

POLICY CHANGE OF ISSUANCE OF NON-CONTRACT INFANT FORMULAS

Attention All Georgia WIC Vendors

Georgia WIC is changing policies for issuance of non-contract infant formulas. These changes will affect your stocking requirements. In July 2012 Georgia WIC began to issue food instruments for **12.4 oz powder Gerber Good Start Soothe**. Statewide over the next eight months, we expect 500 - 800 infants per month to be switched from non-contract low lactose formulas (Similac Sensitive and Enfamil Gentlease) to Gerber Good Start Soothe. On average, each participant issued Gerber Good Start Soothe will receive food instruments for 7-10 cans monthly.

Beginning in December 2012, there will be a decreasing demand for non-contract rice added formulas (Enfamil A.R. and Similac for Spit Up).

In summary; expect possible changes to stock requirements as follows:

- Increase demand for Gerber Good Start Soothe
- Decrease demand for Similac Sensitive
- Decrease demand for Similac for Spit Up
- Decrease demand for Enfamil Gentlease
- Decrease demand for Enfamil A.R.

Vendors needing assistance ordering Nestle Good Start Soothe should contact:

Gary Roland
Nestle Nutrition, Division Vice President - Grocery
Gary.roland@us.nestle.com
208-890-6293

If you have any questions, please contact the Vendor Management Unit at the toll-free customer service hotline 1-866-814-5468, Monday through Friday 8:00 AM – 5:00 PM. After 5:00 PM and during periods of high volume calling, please leave a voice message.

