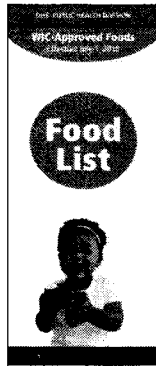


Coming Soon: WIC updates effective July 2010!

Food List & Minimum Stock Requirements

Food List Updates

- Canned salmon allowed in 5 oz. cans or larger
- Images and brand names have been updated for cereals and juices
- Clarifications on items throughout list



Minimum Stock Updates

- All stores must stock cows milk in combinations of gallons, half-gallons and quarts
- Similac Sensitive for Fussiness & Gas powder replaces Isomil Soy powder
- Reductions in requirements of infant formula and baby foods for smaller stores

Look for the official WIC updates coming by mail in mid-June!



Oregon

Theodore R. Kulongoski, Governor

Department of Human Services

Public Health Division

Office of Family Health

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Portland, OR 97232-2162

EMERGENCY (503) 731- 4030

Voice (971) 673-0040

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May 3, 2010

To: Oregon WIC-authorized Vendors
From: WIC Vendor Management Team
RE: WIC-eligible Formula Changes



Action required: Please share with all store managers, buyers, and checkers.

Starting this month, your store or pharmacy will begin to see the formula changes that are listed below and pictured on the enclosed flyer. The UPCs for these formulas will not change, so we anticipate a seamless transition for your store's ordering process.

1. Cans of **Similac Advance** 12.9 oz powder will change can size and the label will have a new look. The new can size will be **12.4 oz**. The lid color remains blue.

- When the WIC voucher lists "**Can 12.9 oz or 12.4 oz Similac Advance powder**" it is **OK** to sell either size can. However, if the WIC voucher only lists one size of Similac Advance, then only that size is eligible for sale.
- The UPC 70074-55958-2 will be the same.
- Minimum stock requirements will remain the same.

The remaining formula changes are specific to the "Sensitive" line. All the formulas marked "Sensitive" will transition to orange colored lids:

2. Cans of Similac Sensitive 12.9 oz powder will transition to a new name, size and look. The new name will be "**Similac Sensitive For Fussiness and Gas**" and it will be a 12.6 oz can.

- When the WIC voucher lists "**Can 12.9 oz or 12.6 oz Similac Sensitive powder; orange can**" it is **OK** to sell either size can. However, if the WIC voucher only lists one size of Similac Sensitive, then only that size is eligible for sale.
- The UPC 70074-57541-4 will be the same.
- Minimum stock requirements will change: Similac Sensitive will be added to the Minimum stock requirements as of July 1, 2010, replacing Isomil Advance. Look for the new stocking requirements in mid-June.

(over 2)

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An Equal Opportunity Employer



3. Cans of Isomil Advance 12.9 oz powder will transition to a new name, size and look. The new name will be **“Similac Sensitive Isomil Soy”** and it will be a 12.4 oz can.

- When the WIC voucher lists **“Can 12.9 oz Isomil Advance or 12.4 oz Isomil Soy powder”** it is **OK** to sell either size can. However, if the WIC voucher only lists one size of Isomil Advance or Isomil Soy, then only that size is eligible for sale.
- The UPC 70074-55964-3 will be the same.
- The lid color is changing from pink to orange.
- Minimum stock requirements will change: After July 1, 2010, Isomil Soy will no longer be required stock, however stores may still need to stock it for your original customer base. Reminder: As with any formula, pharmacies are required to fill WIC formula requests within 72 hours.

4. Cans of Similac Sensitive R.S. 12.9 oz powder will transition to a new name, size and look. The new name will be **“Similac Sensitive For Spit-Up”** and it will be a 12.3 oz can.

- When the WIC voucher lists **“Can 12.9 oz Sensitive RS or 12.3 oz Sensitive Spit-Up powder”** it is **OK** to sell either size can. However, if the WIC voucher only lists one size of Sensitive RS or Sensitive for Spit-Up, then only that size is eligible for sale.
- The UPC 70074-50960-0 will be the same.
- The lid color is changing from red to orange.
- There are no minimum stocking requirements for Sensitive Spit-Up. Reminder: As with any formula, pharmacies are required to fill WIC formula requests within 72 hours.

To do:

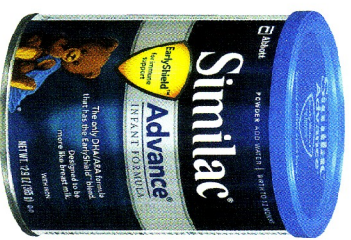
- ✓ Please share this information and the enclosed flyers with all store managers, food buyers, and checkers that handle WIC transactions.
- ✓ Helpful tip: Keep a copy of the enclosed flyer at each checkstand for checkers to use.

If you have any questions or concerns, please call the
Oregon WIC Vendor Team toll-free at
1-866-807-0889

If you need this information in an alternate format, please contact
Michael Conkey at 971-673-0040.

2010 Formula Changes

Similac Advance name stays the same
Can still has a **blue** lid



WIC voucher will say: “Can 12.9 oz or 12.4 oz
Similac Advance powder?”

Changes include:

- All can sizes are changing
- No more Teddy bears on label
- Formulas marked “Sensitive” will have **orange** lids

Please Note

When both can sizes are listed on the voucher, both are allowed.

When only one can size is listed on the voucher, only that size is allowed.

Similac Sensitive will be
Similac Sensitive for Fussiness and Gas
Can still has **orange** lid



WIC voucher will say: “Can 12.9 oz or 12.6 oz
Similac Sensitive powder, orange can”

Isomil Advance will be
Similac Sensitive Isomil Soy
Lid color changes from **pink** to **orange**



WIC voucher will say: “Can 12.9 oz Isomil Advance
or 12.4 oz Isomil Soy powder?”

Similac Sensitive R.S. will be
Similac Sensitive for Spit Up
Lid color changes from **red** to **orange**



WIC voucher will say: “Can 12.9 oz Sensitive RS
or 12.3 oz Sensitive Spit Up powder”