



TEXAS WIC PROGRAM
Department of State Health Services
Food Issuance and Redemption Services Unit - MC 4554
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(512) 341-4425 1-800-252-9629 (Texas Only)

January 31, 2011

Lactose-Free Milk No Longer Classified as a Least Expensive Brand Item

Effective February 1, 2011, Lactose-Free milk in quart and half-gallon sizes will no longer be classified as a least expensive brand food item. The WIC client may choose Lactaid, Dairy Ease or your house brand of Lactose-Free milk.

This decision was made as the Lactose-Free sales in individual stores were minimal and the sale of one or two half gallons or quarts of a national Lactose-Free brand milk caused grocers to be non-compliant with the 85% LEB policy. Less than 20,000 clients receive Lactose-Free milk statewide.

Please remove the pink “WIC Approved Item” tags from your Lactose-Free milk in quart and half gallon containers.

Your store’s declared traditionally least expensive brands of regular milk (whole, 2%, lowfat, nonfat and buttermilk) in quarts, half gallons, and gallons still must be labeled with the bright pink “WIC Approved Item” stickers.

Please inform your cashiers of this change. The WIC client can redeem any brand of authorized Lactose Free milk in quart or half-gallons beginning February 1, 2011.

If you have any questions, please call 1-800-252-9629, press #0.

