



Missouri Department of Health and Senior Services

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Margaret T. Donnelly
Director



Jeremiah W. (Jay) Nixon
Governor

June 24, 2010

Dear Breakfast Cereal Manufacturers/Distributors/Retailers:

The Missouri Supplemental Nutrition Program for Women, Infants and Children (WIC) is opening the cereal selection process for the Missouri WIC Approved Food List for the period of October 1, 2011 – September 30, 2013.

I. Attachments

The following items are attached to this notification letter:

1. Breakfast Cereal Selection Criteria and Applicant Responsibilities
2. Guidelines for the Missouri WIC Cereal Application
3. Instructions
4. Breakfast Cereal Application Form - Cold Cereal
5. Breakfast Cereal Application Form - Hot Cereal
6. Missouri WIC Approved Food list (Effective: October 1, 2009 – September 30, 2011)

II. Breakfast Cereal Specifications - Category I and Category II

There are two categories: Category I and Category II for breakfast cereals. Please see the application forms and the guidelines.

III. Application Deadline

The application must be **postmarked no later than September 6, 2010.**

If you are a wholesaler, grocery store, or distributor, please contact your manufacturers to complete forms as necessary.

Failure to comply with the attached instructions will result in disqualification and the products will **not** be reviewed. Please read the guidelines carefully. If you have any questions, please feel free to contact Takako Tagami at 1-573-751-6180 or e-mail Takako.Tagami@dhss.mo.gov.

Sincerely,

Lyn C. Konstant, Ph.D., R.D., L.D.
Chief, WIC and Nutrition Services

www.dhss.mo.gov

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The Missouri Department of Health and Senior Services will be the leader in promoting, protecting and partnering for health.

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