



12/09/2020

Dear South Dakota WIC Vendor:

This letter is to inform you of an infant formula manufacturer change that will be coming soon.

Effective January 1, 2021, the WIC infant formula rebate contract for standard milk-based and soy-based formulas will change from Mead Johnson Nutrition Enfamil products to Abbott Similac products.

The new standard formulas for South Dakota will be:

- Similac Advance
- Similac Total Comfort
- Similac Sensitive
- Similac for Spit-Up
- Similac Soy Isomil

Effective January 29, 2021, WIC participants will **not** be issued Mead Johnson formulas listed below:

- Enfamil Infant
- Enfamil Gentlease
- Enfamil AR
- Enfamil Prosobee

WIC participants will redeem benefits for the standard WIC formulas listed above during the upcoming months:

January 2021 – Mead Johnson Enfamil

February 2021 – Combination of Mead Johnson Enfamil and Abbott Similac

March 2021 – 100% Abbott Similac

Enclosed you will find a formula conversion guide. As we transition to the Abbott formula products, we ask you to begin contacting your distributors to order the **larger quantity** of either:

1. The equivalent supply of Similac formula that your store currently stocks in Enfamil formula
or
2. The stocking requirement for your store as noted on the following page

Effective January 29, 2021 - Minimum Stocking for Similac formula

Small (SG) = 5 or fewer registers Large (LG) = 6 or more registers

Authorized Formula		Size	Minimum Stock	
			Small (SG)	Large (LG)
Similac Advance	UPC 0 70074 55958 2	Powder 12.4 oz	6	12
AND one variety or any combination of one or more of the following varieties				
Similac Total Comfort	UPC 0 70074 62600 0	Powder 12.0 oz	6	12
Similac Sensitive	UPC 0 70074 57541 4	Powder 12.0 oz	6	12
Similac for Spit-Up	UPC 0 70074 50960 0	Powder 12.0 oz	6	12
Similac Soy Isomil	UPC 0 70074 55964 3	Powder 12.4 oz	6	12

This information will be revised in Section III of the WIC Vendor Handbook and will be mailed to each authorized store for your records.

Thank you for your support as WIC transitions to the Abbott Similac products. Should you need assistance, please contact us.

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Sincerely,

Wendy Speaect

Enclosure: Formula Conversion Guide