

April 6, 2018

To: WIC Authorized Vendors
From: WIC Vendor Management Services Team
RE: WIC Food List updates – Effective March 1, 2018

Action required: Place the blue Food List Update inserts along with 2016 Food Lists at all registers.

The following updates took effect **March 1, 2018**.

1. Added 2 new yogurts to the WIC Authorized Products List (APL):

Brand Name	Comments
Dannon lowfat strawberry yogurt	Dannon discontinued the Dannon nonfat strawberry yogurt. Added the new Dannon lowfat strawberry yogurt.
Kroger, nonfat plain yogurt	Fred Meyer nonfat plain yogurt is changing to Kroger.

2. “Western Family” brand foods are being replaced by “Food Club” The transition to Food Club will happen over the next 6 months. WIC shoppers will be able to buy both brands of all the foods where Western Family is currently listed on the Food List.

New Insert

A supply of the blue food list inserts and 2016 Food Lists are being sent to all WIC-authorized grocery stores.

- Place the blue Food List inserts along with 2016 Food Lists at all registers.
- Update WIC Food shelf tags.
- Make sure all registers are updated with the most recent WIC APL.

Other Food Updates

Gerber changed the packaging of its Stage 1 baby food to total 4 oz. (2 packs of 2 oz. containers). These products have been added to the APL. Gerber has also come out with a new line of organic baby food in 4 oz. jars. Gerber Organic is NOT being added to the APL at this time.

To order more WIC Materials, email wic.vendorservices@state.or.us.

If you need this information in an alternate format, please contact Robin Moulton at (971) 673-0040.

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