Memorandum

#17-092

TO: WIC Local Agency Directors

FROM: Amanda Hovis, Director
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: September 22, 2017

SUBJECT: New Design for Gerber Infant Cereal and Baby Foods

Gerber is updating the design of their infant cereal and baby food, which will be in stores starting December 2017, or possibly sooner.

The Texas WIC Approved Foods Shopping Guide (WIC-34), effective October 1, 2017, shows images of the new design for the Gerber infant cereal. If WIC participants have any questions about which infant cereal is WIC approved, they can choose the infant cereal with the current design or the new design.
If you have any questions or require additional information, contact Paula Kanter, Clinic Nutrition Specialist, at paula.kanter@hhsc.state.tx.us or 512-341-4574.