



Memorandum

#13-020

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: February 28, 2013

SUBJECT: Infant Cereal Packaging Change and Reformulation - Spring 2013

Packaging Change

Beginning March 2013 Gerber Infant Cereal will change from the 8-ounce WIC eligible box to a plastic container. The packaging change will affect all of the varieties of infant cereal.

Gerber has agreed to prepare and mail posters illustrating the packaging change to Local Agency (LA) administrative sites. The posters will show images of the discontinued box and the new plastic container. English and Spanish posters will be provided. LAs will receive enough posters to display one of each language per clinic site. The posters should arrive within the next month.

Mixed Variety Reformulation

In addition, the “**Mixed Grain**” variety will be renamed to “**Multigrain Cereal**.” The recipe now includes barley and rye ingredients in addition to rice, oatmeal, and whole wheat.

Participants may purchase either or both of the old and new packaging and formulation varieties with their WIC EBT cards as long as sufficient stock remains.

Reminder: Authorized Texas WIC infant cereal consists of Gerber 8-ounce dry rice, oatmeal, whole wheat, and multigrain only. No other sizes or varieties (e.g. barley) are allowed.

Packaging Transition

During the transition between packages, some areas may experience shortages of Mixed Grain and/or Whole Wheat varieties. Gerber states that adequate supplies of the Rice and Oatmeal varieties in 8-ounce sizes will be available throughout this transition period. Please contact the State Office at the numbers below if participants report outages of **all** authorized varieties of infant cereal.

Infant Cereal Packaging Change and
Reformulation - Spring 2013
February 28, 2013
Page 2

If you have any questions, please contact Sandra Brown, Food/Formula Specialist, Nutrition Education/Clinic Services Unit, at 512-341-4576 or at Sandra.brown@dshs.state.tx.us, or Paula Kanter, Clinical Nutrition Specialist, Nutrition Education/Clinic Services Unit, at 512-341-4574 or at Paula.kanter@dshs.state.tx.us.