugars, starches, or salt (i.e., sodium). Texture may range from strained through diced. The vegetable must be listed as the first ingredient.***</p> <p><u>Additional State Criteria</u></p> <ul style="list-style-type: none"> • Packaged in 3.5 oz or 4 oz containers • Multi-Packs allowed • Plain fruits, plain vegetables and combinations of two or more plain fruits or vegetables • Organic allowed <p>The following types of Infant Fruits and Vegetables are not allowed:</p> <ul style="list-style-type: none"> • Infant Fruits and Vegetables and/or vegetables in pouches • Infant Fruits and Vegetables with added DHA and/or Probiotics • Infant Fruits and Vegetables with added fiber or Prebiotics • Infant Fruits and Vegetables in other container sizes

Food Category	Criteria
Infant Meats	<p>Any variety of commercial infant food meat or poultry, as a single major ingredient, with added broth or gravy. Added sugars or salt (i.e. sodium) are not allowed. Texture may range from pureed through diced.****</p> <p><u>Additional State Criteria</u></p> <ul style="list-style-type: none"> • Packaged in 2.5 oz containers • Multi-Packs allowed • Added broth or gravy is allowed • Organic allowed <p>The following types of Infant Meats are not allowed:</p> <ul style="list-style-type: none"> • Infant Meats with added DHA and/or Probiotics • Infant Meats with added fiber or Prebiotics • Infant Meats in other container sizes • Infant meats in other container sizes • Infant dinners • Graduates or toddlers infant foods • Infant meats with added artificial, reduced-calorie, or no-calorie sweeteners • Infant meat in pouches

* At State agency option, for infants 6–12 months of age, fresh banana may replace up to 16 ounces of infant food fruit at a rate of 1 pound of bananas per 8 ounces of infant food fruit. State agencies may also substitute fresh bananas at a rate of 1 banana per 4 ounces of jarred infant food fruit, up to a maximum of 16 ounces.

** Mixtures with cereal or infant food desserts (e.g., peach cobbler) are not authorized; however, combinations of single ingredients (e.g., apple-banana) and combinations of single ingredients of fruits and/or vegetables (e.g., apples and squash) are allowed.

*** Combinations of single ingredients (e.g., peas and carrots) and combinations of single ingredients of fruits and/or vegetables (e.g., apples and squash) are allowed. Mixed vegetables with white potato as an ingredient (e.g., mixed vegetables) are authorized. Infant foods containing white potatoes as the primary ingredient are not authorized.

**** No infant food combinations (e.g., meat and vegetables) or dinners (e.g., spaghetti and meatballs) are allowed.

Product Submission Instructions for Online Tool

Access our website, www.wicworks.ca.gov, between May 22, 2015 and June 22, 2015; look for the heading *WIC Authorized Foods* and then click on *Product Submissions for Food Manufacturers*. On this page, you will find the following:

1. *Online Submission Tools*, which will require you to submit an example of an eligible infant fruit or eligible infant vegetable and infant meat (as applicable).
2. *Link to Federal WIC Food Package Regulations*
3. *Instructions*

Please do not mail product information, such as samples, box flats, or labels as we do not have the ability to store those materials at this time. Please do not mail or email brand submissions; brand submissions will only be accepted through the online tools.

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Questions

If you have any questions, please contact wicfoods@cdph.ca.gov.

Sincerely,

A handwritten signature in blue ink that reads "Michelle Wilkins". The signature is written in a cursive style.

Michelle Wilkins, Chief
Food Package Unit
Women, Infants and Children (WIC) Division