Missouri Department of Health and Senior Services
P.O. Box 570, Jefferson City, MO 65102-0570 Phone: 573-751-6400 FAX: 573-751-6010
RELAY MISSOURI for Hearing and Speech Impaired 1-800-735-2966 VOICE 1-800-735-2466

Gail Vasterling
Director

Jeremiah W. (Jay) Nixon
Governor

January 28, 2015

Dear WIC Food Manufacturers/Distributors/Retailers:

The Missouri Supplemental Nutrition Program for Women, Infants and Children (WIC) is opening the selection process for the following food items:

- Breakfast Cereals (Ready-To-Eat, Instant, and Regular Hot Cereals)
- Frozen Concentrate Juice and Ready-To-Serve Juice (non-refrigerated)

The selected products will be included in the Missouri WIC Approved Food List (Effective Period: October 1, 2015 thru September 30, 2017):

The following attached items are also available through the WIC food website:

1. WIC Food Selection Criteria
2. WIC Food Application Forms (Excel Spreadsheet)
3. Applicant Responsibilities
4. WIC Food Selection Procedures & Guidelines
5. Submission Instructions

Submission Deadline for Cereals and Juices:
The applications must be received by WIC and Nutrition Services by **March 10, 2015**.

Please click on the following URL or paste it into your Internet browser:
http://health.mo.gov/living/families/wic/wicfoods/approvedfoodapplications.php

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

Sincerely,

Susan White

Susan White, M.Ed, MPA
Missouri WIC Program Director
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