



September 26, 2022

## **Vendor News Flash**

### **Alternate Formulas Available Starting October 1**

Texas WIC will begin the new contract for the milk-based formula with Mead Johnson and the soy-based formula with Abbott starting **October 1, 2022**. Consistent with USDA guidance, to ensure WIC clients have access to formula, Texas WIC will allow alternative brands through October 31, 2022. Additionally, larger can sizes of select Enfamil products will be available through December 31, 2022.

Mead Johnson has been working to increase the supply of Enfamil products in Texas so that they will be available for WIC families at the start of the new contract period and has been working with Texas WIC to help make the upcoming milk-based formula transition as smooth as possible.

However, USDA Food and Nutrition Services (FNS) noted in their recent guidance to our agency (WIC Policy Memorandum #2022-7), "While overall infant formula supply is stabilizing, based on current data and trend analysis, FNS anticipates infant formula supply to continue to face challenges throughout the next 3-4 months due to a shift in the varieties and sizes traditionally available in the market." Therefore, USDA authorized state agencies to continue providing alternative brands, and Texas WIC will provide this flexibility through October.

The following alternative brands will be available through **October 31, 2022**. Clients will have the WIC standard or temporary product listed on their WIC card but will be able to purchase any of the UPCs listed under each Enfamil product.



UPC	Alternate Options
<b>WIC Standard Product: Enfamil Infant 12.5 oz (663) - NTE \$19.26</b>	
050000216673	GERBER GS GENTLE PWD 12.7OZ
070074559582	SIMILAC ADVANCE PWD 12.4OZ
050000158126	NESTLE NAN PRO 1 PWD 12.7OZ
<b>WIC Standard Product: Enfamil Gentlease 12.4 oz (668) - NTE \$20.01</b>	
070074575414	SIMILAC SENSITIVE PWD 12.5OZ
070074626000	SIMILAC TOTAL COMFORT PWD 12.6OZ
050000624003	GERBER GS SOOTHEPRO PWD 12.4OZ
<b>WIC Temp Product: Enfamil GENTLEASE PWD 27.7OZ (681)- NTE \$47.30</b>	
050000494989	GERBER GS SOOTHEPRO PWD 30.6OZ
041220803484	HEB BABY COMPLETE CMFRT PWD 29.8OZ
681131350204	PARENT'S CHOICE COMPLETE COMFORT PWD 29.8OZ
078742022475	PARENT'S CHOICE GENTLE PWD 34OZ
681131045506	PARENT'S CHOICE COMPLETE COMFORT PREMIUM PWD 29.8OZ
036800497436	TIPPY TOES GENTLE PWD 33.2OZ
683744964137	UP&UP COMPLETE COMFORT PWD 29.8OZ
683744964663	UP&UP COMPLETE COMFORT PREMIUM PWD 29.8OZ
683744963420	UP&UP GENTLE PWD 33.2OZ

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<b>WIC Temp Product: ENFAMIL INFANT PWD 29.4OZ (678)-NTE \$44.86</b>	
9418783002820	APTAMIL GOLD+ PRONUTRA BIOTIK STAGE 1 INFANT PWD 31.7OZ
9338078005698	BUBS ORGANIC GRASS FED STAGE 1 800g
9338078005704	BUBS ORGANIC GRASS FED STAGE 2 800g
9338078008552	BUBS SUPREME A2 STAGE 1 (0-6 Months) 800g
9338078008569	BUBS SUPREME A2 STAGE 2 (6-12 Months) 800g
9338078005537	BUBS EASY-DIGEST GOAT MILK STAGE 1 (0-6 Months) 800g
9338078005544	BUBS EASY-DIGEST GOAT MILK STAGE 2 (6-12 Months) 800g
050000472635	GERBER GOOD START GENTLEPRO PWD 32OZ
050000413751	GERBER GOOD START GENTLE PWD 27OZ
5056000502957	KENDAMIL EU CLASSIC MILK STAGE 1 900g
5056000502926	KENDAMIL EU ORGANIC MILK STAGE 1 800g
5056000503855	KENDAMIL EU GOAT MILK STAGE 1 800g
050000158140	NESTLE NAN PRO 1 PWD 28.2OZ

<b>WIC Standard Product: Similac Soy Isomil PWD 12.4 oz (389) - NTE \$22.09</b>	
300871214415	ENFAMIL PROSOBEE PWD 12.9OZ
50000035304	GS GENTLE SOY STAGE 1 PWD 12.9OZ
<b>Alternative Soy PWD 20 oz (675) - NTE \$41.35</b>	
300871214422	ENFAMIL PROSOBEE PWD 20.9OZ
050000137688	GERBER GOOD START GENTLE SOY STAGE 1 PWD 20OZ
<b>Similac Soy Isomil PWD 30.8 oz (674) - NTE \$43.65</b>	
070074677002	SIMILAC SOY ISOMIL PWD 30.8OZ

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In addition to alternative brands, the following additional Enfamil can sizes will be allowed through **December 31, 2022**. Clients must return to the clinic to have these specific sizes loaded onto their cards.

UPC	Formula Name/Size	Sub-Cat	NTE
300875121276	ENFAMIL INFANT PWD 29.4OZ	678	\$44.86
300875121092	ENF NEURO INF PWD 28.3OZ	679	\$50.56
300875121115	ENF NEURO INF BOX PWD 31.4OZ	680	\$54.10
300875121252	ENF GENTLEASE PWD 27.7OZ	681	\$47.30
300875121214	ENF NEURO GENTL PWD 27.4OZ	682	\$52.96
300875121238	ENF NEURO GENTL BOX PWD 30.4OZ	683	\$56.51
300875100967	ENFAMIL A.R. BOX PWD 30.4OZ	684	\$56.51

Vendors are strongly encouraged to prioritize ordering the contract brand products to support adequate availability for WIC participants. In November, WIC participants will no longer be allowed to purchase alternative brands using their WIC card, and in January nonstandard can sizes will not be allowed.

Texas WIC is ready to assist our vendor partners. Should you have any questions regarding this Vendor News Flash or any challenges purchasing supply of contract brand formula, please contact the Vendor Management Unit's Vendor Outreach Branch at [WICVendorInfo@hhs.texas.gov](mailto:WICVendorInfo@hhs.texas.gov) or 1-800-252-9629. We will continually assess supply and any updates from Texas WIC will be shared in a timely manner.

Find more WIC vendor resources on our [website](#).