



STATE OF MICHIGAN  
DEPARTMENT OF COMMUNITY HEALTH  
LANSING

RICK SNYDER  
GOVERNOR

JAMES K. HAVEMAN  
DIRECTOR

October 22, 2013

Re: Infant Foods Inserts  
Authorized Cold Cereals

Dear WIC Vendor:

This letter is to provide you with information concerning the Infant Foods Inserts and WIC authorized cold cereals.

**INFANT FOODS INSERT**

The Michigan WIC Program recently sent each WIC authorized vendor a shipment of the new WIC Food Guide. This shipment should have also included a supply of the Infant Foods Inserts. It was brought to our attention that many vendors may not have received the inserts. Included with this letter are additional Infant Foods inserts that should be used with each WIC Food Guide you received.

**COLD CEREALS**

It has come to our attention that many vendors have had difficulty adjusting their cold cereal inventory as the result of the recently implemented changes to the new WIC Food Guide. In an effort to assist vendors with this issue, the WIC Program has temporarily re-authorized the cold cereals listed on the back of this page.

This will provide a temporary transition period for vendors who still have cold cereals in stock in the smaller sizes. **This transition period is in effect until Wednesday, December 4, 2013.**

After this date, the cold cereal brands and sizes that are listed as authorized on pages 8, 9 and 10 in the current WIC Food Guide will be enforced. You are being notified of this transition period so that you can make the necessary adjustments to your inventory to avoid minimum stock violations.

**Cold cereals approved by the Michigan WIC Program until December 4, 2013**

UPC #	SIZE (oz.)	DESCRIPTION	MANUFACTURER
0016000275621	12.8 oz.	Cheerios Multi Grain	General Mills
0016000275645	14 oz.	Cheerios Plain	General Mills
0016000275676	12 oz.	Kix Plain	General Mills
0016000409453	12 oz.	Kix Honey	General Mills
0884912014252	14.5 oz.	Honey Bunches of Oats with Almonds	Post
0884912012791	14.5 oz.	Honey Bunches of Oats with Cinnamon Bunches	Post
0884912014245	14.5 oz.	Honey Bunches of Oats Honey Roasted	Post
0030000063545	13 oz.	Life Plain	Quaker
0038000001109	12 oz.	Corn Flakes Plain	Kellogg's
0038000016110	12 oz.	Special K Plain	Kellogg's
0042400178057	12 oz.	Mini Spooners Strawberry Cream	Malt-O-Meal
0042400109761	12 oz.	Mini Spooners Frosted	Malt-O-Meal
0042400112747	13 oz.	Mini Spooners Frosted	Malt-O-Meal
0042400026815	15 oz.	Mini Spooners Frosted	Malt-O-Meal

Please contact this office at 517-335-8937 if you have any questions or concerns. Thank you for your continued support in providing nutritious WIC approved foods to eligible women, infants and children.

Sincerely,



Mike Perrelli, Vendor Relations Unit Coordinator  
WIC Vendor Management & Operations Section

Cc: Vendor Relations Analyst

Enclosures: WIC Infant Foods Inserts