



**State of Louisiana**  
Department of Health and Hospitals  
Center for Preventive Health  
JULY 8, 2011

**To: LA WIC AUTHORIZED VENDORS**

**From: TRICIA GUIDROZ, MA  
LA WIC VENDOR MANAGER**

**RE: MEAD JOHNSON ENFAGROW TODDLER FORMULA**

Mead Johnson Nutritional provided notification to the Louisiana WIC State Agency on June 28, 2011 of changes being made to the names of Enfagrow Premium Toddler and Enfagrow Soy Toddler formulas, 24 oz size powder.

Listed below is a summary of the changes to the Enfamil Enfagrow product line:

Product	Label and Name	Price/Item Code
Enfagrow PREMIUM Toddler 24 oz Powder	Change to "Milk Drink"	No change
Enfagrow Soy Toddler 24 oz Powder	Change to "Soy Drink"	No change

The above described changes will be made in our food instrument issuance system to reflect the new names as follows:

**Current name:** Enfamil Enfagrow Premium Toddler  
**New name:** Enfamil Enfagrow Premium Toddler Milk Drink

**Current name:** Enfamil Enfagrow Soy Toddler  
**New name:** Enfamil Enfagrow Soy Toddler Soy Drink

The products with the new names may start appearing on vendor shelves after August 2011, depending on retailer inventory. **It is at the Vendor's discretion whether or not to stock these Toddler Formulas.**

Negotiable Food Instruments with **Enfamil Enfagrow Premium Toddler** printed on them **cannot** be used to purchase **Enfamil Enfagrow Premium Toddler Milk Drink** at the retail level. Vendors cannot allow a participant to redeem one formula for another. If the WIC participant has a food instrument with Enfamil Enfagrow Premium Toddler printed on it and it is not available at the vendor of their choice, they can choose to try another vendor or return to the clinic for issuance of a new food instrument.

Negotiable Food Instruments with **Enfamil Enfagrow Soy Toddler** **cannot** be used to purchase **Enfamil Enfagrow Soy Toddler Soy Drink** at the retail level. Vendors cannot allow a participant to redeem one formula for another. If the WIC participant has a food instrument with Enfamil Enfagrow Soy Toddler printed on it and it is not available at the vendor of their choice, they can choose to try another vendor or return to the clinic for issuance of a new food instrument.

As always, your cooperation is appreciated. We apologize for any inconvenience this may have caused. Feel free to call 504-568-8229 if additional assistance is needed.

cc: Denise Harris  
Monica McDaniels  
WIC State Agency  
Regional Nutritionists