



State of Louisiana

Department of Health and Hospitals

Center for Preventive Health

July 18, 2011

TO: LA WIC AUTHORIZED VENDORS

FROM: TRICIA GUIDROZ, MA
LA WIC PROGRAM MANAGER

RE: ADDITIONAL BRAND OF BROWN RICE

Louisiana WIC is pleased to announce that effective 9/1/2011, Cajun Country, Long Grain Brown Rice in a 16 oz bag will be added to our WIC Approved food list. By expanding the whole grain options we offer, we are not only giving our participants more options to choose from, but are also promoting a locally grown product. Cajun Country rice is grown in Louisiana by Louisiana farmers and milled and packaged at the Falcon Rice Mill in Crowley, Louisiana. For more information on Falcon Rice Mill, please call (337) 783-3825 or visit their website at www.cajuncountryrice.com.

Specific to the abovementioned brown rice, the following information has been provided to us by Falcon Rice Mill:

Product	Package Size	UPC Code	Additional Information
Cajun Country, Long Grain, Brown Rice	16 ounce bag	023957216010	30 1# bags in a case

Changes to the wording on WIC food instruments will be made for food instruments beginning with the valid period of September 2011 until further notice. The following is an example of the current and new wording in reference to how the Brown Rice option will be printed on food instrument(s):

- **Current** - 1 Lb WIC Whole Grain Bread OR
1 Lb Riceland Brown Rice – Long Cook
- **New** - 1 Lb WIC Whole Grain Bread OR
1 Lb Approved Brown Rice Long Cook

Please note that the minimum stock requirements for Whole Grains are:

Whole Grain Bread – 6 - 16 oz loaves (Refer to WIC-23 for Approved brands)

Brown Rice – 6 – 16 oz packages (Riceland and/or Cajun Country brands)

The Louisiana WIC clinics are currently being notified of the change in the wording in order to inform participants. Please forward this information on to staff who may handle WIC transactions.

Should you have any questions concerning this matter, please feel free to contact us at 504-568-8229.