



# WIC Flash

News from the Arkansas WIC Program  
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## INFANT FORMULA CHANGES

On **October 1, 2023**, the Arkansas WIC Program standard formula contract will be with Abbott Nutrition Laboratories (Similac formulas).

Infants currently receiving Gerber Good Start Gentle, Gerber Good Start SoothePro, or Gerber Good Start Soy will receive Similac Advance, Similac Soy Isomil, Similac Sensitive, or Similac Total Comfort.

On August 1, 2023, the Arkansas WIC Program will begin issuing benefits on the eWIC card for Gerber Good Start infant formulas. All formula benefits starting October 1, 2023 or later will be for one of the following (individual unit UPC codes):

PRODUCT	UPC
SIMILAC ADVANCE POWDER 12.4 OZ CAN	070074559582
SIMILAC ADVANCE READY TO FEED 32 FL OZ BOTTLE	070074533643
SIMILAC ADVANCE CONCENTRATED LIQUID 13 OZ CAN	070074569741
SIMILAC SOY ISOMIL POWDER 12.4 OZ CAN	070074559643
SIMILAC ISOMIL SOY READY TO FEED 32 OZ BOTTLE	070074559681
SIMILAC SOY ISOMIL CONCENTRATED LIQUID 13 OZ CAN	070074569765
SIMILAC SENSITIVE POWDER 12.5 OZ CAN	070074575414
SIMILAC SENSITIVE READY TO FEED 32 FL OZ BOTTLE	070074575346
SIMILAC TOTAL COMFORT POWDER 12.6 OZ CAN	070074626000

Through September 30, 2023, WIC participants may use their benefits to purchase Gerber Good Start formulas. WIC staff in local county health units will encourage participants to use their September formula benefits as soon as possible in September.

**There will be no valid WIC benefits for Gerber Good Start formulas after September 30.**

# Similac Formula Graphics

Similac Advance  
Powder 12.4 oz



Similac Advance  
Ready To Feed 32 oz



Similac Advance  
Concentrate 13 oz



Similac Soy Isomil  
Powder 12.4 oz



Similac Soy Isomil  
Ready To Feed 32 oz



Similac Soy Isomil  
Concentrate 13 oz



Similac Sensitive  
Powder 12.5 oz



Similac Sensitive  
Ready To Feed 32 oz



Similac Total Comfort  
Powder 12.6 oz



If a vendor depletes its stock of Gerber Good Start formulas before September 30 and participants present WIC benefits for one of them, the participants must find another vendor to use their WIC benefits. **Vendors may not substitute one brand or type of formula for another.** Vendors may face sanctions and repayment of WIC benefits for any formula substitutions.

Local county health units **WILL NOT** replace WIC benefits issued for Gerber Good Start formulas with benefits for Similac formulas due to lack of vendor inventory. WIC is prohibited from doing so under the terms of the standard formula contract.

WIC benefits for Similac formulas will not be used before October 1, 2023; therefore, there will be **no** Arkansas WIC demand prior to that date.

The chart below displays which formulas are currently issued and which ones will be authorized on and after October 1, 2023.

Current	New
Gerber Good Start Gentle, powdered, 12.7 oz	Similac Advance, powdered, 12.4 oz
Gerber Good Start Gentle, concentrate, 12.1 oz	Similac Advance, concentrate, 13 oz
Gerber Good Start Gentle, Ready To Feed, 4 pack/8.45 oz	Similac Advance Ready To Feed, 32 oz
Gerber Good Start Soy powdered, 12.9 oz	Similac Soy Isomil, powdered, 12.4 oz
Gerber Good Start Soy, concentrate, 12.1 oz	Similac Soy Isomil, concentrate, 13 oz
Gerber Good Start Soy Ready To Feed, 4 pack/8.45 oz	Similac Soy Isomil Ready To Feed, 32 oz
Gerber Good Start Soothe, powdered, 12.4 oz	Similac Total Comfort, powdered, 12.6 oz or Similac Sensitive, powdered, 12.5 oz or a special formula issued by the local health unit

## Timeline Summary

<b>August 1, 2023</b>	First issuance of eWIC benefits for Similac brand formulas (Advance, Soy, Sensitive, and Total Comfort).
<b>August 1 - Sept 30, 2023</b>	Normal redemption of eWIC benefits for Gerber Good Start (Gentle, SoothePro, and Soy).
<b>October 1, 2023</b>	First issuance of eWIC benefits is <b>valid</b> for the Similac brand formulas (Advance, Soy, Sensitive, Total Comfort). No more eWIC benefit issuance of Gerber Good Start formulas.

## Minimum Stock Requirements

**October 1, 2023 – October 31, 2023** the minimum stock requirements for Gerber Good Start formulas will be **suspended**. **ALL** other minimum stock requirements will remain in effect. Please make every effort to keep adequate inventory for expected customer flow in early October.

**Starting November 1, 2023** – the following minimum stock requirements will be in effect for the new Similac formulas:

Similac Advance, powdered, 12.4 oz	15 cans
Similac Soy Isomil, powdered, 12.4 oz	15 cans
Similac Sensitive, powdered, 12.5 oz	15 cans
Similac Total Comfort, powdered, 12.6 oz	15 cans

For questions or concerns, please contact Gayla Lanum at 501-280-4675 or email [gayla.lanum@arkansas.gov](mailto:gayla.lanum@arkansas.gov). Contact De'Shunda Davis for assistance with WIC approved food items, tagging, and training at 501-661-2689 or email [deshunda.davis@arkansas.gov](mailto:deshunda.davis@arkansas.gov).

Thank you for being an authorized AR WIC vendor and helping to provide Approved WIC Items to current and potential AR WIC participants.

This institution is an equal opportunity provider.