



Memorandum

#11-008

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: January 25, 2011

SUBJECT: **Gerber Good Start Milk-Based Formulas – Name and Can Size Changes**

Gerber Good Start has recently announced name and can size changes for their milk based powder formulas. The new can sizes will result in a change in reconstituted ounces and therefore the number of cans allowed by federal regulation will be affected. The UPC's associated with these formulas did not change. This will result in the inability of Texas WIC to determine how many reconstituted ounces were purchased during the period of time when varying can sizes are available for sale. All Gerber formulas will also undergo a slight name and therefore graphics change.

Change to Authorized Products List - The following formulas will no longer be authorized for purchase after April 30, 2011:

- 1) Gerber Good Start Gentle Plus powder (formula code 384)
- 2) Gerber Good Start Gentle Plus concentrate (formula code 386)
- 3) Gerber Good Start 2 Gentle Plus powder (formula code 489)
- 4) *Gerber Good Start Protect Plus powder (formula code 488)*
- 5) *Gerber Good Start 2 Protect Plus powder (formula code 491)*

Do not issue these formula codes for any time frame that includes the date May 1, 2011 or later. Doing so will result in the following consequences:

- 1) Participants will not be able to make purchases at the store and they will need to return to the clinic for assistance.
- 2) Formula exchanges involving these formulas will require manual intervention from the help desk staff.

Reminder: Carefully check shopping lists to make certain the above formula codes are not issued for May 1, 2011, or later.

Use the following guidelines when Good Start milk-based formula requests are presented:

1) New requests from January through April 2011:

- a. Contact the requesting healthcare provider (HCP) and inform them that the formula is no longer authorized by Texas WIC and discuss the use of a contract formula (Similac) or non-contract alternative, such as Gentlease.
- b. If you are unable to reach the HCP, approve the Good Start formula for up to 3 months (but not past April 30th) and inform the participant that contract formula must be retried after that.

2) Renewal requests from January through April 30, 2011:

- a. If there is no medical contraindication on the last medical request form, provide contract formula.
- b. If the infant has tried a contract formula already and did not tolerate it, contact the HCP to discuss an alternative formula.
- c. If the HCP cannot be reached and the infant failed a recent retrieval of contract formula, approve the request for no more than 3 months (and not past April). Inform the participant that it will not be approved again.

3) All requests beginning May 1, 2011 or later:

- a. Do not approve **any** milk-based Good Start formula or issue the formula codes listed above.
- b. New requests – an alternative formula choice must be authorized by the HCP
- c. Renewal requests – issue contract formula, or if not tolerated, contact HCP for an alternative.

Good Start Soy formulas are not affected by the can size changes and are still authorized. These formulas may continue to be approved and issued when medically necessary. The word “plus” will be removed from the can labels and the new names will be Good Start Soy and Good Start 2 Soy. Participants may purchase cans with either label during this transition period.

Name and Can Size Change Details - The new names and can sizes may begin to appear in April 2011 with increasing supply in May 2011. The new can sizes and names are as follows:

- **Good Start Gentle powder 12.7 oz and Good Start Protect powder 12.4 oz.** They will both reconstitute to 90 ounces per can.
- **Good Start 2 Gentle and Good Start 2 Protect** will decrease from 24 oz to 22 oz. Reconstituted volumes will be 154 oz and 157 oz, respectively.

In summary, the word “**plus**” will be removed from all of the Gerber product labels. The Gerber Good Start milk-based formulas will remain off the authorized product list until approximately October 2011. Maximum formula amounts allowed will change at that time.

If you have questions or require additional information, please contact Cathy Plyler, Clinic Services Branch, Nutrition Education/Clinic Service Unit, at (512) 341-4577 or cathy.plyler@dshs.state.tx.us or Maricela Montoya, Clinic Services Branch, Nutrition Education/Clinic Services Unit, at (512) 431-4578 or maricela.montoya@dshs.state.tx.us.