

Missouri WIC Program

2011 Infant Cereal Selection Criteria and Applicant Responsibilities

A. Infant Cereal Selection Criteria

1. Contains 45 milligrams of iron per 100 grams of dry cereal.
2. 8 or 16 oz box size.
3. Plain with no added non-cereal ingredients (e.g. fruit, nuts, chocolate, cheese, added fiber, formula, and milk).
4. No flavoring.
5. No jars.
6. No added DHA and/or ARA.
7. No organic products.

B. Additional Criteria

In addition to the criteria in Section A, the State reserves the right to limit the number of foods for the WIC Approved Food List based on:

- a. Accessibility/Availability
 - i. Number of WIC vendors (WIC grocery stores) carrying the brand.
 - ii. Number of WIC participants having access to the brand.
 - iii. Geographic availability.
- b. Cost Control Measures
 - i. Product cost.
 - ii. Increased number of WIC participants.
 - iii. Change in funding appropriations.

C. Applicant Responsibilities

1. Applicants (e.g. grocery stores, wholesalers, manufacturers) must identify the contact person responsible for their brands. The person responsible must assure that application packets for their products are submitted and are completed as instructed.
2. Applicants must use the application form(s) provided from the Missouri WIC Program. Additional copies of the form may be reproduced as needed.
3. Applicants must complete an application form for each item to be considered for the Missouri WIC Approved Food List. Missing data will disqualify the product from consideration.

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4. Applicants must submit an empty box/package for a product with each application.
5. Grocery store and wholesale store applicants must communicate with their own manufacturers to avoid duplicate application packet submission and/or failure to submit application packets for items.
6. Applicants must contact the WIC State Office at least ninety (90) days prior to warehouse distribution if an approved product has been reformulated or has undergone a packaging or labeling change.
 - a. A changed product will be reviewed to determine if it still meets the Missouri WIC Program selection criteria.
 - b. If the Missouri WIC Program is not notified within the correct timeframe of the reformulation, packaging, and/or labeling changes, the product will be eliminated from the Program when it appears in the changed form on store shelves.