

AUGUST 2015

As required by federal regulations, all State WIC Agencies must enter into a rebate contract agreement with an infant formula manufacturer for cost containment purposes. The contract for the standard milk-based products will stay with Similac and the new standard soy-based formula will be Gerber Good Start Soy, effective October 1, 2015.

The only changes to the formulas that will be provided effective October 1, 2015 are reflected below. Vendors must supply the infant formula that appears on WIC checks.

WIC Soy-based Infant Formula Changes

Effective October 1, 2015 Gerber Good Start SOY will be the contracted standard soy-based infant formula for the WIC program.

WIC customers who purchased these formulas ...	will have these formulas on their checks with a first date to use of Oct. 1, 2015 and later.
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**Enfamil Prosoabee
12.9 oz Powder
30087121441**



**Gerber Good Start Soy
12.9 oz Powder
00050000035304**

**Enfamil Prosoabee
13 oz Concentrate
30087119541**

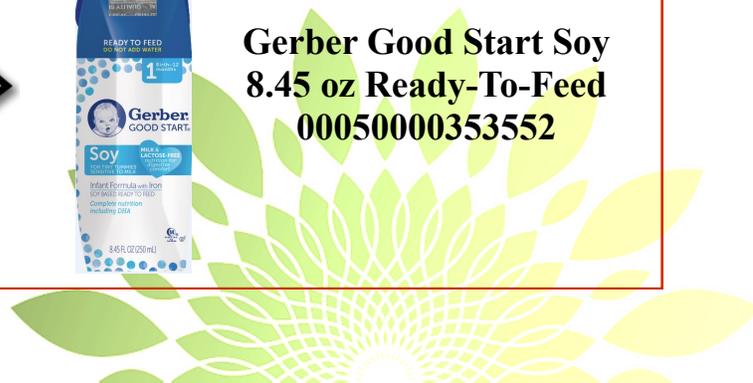


**Gerber Good Start Soy
12.1 oz Concentrate
00050000034581**

**Enfamil Prosoabee
32 oz Ready-To-Feed
30087030974**



**Gerber Good Start Soy
8.45 oz Ready-To-Feed
00050000035352**





Question/Answer about the Infant Formula Transition

- **When will the transition begin?**

The transition will begin October 1, 2015. Kansas WIC checks with the first date of use of October 1, 2015 and containing soy-based formula will be for Gerber Good Start. WIC staff have begun to inform caregivers of the change to make the transition smoother.

- **How will clients be notified of the changes?**

Local WIC offices received printed materials that provide information to clients who will be affected by the formula change.

- **Is my store required to stock Enfamil Prosoabee and Gerber Good Start formulas on the shelf during October?**

It is suggested that you keep both types of formula in stock for the month of October. During the months of September and October 2015 the WIC minimum stock requirement of infant formula will be relaxed.

On Oct. 1, 2015 the minimum stock requirements will be updated with the Gerber Good Start infant formula and it will have the same minimum stocking requirements as previously required for the Enfamil Prosoabee.

- **What if I don't have enough infant formula to fill a WIC check?**

If you do not have enough to fill the WIC check, you will need to send the WIC customer to another authorized vendor.

- **How will I know if I am providing the customer with the correct formula?**

As always, the type, quantity, consistency, and Universal Product Code (UPC) of the formula will be written on the checks. **Do not allow customers to purchase products that are not listed on the WIC check.**

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Our Mission:
To protect and improve the health and
environment of all Kansans.

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