

ITCA WIC ALERT

SPECIAL EDITION

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New Infant Formula Rebate Contract

The current Infant Formula Rebate contract will expire on September 30, 2012. The new Infant Formula Rebate contract has been awarded to two different formula manufacturers, Abbott Nutrition and Mead Johnson. Abbott Nutrition was awarded the contract for milk-based formulas and Mead Johnson was awarded the contract for soy-based formulas. The new contract will become effective October 1, 2012. Abbott Nutrition manufactures the Similac line of infant formulas and Mead Johnson manufactures the Enfamil line of infant formulas.

What does this mean?

The Inter Tribal Council of Arizona, Inc. WIC Program will continue to require the Similac brands for the milk-based formulas, but the soy-based formulas will be changed to the Enfamil products (Enfamil ProSobee). The new Rebate Contract is effective October 1, 2012 and the new minimum stock requirements will require your store to carry twenty-seven (27) cans of Similac Advance EarlyShield Powder (12.4 ounce cans) and nine (9) cans of Enfamil ProSobee Powder (12.9 ounce cans).

Milk based formula:

Current milk based formula:		Milk based formula Effective October 1, 2012:
 <p style="text-align: center;">Similac Advance EarlyShield</p>		 <p style="text-align: center;">Similac Advance with EarlyShield</p>
<p>NOTE: There is no change with the milk based formula, it will remain the same.</p>		

Soy based formula:

Inter Tribal Council of Arizona, Inc., WIC Program
 2214 N. Central Avenue, Suite 100
 Phoenix, Arizona 85004
 602-258-4822

Current soy based formula:		Soy based formula Effective October 1, 2012:
 <p data-bbox="224 716 505 751">Similac Soy Isomil</p>		 <p data-bbox="1084 709 1356 745">Enfamil ProSobee</p>

When will the transition begin?

Beginning October 1, 2012, the WIC Program will issue only Similac Advance EaryShield, *Similac Sensitive, or Enfamil ProSobee to all infants not requiring special formulas. However, clients with checks issued prior to October 1st may have checks for Similac Soy Isomil through the month of October.

*Similac Sensitive *will not* be a part of the WIC stock requirements in the Vendor Contract.

Is my store required to have both formulas on the shelf during October?

As a courtesy to your customers, it is *suggested* that you keep both types of formula in stock for the month of October 2012. Your current Vendor Contract ending on September 30, 2012, requires you to maintain minimum stock for Similac Soy Isomil. On October 1, 2012, when the new Vendor Contract becomes effective, you will be required to maintain the minimum stock requirements for Enfamil ProSobee. If you do not have the formula listed on the WIC check or you do not have enough product to redeem the check, you will need to send the customer to another authorized Vendor.

What do I do if I have additional questions or concerns?

The ITCA WIC Program is working hard to make this change a smooth transition for you, our clients, and local agencies. If you have any questions or concerns regarding the formula change, you may call the Vendor Coordinator at 602-258-4822.

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