

ITCA WIC ALERT

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New Minimum Stock Requirement Effective January 29, 2019



NEW!!! Similac Soy Isomil
UPC 070074559643 powder, 12.4 ounces

Removed-Gerber Good Start Soy

The infant formula contract for Gerber Good Start Soy infant formula will expire on January 28, 2019. The new infant formula rebate contract for soy formula was awarded to Abbott. The new contract is effective January 29, 2019. Minimum Stock Requirements for the ITCA WIC authorized soy formula will change as a result of the new contract. Changes to minimum stock include the addition of 9 containers of Similac Soy Isomil infant formula and the removal of 9 cans of Gerber Good Start Soy infant formula. While these changes do not take effect for several months, ITCA is providing this early courtesy notification to allow stores time to obtain the items from distributors. During the month of January and February vendors will see WIC benefits for Gerber Good Start Soy and Similac Soy Isomil formula. There are no changes to the milk based formula contracts. All vendors must continue to stock Similac Advance.

If you have difficulty locating a supplier for Similac Soy Isomil formula, contact Mallory Phelps, Vendor Manager at (602) 258-4822.