

IDAHO WIC VENDOR BULLETIN

November 2018

New Soy Infant Formula

Beginning January 29, 2019:

Similac Soy Isomil will replace Gerber Good Start as the soy-based infant formula all vendors are required to stock. There are no changes to other WIC approved formulas.



12.4oz powder
UPC 0 7007455964 3



13oz concentrate
UPC 0 7007456976 5



32oz Ready to Feed
UPC 0 7007455968 1



What stores need to do and when:

- By January 29th
 1. Adjust inventory as needed
 - plan to have Similac Soy Isomil on shelves by 1/29/19
 - continue to stock Gerber Good Start Soy through 1/31/19
(all participants now getting Gerber Soy will get Similac Soy Isomil starting in February)
 2. Add the Similac Soy UPCs to your register system so they scan as WIC approved
 3. Add WIC shelf tags for Similac soy items
- On February 1st
 1. Remove Gerber Good Start Soy UPCs so they no longer scan as WIC approved
 2. Remove WIC shelf tags for Gerber soy items

Reminder: If a formula check total is over \$250, stop and check the check again. The wrong type of formula may have been selected. Re-check the formula type and the check description before completing the transaction.

If you have questions, we're always happy to help. Call: 1-866-347-5484

The Idaho WIC Program is an equal opportunity provider.