



State of Louisiana

Department of Health and Hospitals
Center for Preventive Health

September 24, 2009

TO: LA WIC VENDORS
FROM: TRICIA GUIDROZ 
RE: **ADDITION OF WHOLE GRAIN BREADS**

In an effort to allow WIC participants a wider variety of Whole Grain Breads, the WIC Program is advising all participating vendors that we have added to our original list of Whole Grain breads.

Effective September 28, 2009, the following is a complete listing of the Whole Grain Breads that are on the Louisiana WIC Program's Approved Food List:

<u>FOOD ITEM</u>	<u>SIZE</u>	<u>UPC CODE</u>
<u>Nature's Own</u>, Sugar Free, 100% Whole Grain	16 oz loaf	0-72250-01767-1
<u>Roman Meal</u>, Sungrain, 100% Whole Wheat	16 oz loaf	0-77633-70030-0
<u>Sara Lee</u>, Classic, 100% Whole Wheat	16 oz loaf	0-72945-61103-0
<u>Wonder</u>, Soft, 100% Whole Wheat	16 oz loaf	0-45000-12100-3

The minimum stock for Whole Grain Breads has **not** changed and is as follows:
Vendors are required to stock a minimum of 6, 16 oz loaves of any of the above listed WIC Approved Whole Grain Breads.

Due to the lateness of these additions, Food Instruments will have "1lb, **Nature's Own, Sugar Free, 100% Whole Grain bread**" printed on them. However, through this communication, we are advising Vendors that WIC participants are allowed to purchase any of the above listed whole grain breads. As soon as possible, changes will be made to the wording on the food instrument(s) to a more generic wording such as 1 lb WIC Approved 100% Whole grain Bread.

WIC participants are being made aware of the expanded choice of 1 lb 100% whole grain bread by being provided a list of WIC Approved brands. This list will be inserted along with the WIC Approved Food List in their WIC food instrument folder.

We apologize for any confusion this may have caused. Should you need more information concerning this matter, please contact the Vendor Management Unit @ 504-361-6725.