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GAVIN NEWSOM
 Governor

April 25, 2022

VENDOR ALERT 2022 – 03

TO: ALL WIC VENDORS
SUBJECT: GUIDANCE TO VENDORS ON NEW INFANT FORMULA PRIMARY CONTRACT

Purpose The California Department of Public Health, Women, Infants and Children Division (CDPH/WIC) is notifying all authorized vendors that CDPH/WIC has awarded the statewide milk-based formula contract to Abbott Laboratories Inc. (Similac product line) and the statewide soy-based infant formula contract to Mead Johnson, LLC. (Enfamil product line).

Background The U.S. Department of Agriculture requires the CDPH/WIC to use a competitive bidding process, where formula manufacturers offer substantial discounts, as “rebates,” to CDPH/WIC in order to be selected as a sole-source provider of standard WIC-approved formulas. The contracts are awarded to the bidder(s) who proposes to provide formulas at the lowest net cost for each can sold to WIC families in California.

Formula Issuance Effective August 1, 2022, the milk-based formula contract for issuance to infants will change to the following Abbott products, and the soy-based formula contract will remain as Mead Johnson:

Minimum Stocking Required Formula:

- Similac Advance 12.4 oz powder (UPC: 070074559582)

Additional WIC Authorized Formulas:

- Enfamil ProSobee 12.9 oz powder (UPC: 300871214415)
- Enfamil ProSobee 13 fl oz concentrate (UPC: 300871195417)
- Similac Advance 13 fl oz concentrate (UPC: 070074569741)
- Similac Sensitive 12.5 oz powder (UPC: 070074575414)
- Similac Total Comfort 12.6 oz powder (UPC: 070074626000)
- Similac for Spit-Up 12.5 oz powder (UPC: 070074509600)



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**Action for
Vendors**

Prior to August 1, 2022: Vendors will be required by their Vendor Agreement to stock the required minimum quantities of the current primary contract formulas, so that participants can redeem their food benefits that were issued through the end of July 2022. Any participant prescribed contract formula up to and on July 31, 2022, will be prescribed Enfamil formulas.

Effective August 1, 2022: Any participant prescribed milk-based contract formula on and after August 1, 2022, will be prescribed Similac products. Vendors will be required to stock the new primary milk-based contract formula Similac Advance.

Vendors can find the current [Minimum Stocking Requirements](#) on the CDPH/WIC website.

Please be aware that during this transition, you should anticipate that the following milk-based Enfamil formula will be presented and redeemed by some participants through the end of October 2022: Enfamil Infant, Enfamil Gentlease, Enfamil Reguline, and Enfamil A.R.

Questions

For additional questions you may also contact your WIC Vendor Consultant or call toll-free (855) WIC-STOR or (855) 942-7867 or contact the WIC Vendor Management Branch by email at WICVENDORINFO@cdph.ca.gov.



Lantrel Stockton, Chief
Vendor Management Branch
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