



July 1, 2021

Vendor News Flash

Dairy Pure/Oak Farms Name & UPC Codes Changing

Effective July 1, 2021, Dairy Farmers of America changed the product name and UPC code of *Dairy Pure/Oak Farms* milk to *Oak Farms*. Texas WIC expects all *Dairy Pure/Oak Farms* brand milk products to be phased out of circulation by December 31, 2021. In the meantime, Texas WIC will accept both current and new UPCs through the end of 2021.

When you stock the new milk products, please update your Least Expensive Brand (LEB), with the new name, UPC code, and effective date using the [LEB Change Request form](#).

The new UPC codes for *Oak Farms* milk products are listed below:

Old Item Description	Size	Fat Level	OLD UPC	New Item Description	NEW UPC
DAIRY PURE/OAK FARMS WHOLE PLAIN	GAL	WHOLE	0-41900-07638-2	OAK FARMS WHOLE PLAIN	0-41271-00359-8
DAIRY PURE/OAK FARMS 2% PLAIN	GAL	2% MILK	0-41900-07661-0	OAK FARMS 2% PLAIN	0-41271-00595-0
DAIRY PURE/OAK FARMS 1% PLAIN	GAL	1% MILK	0-41900-07679-5	OAK FARMS 1% PLAIN	0-41271-00420-5
DAIRY PURE/OAK FARMS SKIM PLAIN	GAL	SKIM MILK	0-41900-07702-0	OAK FARMS SKIM PLAIN	0-41271-00061-0
DAIRY PURE/OAK FARMS WHOLE PLAIN	HGAL	WHOLE	0-41900-07641-2	OAK FARMS WHOLE PLAIN	0-41271-00360-4
DAIRY PURE/OAK FARMS 1% PLAIN	HGAL	1% MILK	0-41900-07681-8	OAK FARMS 1% PLAIN	0-41271-00407-6
DAIRY PURE/OAK FARMS SKIM PLAIN	HGAL	SKIM MILK	0-41900-07704-4	OAK FARMS SKIM PLAIN	0-41271-02308-4

This institution is an equal opportunity provider.



Old Item Description	Size	Fat Level	OLD UPC	New Item Description	NEW UPC
DAIRY PURE/OAK FARMS WHL PL	QUART	WHOLE	0-41900-07642-9	OAK FARMS WHL PL	0-41271-00411-3
DAIRY PURE/OAK FARMS 2% PLAIN	QUART	2% MILK	0-41900-07664-1	OAK FARMS 2% PLAIN	0-41271-00412-0
DAIRY PURE/OAK FARMS 1% PLAIN	QUART	1% MILK	0-41900-07682-5	OAK FARMS 1% PLAIN	0-70026-35126-4
DAIRY PURE/OAK FARMS SKIM PLAIN	QUART	SKIM MILK	0-41900-07705-1	OAK FARMS SKIM PLAIN	0-41271-00413-7

Texas WIC is ready to assist our vendor partners. Should you have any questions regarding this Vendor News Flash, please contact the Vendor Management Unit's Compliance Oversight Branch at WICLEB@hhs.texas.gov or 1-800-252-9629. Find more WIC vendor resources on our website at bit.ly/TexasWICVendors.