



**TEXAS WIC PROGRAM**  
Department of State Health Services  
Food Issuance and Redemption Services Unit - MC 4554  
P.O. Box 149347  
Austin, TX 78714-9347  
(512) 341-4425 1-800-252-9629 (Texas Only)

April 20, 2012

### **WIC Soy Infant Formula Changes October 1, 2012**

Beginning October 1, 2012, the Texas WIC Program will issue Gerber Good Start Soy Infant Formula as its primary soy-based infant formula. The Gerber Good Start Soy formula will be issued instead of Similac Isomil Soy. Specifically:

- Gerber Good Start Soy Powder 12.9 oz  
*UPC 050000035304      CAN*  
*UPC 050000353125      Case of 6 cans*
- Gerber Good Start Soy Concentrate 12.1 oz  
*UPC 050000034581      CONTAINER*  
*UPC 050000345854      Case of 12 Containers*

There will be NO TRANSITION PERIOD BETWEEN THE ISSUANCE OF Similac Isomil Soy to the Gerber Good Start Soy. All WIC infants receiving Similac Isomil Soy in September 2012 will only be able to redeem Gerber Good Start Soy in October 2012.

Every three to four years the Texas WIC Program is required to solicit bids for rebates on Milk-based and Soy-based infant formulas issued to WIC babies. In the past a single manufacturer has won the bid for both the milk-based and soy-based formulas. This year the bid was split, Gerber won the Soy-based formula and Abbott Labs retained the Milk-based formula. Therefore, the Texas WIC Program will continue to issue the Similac milk-based formulas currently authorized. They are:

- Similac Advance Powder 12.4 oz  
*UPC 070074559582      CAN*  
*UPC 070074559575      Case of 6 cans*  
*UPC 070074566528      Case of 6 cans*
- Similac Advance Concentrate 13 oz  
*UPC 070074569741      CAN*  
*UPC 070074569734      Case of 12 cans*
- Similac Sensitive Powder 12.6 oz  
*UPC 070074575414      CAN*  
*UPC 070074575391      Case of 6 cans*
- Similac Sensitive Concentrate 13 oz  
*UPC 070074575360      CAN*  
*UPC 070074575353      Case of 12 cans*

If you have any questions, please contact 1-800-252-9629.

# WIC Primary Formulas Effective October 1, 2012

## MILK BASED



## SOY BASED



**12.9 oz. Powder**  
**UPC 050000035304**

**12.1 oz. Concentrate**  
**UPC 050000034581**