



STATE OF MARYLAND

DHMH

Maryland Department of Health and Mental Hygiene
201 W. Preston Street • Baltimore, Maryland 21201

Martin O'Malley, Governor – Anthony G. Brown, Lt. Governor – Joshua M. Sharfstein, M.D., Secretary

IMPORTANT NOTICE

February 1, 2013

Dear WIC Vendor:

I would like to call your attention to some important WIC authorized food related matters.

2012 WIC Authorized Foods List

We have received a number of complaints from WIC participants as well as calls from vendor staff regarding WIC cereal and juice purchases. Please make sure that all of your personnel are aware that there is **no** private label or store brand purchase requirement for WIC juice or cereal.

Your WIC customers may purchase any brand of 64 ounce orange and grapefruit juices sold by your store(s). The only brands of pineapple, vegetable, tomato, apple and grape juices allowed for WIC purchase are the ones specifically listed on the 2012 WIC Authorized Foods List.

The only brands and varieties of WIC cereals allowed are those specified on the 2012 WIC Authorized Foods List. Remember that the size is restricted to 18 ounces or larger for cold cereal and 11.8 ounces or larger for hot cereal. Occasionally, you may encounter a customer with a WIC check that offers less than 36 ounces of cereal. In this instance there is the possibility that your WIC customer will only be able to purchase an 18 ounce box of cold cereal and 1 box of hot cereal.

Kellogg's has updated the packaging and changed the names of its Mini-Wheats products. 'Bite Size' has been removed from their package labeling as it is currently depicted on the 2012 WIC Authorized Foods List. (See the images attached of the Mini-Wheats products allowed by Maryland WIC.)

Fruit and Vegetable Pouches

Please be advised that fruit and vegetable pouches such as those shown on the attached image are **not** authorized for purchase with Maryland WIC food or fruit and vegetable checks. We are in the process of developing educational materials for our WIC participants to make them aware that these products are not WIC authorized. Please ensure that all store personnel are made aware of this information.

Gerber Infant Cereal

We have received notification from Nestle, the manufacturer of Gerber infant cereals, that their packaging will change and should start appearing on store shelves in March, 2013. The flyer attached depicts the new packaging along with the new UPCs. Please note that infant cereals that are organic, contain fruit, DHA, or infant formula, are **not** authorized for Maryland WIC purchase.

If you have any questions, or require additional guidance, please contact James A. Butler at 410-767-5258, Siwon Lee at 410-767-5433, Tiasha Taylor at 410-767-3519, or Maura Shea at 410-767-5251. You may also reach us toll-free at 1-800-242-4WIC (4942).

Sincerely,

A handwritten signature in cursive script that reads "Jacqueline Marlette-Boras".

Jacqueline Marlette-Boras, MHS, RD, LDN
Director
Maryland WIC Program

cc: WIC Local Agencies

Please note the following Kellogg's Mini-Wheats products are allowed
(18 ounce size or larger):



Unfrosted
Mini-Wheats



Frosted
Mini-Wheats
Original



Frosted
Mini-Wheats
Original
Little Bites

Fruit and Vegetable Pouches are not authorized for WIC purchase.



Gerber Cereal Portfolio

On-shelf March 2013



WIC eligible

WIC eligible

WIC eligible

WIC eligible

WIC eligible

8oz Base



WIC eligible

WIC eligible

WIC eligible

16oz Base

Description	Current			New		
	List Price	Unit UPC	Case UPC	List Price	Unit UPC	Case UPC
Gerber Rice 8 oz.	\$1.78	15000 00704 1	100 15000-00704 8	\$1.78	15000 07000 7	100 15000 07000 4
Gerber Oatmeal 8 oz.	\$1.78	15000 00702 7	100 15000-00702 4	\$1.78	15000 07001 4	100 15000 07001 1
Gerber Barley 8 oz.	\$1.78	15000 00703 4	100 15000-00703 1	\$1.78	15000 07001 4	100 15000 07001 1
Gerber Multigrain 8 oz.	\$1.78	15000 00701 0	100 15000-00701 7	\$1.78	15000 07003 8	100 15000 07003 5
Gerber Whole Wheat 8 oz.	\$1.78	15000 00705 8	100 15000-00705 5	\$1.78	15000 07004 5	100 15000 07004 2
Gerber Rice 16 oz.	\$3.11	15000 00714 0	100 15000-00714 7	\$3.11	15000 07050 2	100 15000 07050 9
Gerber Oatmeal 16 oz.	\$3.11	15000 00712 6	100 15000-00712 6	\$3.11	15000 07051 9	100 15000 07051 6
Gerber Multigrain 16 oz.	\$3.11	15000 00711 9	100 15000-00711 6	\$3.11	15000 07052 6	100 15000 07052 3