

ARIZONA WIC PROGRAMS Upcoming Changes

WHOLE GRAIN UPDATE

Effective October 1, 2014, the following changes will be made to the Arizona WIC Programs Food List Whole Grains section as a result of the final Federal WIC Food Package Rule.

This change may affect any store or house brand of 100% Whole Wheat Bread and Whole Wheat Flour Tortillas.

100% Whole Wheat Bread

Packaging must be labeled with 100% Whole Wheat **and** have whole wheat flour listed as the **only** flour on the ingredient list.

Whole Wheat Flour Tortillas

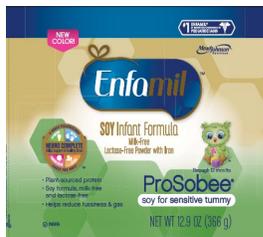
Whole wheat flour must be listed as the **only** flour in the ingredient list.

PROSOBEE LABEL CHANGE

In addition to the above changes, Mead Johnson has notified the program that the label for Enfamil ProSobee will be changing. The new label will begin to appear on store shelves late January or early February 2015.



Current Label



New Label

The product indication on the label will change from “Soy for Fussiness and Gas” to “Soy for Sensitive Tummy”.

Please note: UPC numbers, list numbers, reconstituted ounces, formulations, and prices are not changing.

This is only a label and product indication change. Therefore, if you receive a food instrument with Enfamil ProSobee, please allow the WIC customer to purchase either can.

Please advise any staff who handle WIC transactions of these changes.



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