



Missouri Department of Health and Senior Services

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April 1, 2008

Topic: WIC Food Cost Containment Action, Changes to Missouri WIC Approved Food List

Dear WIC Retail Vendor:

This letter is to serve as notice of food cost containment actions being taken by the Missouri WIC Program. Food costs have increased 10% and program participation increased 4% in the past six months. We are committed to maintaining current service levels. In order to do this, we must reduce the cost of food packages through food-item changes. Therefore, the following national brand cereals and national and private label brand juices are being removed from the WIC Approved Food List:

- General Mills Cheerios and Corn Flakes and Kellogg's Corn Flakes
- Quaker Oats 12-ounce Instant Oatmeal
- All Store Brand 46-ounce plastic bottles of 100 % juice
- All Dole, Minute Maid, Tropicana and Welch's brands of frozen juice concentrate
- All 11.5-ounce Libby's and Welch's brands of shelf stable juice concentrate

These changes are effective May 1, 2008. We apologize for any inconvenience these changes may cause, but it is necessary in order to continue to serve Missouri's WIC participants.

In order to assist WIC retail vendors to inform WIC participants about the food list changes, the State WIC office has provided the enclosed 8 ½ x 11-inch WIC Approved Food List Changes poster. Please place this poster at your customer service desks, cash registers and in areas where these food items are displayed. Retail vendors must remove the WIC shelf tags from all sizes of General Mills Cheerios and Corn Flakes, Kellogg's Corn Flakes and Quaker Oats 12-ounce Instant Oatmeal, as well as, all WIC shelf tags from store brand 46-ounce plastic bottles of juice, all 11.5-ounce shelf stable concentrate juices and Dole, Minute Maid, Tropicana and Welch's frozen juices by no later than April 30, 2008.

Retail vendors must continue to comply with the WIC Vendor Agreement provision 4(a)(ix) "Provide ONLY WIC approved foods as issued on the food instrument in the specified quantities..." Please reset your registers to allow only the approved juices in the 46-ounce cans and frozen concentrates. Be sure all cashiers are made aware of the new changes. Enclosed with this letter is a revised list of all approved WIC foods through September 30, 2008. New color food lists will be available in October 1, 2008.

Local WIC providers will explain the changes to the participants. It is possible that some participants will come to your store without previous knowledge of these changes. If they need additional explanations, please refer them to their local WIC provider for more information.

If there are any questions regarding this notice, please contact a member of my staff or me at (573) 751-6204. When you dial this number you will get an automated answering system, at the prompt press "2", then press "6" and ask for the Vendor Group.

Sincerely,

Lyn C. Konstant, Ph.D, R.D.
WIC Director

LCK:RW

c: Correspondence File