



New York State Department of Health  
Division of Nutrition  
Bureau of Supplemental Food Programs

**REQUEST FOR INFORMATION  
FOR FOODS**

**FOR THE**

**NEW YORK STATE WIC PROGRAM**

Responses must be received by April 1, 2008

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## I. INTRODUCTION

### Purpose

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC), administered by the Bureau of Supplemental Food Programs, New York State Department of Health (NYS DOH), is seeking information to develop new WIC food benefits (“food packages”) in accordance with new regulations issued by the United States Department of Agriculture (USDA) to expand the varieties of WIC foods provided to participants.

WIC has historically provided foods such as juice, cereal, milk and infant formula to low-income pregnant, postpartum and breastfeeding women, infants and children (up to age five). Recently, the USDA, which oversees WIC nationwide, mandated adding other types of foods to increase the nutritional appropriateness and cultural acceptability of WIC’s food benefits. These new requirements are detailed in the following regulation: “Special Supplemental Nutrition Program for Women, Infants and Children (WIC): Revisions in the WIC Food Packages; Interim rule” Federal Register Vol. 72 (December 6, 2007): 68966-69032, which can be found at:

<http://www.fns.usda.gov/wic/regspublished/wicfoodpkginterimrulepdf.pdf>

To prepare for introducing the new foods, NYS DOH is seeking information on the availability, cost, packaging and nutritional content of the additional foods as well as information on currently approved WIC foods.

Each State WIC Agency is responsible for selecting the foods that can be purchased with WIC checks in their state. These foods must meet or exceed the requirements set by USDA in federal regulation. In addition, State WIC agencies have the authority to establish additional criteria such as other nutritional standards, competitive cost, container size, statewide availability and participant appeal. A current NYS WIC Acceptable Foods Card, dated December 2006, is included for your information (see Attachment III).

The New York State WIC (NYS WIC) Program plans to fully implement these new regulations in October 2008. Therefore, a new NYS WIC Acceptable Foods Card which includes the new foods must be completed several months in advance to allow sufficient time for WIC participant and vendor education.

Please note that while NYS WIC is seeking information on a wide variety of foods, the program has not yet made a final determination on the specific categories that will be authorized for purchase by NYS WIC participants.

The responses to this Request for Information (RFI) will be used by NYS WIC for program development and review and/or to select products for the October 2008 NYS WIC Acceptable Foods Card. *To be assured that your products will be considered for inclusion on the October 2008 Foods Card, manufacturers and distributors must respond to this RFI according to the instructions provided in Section III of this document.* Responses must be submitted for products currently listed on the December 2006 NYS WIC Acceptable Foods Card for those products to receive consideration for inclusion on the October 2008 NYS WIC Acceptable Foods Card.

The responses to this RFI will also be used for program development by the following New England states: Connecticut, Maine, Massachusetts, New Hampshire and Rhode Island. Food manufacturers and distributors whose products are marketed in these states are requested to respond to this RFI. These states may, separately from this RFI, be requesting additional information from manufacturers and distributors to complete their food selection processes.

Additionally, because all state, territorial and tribal WIC agencies are also developing new WIC food packages, NYS DOH reserves the right to share the information received as a result of this RFI with other WIC State agencies, and with the United States Department of Agriculture.

### Background

The WIC Program provides nutrition education, health and social services referrals, and nutritious foods to low-income pregnant, postpartum and breastfeeding women, infants and children up to age five. During calendar year 2006, NYS WIC provided services to a monthly average of 481,353 women, infants and children.

NYS WIC uses a retail food delivery system to provide foods to participants. WIC checks are issued to participants who have been certified as WIC-eligible. These checks specify the quantity and types of food that may be purchased. Detailed information on the brands and varieties of allowed foods is provided on the NYS WIC Acceptable Foods Card (see Attachment III). Participants make their purchases from authorized retail grocery stores (or pharmacies, if purchasing formula). There are currently over 4,500 retail vendors authorized to accept WIC checks.

During calendar year 2006, NYS WIC expended \$359 million on WIC foods, which represents an average of about \$30 million per month. It is expected that this expenditure level, with inflationary increases, will continue for the next several years.

### Request for Information

Some current WIC foods (e.g., milk, eggs and orange juice) are marketed in such a way that it is not necessary to list brand names on the NYS WIC Acceptable Foods Card. This means that all brands within a food category are allowed (with some exceptions) -- refer to the NYS WIC Acceptable Foods Card dated December 2006 (Attachment III). Other foods vary so greatly in their nutritional content and cost, that brand and container types and sizes must be specified on the NYS WIC Acceptable Foods Card to ensure that the proper foods (based on federal and state requirements) are provided to participants in a cost-effective manner. The responses to this RFI will allow NYS WIC to determine, for each category of WIC foods, whether it is necessary to list specific brands on the October 2008 NYS WIC Acceptable Foods Card.

NYS WIC is seeking information about the following categories of foods:

- Breakfast Cereal (ready-to-eat, hot)
  - \* Whole Grain and Non-whole Grain
- Whole Grain Bread Products
- Brown Rice
- Bulgur
- Oatmeal
- Whole Grain Barley
- Soft Corn Tortillas
- Soft Whole Wheat Tortillas
- Cheese, Domestic – Reduced Fat
- Tofu
- Soy-based Beverage
- Canned Vegetables
- Frozen Vegetables
- Canned Fruits
- Frozen Fruits
- Single-strength Juice
- Multi-pack Single-strength Juice
- Concentrated Juice
- Canned Light Tuna
- Canned Salmon
- Canned Sardines
- Canned Mackerel
- Peanut Butter
- Baby Food, Vegetables and Fruits
- Baby Food, Meat

Manufacturers and distributors must provide information on each individual WIC food (including foods currently listed on the December 2006 NYS WIC Acceptable Foods Card) that they wish to have considered for inclusion on the October 2008 NYS WIC Acceptable Foods Card. Instructions for submitting this information are provided in Section III of this document.

All foods submitted for consideration by NYS WIC will be evaluated using the following criteria:

1. *Nutritional content.* The specifications for each of the food categories are described on pages 4 - 13 in Section II of this document.

Many of the foods are required to meet the Food and Drug Administration (FDA) standard of identity for that food. These standards are contained in 21 CFR Parts 131-169. Background information and links to the regulatory language can be found at the web site for the FDA's Center for Food Safety and Applied Nutrition: <http://www.cfsan.fda.gov>

2. *Cost.* Preference will be given to foods with low retail prices relative to competing products.
3. *Regional or statewide availability.* National brands must be available statewide. Private label and store brands must be available in at least two (2) regions of the state (refer to NYS map included in Attachment II).
4. *Time on market.* Preference will be given to products that have been available on the retail market in New York State for six or more months prior to the date of responses in response to this RFI.

5. *Participant acceptance.* WIC participant preferences and cultural needs will be considered in the selection of foods.
6. *Distinctive labeling.* Shoppers must be able to distinguish a WIC acceptable product from its competitors. Products that are very similar in appearance to non WIC-approved products may be excluded from consideration in order to avoid vendor and participant confusion.

With regard to reviewing and selecting products for the October 2008 NYS WIC Acceptable Foods Card, the NYS DOH reserves the right to:

1. Issue subsequent requests for information to obtain any needed information not received in response to this RFI, to respond to changes in USDA requirements, or otherwise to promote the best interests of the NYS WIC Program;
2. Follow up with responders to this RFI to obtain clarification or additional information;
3. Use the information provided as a result of this RFI to produce short-term or partial Foods Cards as needed during the introduction of the new foods into the WIC Program;
4. Approve only those categories of foods needed to serve NYS WIC participants;
5. Use the information provided in response to this RFI for program planning; and
6. Modify the effective date of the NYS WIC Acceptable Foods Card planned for October 2008.

## II. FOODS SPECIFICATIONS & RESPONSE REQUIREMENTS

Specifications for each of the foods for which information is requested are summarized below. Also detailed in this section are food-specific response requirements. Charts for each of the foods are included with this RFI. Section III provides instructions on how to complete the food-specific charts and submit a complete response to this RFI. Responding to this RFI will require the submission of both hard copy (paper) and electronic documents.

### Breakfast Cereal (Whole Grain)

Food Specifications:

- Must meet the FDA standard of identity for ready-to-eat and instant and regular hot cereals.
- Must have whole grain as the primary ingredient by weight AND meet labeling requirements for making a health claim as a “whole grain food with moderate fat content” as defined by the FDA, *Health Claim Notification for Whole Grain Foods with Moderate Fat Content* at: <http://www.cfsan.fda.gov/~dms/flgrain2.html>
- Must contain a minimum of **51** percent whole grains (using dietary fiber as the indicator).
- Must meet the regulatory definitions for “low saturated fat” at 21 CFR 101.62 ( $\leq 1$  gram saturated fat per RACC) and “low cholesterol” ( $\leq 20$  mg cholesterol per RACC).
- Must bear quantitative trans fat labeling.
- Must contain  $\leq 6.5$  gram total fat per RACC and  $\leq 0.5$  gram trans fat per RACC.
- Must contain a minimum of **28** mg iron per **100** grams of dry cereal.
- Must contain  $\leq 21.2$  grams of sucrose and other sugars per **100** grams of dry cereal ( $\leq 6$  grams per dry ounce).
- The minimum package size is **12** ounces.

- May be packaged in a box or bag.
- Do not submit information on packages that include individual serving packets.

Response Requirements:

- A line on the chart provided must be completed for each breakfast cereal meeting all of the above specifications.
- Indicate in the appropriate column on the chart if the food is a hot cereal.

Breakfast Cereal (Non-whole Grain)

Food Specifications:

- Must meet the FDA standard of identity for ready-to-eat and instant and regular hot cereals.
- Must contain a minimum of **28 mg** iron per **100 grams** of dry cereal.
- Must contain  $\leq$  **21.2** grams of sucrose and other sugars per **100 grams** of dry cereal ( $\leq$  6 grams per dry ounce).
- The minimum package size is **12 ounces**.
- May be packaged in a box or bag.
- Information on packages (must be 12 ounces or larger) that contain individual serving packets allowed for “Grits” only. (Bulk packaging is also acceptable for “Grits”).

Response Requirements:

- A line on the chart provided must be completed for each breakfast cereal meeting all of the above specifications.
- Indicate in the appropriate column on the chart if the food is a hot cereal.

Whole Grain Bread Products

Food Specifications (Whole **Wheat** Bread products):

- Includes loaves, rolls and buns.
- Whole Wheat Bread must conform to the FDA standard of identity for a whole wheat product AND whole wheat must be the primary ingredient by weight.
- The minimum package size is 8 ounces.
- The maximum package size is 16 ounces.

Food Specifications (Other Whole **Grain** bread products):

- Includes loaves, rolls and buns.
- Whole grain must be the primary ingredient by weight.
- Whole Grain Bread must meet labeling requirements for making a health claim as a “whole grain food with moderate fat content” as defined by the FDA, *Health Claim Notification for Whole Grain Foods with Moderate Fat Content* at <http://www.cfsan.fda.gov/~dms/flgrain2.html> .
- Must contain a minimum of **51** percent whole grains (using dietary fiber as the indicator).
- Must meet the regulatory definitions for “low saturated fat” at 21 CFR 101.62 ( $\leq$  1 gram saturated fat per RACC) and “low cholesterol” ( $\leq$  20 mg cholesterol per RACC).
- Must bear quantitative trans fat labeling.
- Must contain  $\leq$  6.5 gram total fat per RACC and  $\leq$  0.5 gram trans fat per RACC.

- The minimum package size is 8 ounces.
- The maximum package size is 16 ounces.

Response Requirement:

- A line on the appropriate chart must be completed for each bread product meeting all of the above specifications (for either whole wheat or a whole grain product). There are separate charts for whole wheat and whole grain products.

### Brown Rice

Food Specifications:

- Must include whole unprocessed grain AND whole grain must be the primary ingredient by weight.
- Must not contain added sugars, fats, oils or salt (i.e., sodium).
- The minimum package size 8 ounces.
- The maximum package size is 16 ounces.
- The rice may be instant-, quick-, or regular-cooking.
- May be packaged in a box or bag.

Response Requirement:

- A line on the chart provided must be completed for each brown rice product meeting all of the above specifications.

### Bulgur

Food Specifications:

- Must include whole unprocessed grain AND whole grain must be the primary ingredient by weight.
- Must not contain added sugars, fats, oils or salt (i.e., sodium).
- The minimum package size 8 ounces.
- The maximum package size is 16 ounces.
- The bulgur may be instant-, quick-, or regular-cooking.
- May be packaged in a box or bag.

Response Requirement:

- A line on the chart provided must be completed for each bulgur product meeting all of the above specifications.

### Oatmeal

Food Specifications:

- Must include whole unprocessed grain AND whole grain must be the primary ingredient by weight.
- Must not contain added sugars, fats, oils or salt (i.e., sodium).
- The minimum package size 8 ounces.
- The maximum package size is 16 ounces.
- Must not be packages that contain individual serving packets.

- The oatmeal may be instant-, quick-, or regular-cooking.
- May be packaged in a box or bag.

Response Requirements:

- A line on the chart provided must be completed for each oatmeal product meeting all of the above specifications.
- Do not use the spreadsheets for breakfast cereals for these oatmeal products.

### Whole Grain Barley

Food Specifications:

- Must include whole unprocessed grain AND whole grain must be the primary ingredient by weight.
- Must not contain added sugars, fats, oils or salt.
- The minimum package size 8 ounces.
- The maximum package size is 16 ounces.
- The barley may be instant-, quick-, or regular-cooking.
- May be packaged in a box or bag.

Response Requirement:

- A line on the chart provided must be completed for each whole grain barley product meeting all of the above specifications.

### Soft Corn Tortillas

Food Specifications:

- Must include whole unprocessed grain AND whole grain must be the primary ingredient by weight.
- The minimum package size is 8 ounces.
- The maximum package size is 16 ounces.
- May be packaged in bags or boxes.

Response Requirement:

- A line on the chart provided must be completed for each soft corn tortilla product meeting all of the above specifications.

### Soft Whole Wheat Tortillas

Food Specifications:

- Must include whole unprocessed grain AND whole grain must be the primary ingredient by weight.
- The minimum package size 8 ounces.
- The maximum package size is 16 ounces.
- May be packaged in bags or boxes.

Response Requirement:

- A line on the chart provided must be completed for each whole wheat tortilla product meeting all of the above specifications.

Cheese, Domestic – Reduced Fat

Food Specifications:

- Information is requested for the following reduced fat varieties of cheese: natural Cheddar, Monterey Jack, Mozzarella, Colby, Swiss and Pasteurized Process American Cheese. (Blends of these cheeses are allowed).
- Must meet the FDA standard of identity for cheese – must not be “cheese food,” “cheese product,” or “cheese spread.”
- Must be made from 100 percent pasteurized milk.
- The minimum package size **8** ounces.
- The maximum package size is **16** ounces.
- The cheese may be packaged in blocks or slices (slices cannot be individually wrapped).
- May be labeled low, free, reduced, less or light.
- Do not submit product information on loaves of cheese packaged for deli slicing.
- Do not submit product information on the following forms of cheese: spreads, shredded, cubed, string, sticks, individually wrapped.

Response Requirement:

- A line on the chart provided must be completed for each cheese meeting all of the above specifications.

Tofu

Food Specifications:

- Must be calcium-set, prepared with only calcium salts (e.g., calcium sulfate).
- Must not contain added fats, sugars, oils or sodium.
- Must be packaged in **8** to **16** oz. containers.
- May be refrigerated or shelf-stable.

Response Requirement:

- A line on the chart provided must be completed for each tofu product meeting all of the above specifications.

Soy-based Beverage

Food Specifications:

- The minimum container size is **1** quart.
- May be refrigerated or shelf-stable.
- Container may be glass, plastic or carton.

- The beverage must contain (at a minimum) the nutrients shown below:

<b>Nutrient</b>	<b>Per 8-ounce Serving</b>
Calcium	276 mgs
Protein	8 gms
Vitamin A	500 IUs
Vitamin D	100 IUs
Magnesium	24 mgs

<b>Nutrient</b>	<b>Per 8-ounce Serving</b>
Phosphorus	222 mgs
Potassium	349 mgs
Riboflavin	0.44 mgs
Vitamin B12	1.1 mcgs

Response Requirement:

- A line on the chart provided must be completed for each soy beverage meeting all of the above specifications.

### Canned Vegetables

Food Specifications:

- May be any variety of vegetable(s) except white potatoes (orange yams and sweet potatoes are allowed).
- May be tomato sauce, paste or puree.
- Mixed vegetables are allowed (must not include white potatoes).
- Must meet the FDA standard of identity for vegetables.
- Must not contain added sugars, fats, or oils.
- May be regular or lower in sodium.
- Must not be soup.
- Must not contain condiments, pickled vegetables, or olives.
- May be packaged in metal, plastic, or glass.

Response Requirement:

- A line on the chart provided must be completed for each canned vegetable product meeting all of the above specifications.

### Frozen Vegetables

Food Specifications:

- May be any variety of vegetable(s) except white potatoes (orange yams and sweet potatoes are allowed).
- Mixed vegetables are allowed (must not include white potatoes).
- Must meet the FDA standard of identity for vegetables.
- Must not contain added sugars, fats, or oils.
- May be regular or lower in sodium.
- Must not be soup.
- Must not contain condiments, pickled vegetables, or olives.
- May be packaged in plastic bag or paper carton/box.

Response Requirement:

- A line on the chart provided must be completed for each frozen vegetable product meeting all of the above specifications.

## Canned Fruits

### Food Specifications:

- Must meet the FDA standard of identity for fruit.
- Must not be individual serving size containers or “Snack Packs.”
- May be any variety of fruit(s).
- Mixed fruits are allowed.
- May be applesauce.
- Must be packed in juice or water.
- Must not contain added sugars, fats, oils or salt.
- May be packaged in metal, plastic or glass.

### Response Requirement:

- A line on the chart provided must be completed for each canned fruit product meeting all of the above specifications.

## Frozen Fruits

### Food Specification:

- The product can be any variety of fruit(s) without added sugars.
- Mixed fruits are allowed.
- May be packaged in plastic bag or paper carton.

### Response Requirement:

- A line on the chart provided must be completed for each frozen fruit product meeting the above specification.

## Single-strength Juice

### Food Specifications:

- Container size must be **46 to 64 ounces**.
- Must be pasteurized 100% unsweetened fruit or vegetable juice or a blend of one or more fruit or vegetable juices.
- Must contain a minimum of **30** mg of vitamin C per **100** ml. of juice.
- May be fortified with other nutrients.
- Vegetable juice may be regular or low sodium.
- May be packaged in glass, plastic, metal or paper carton.

### Response Requirement:

- A line on the chart provided must be completed for each juice meeting all of the above specifications.

### Multi-pack Single-strength Juice

#### Food Specifications:

- Individual units within the multi-pack must have a container size between **6 and 8 ounces**.
- Must be pasteurized 100% unsweetened fruit or vegetable juice or a blend of one or more fruit or vegetable juices.
- Must contain a minimum of **30 mg** of vitamin C per **100 ml**.
- May be fortified with other nutrients.
- Vegetable juice may be regular or low sodium.
- May be packaged in metal, plastic, foil pouches, glass, or paper boxes.

#### Response Requirement:

- A line on the chart provided must be completed for each juice meeting all of the above specifications.

### Concentrated Juice

#### Food Specifications:

- Container size must be **11.5-12.0 ounces** or **16 ounces**.
- May be frozen concentrate or shelf-stable concentrate.
- Must be pasteurized 100% unsweetened fruit or vegetable juice or a blend of one or more fruit or vegetable juices.
- Must contain a minimum of **30 mg** of vitamin C per **100 ml**.
- May be fortified with other nutrients.
- Vegetable juice may be regular or low sodium.
- May be packaged in metal, plastic, or paper cans.

#### Response Requirement:

- A line on the chart provided must be completed for each juice meeting all of the above specifications.

### Canned Light Tuna

#### Food Specifications:

- Must meet the FDA standard of identity for light tuna.
- May be packed in oil or water.
- Must not contain added sauce.
- May be regular or low sodium.
- Container size must be between **5 and 15 ounces** only.
- Container may be plastic, pouch, or metal.

#### Response Requirement:

- A line on the chart provided must be completed for each light tuna product meeting all of the above specifications.

## Canned Salmon

### Food Specifications:

- Must meet the FDA standard of identity for salmon.
- May be packed in water or oil.
- Must not contain added sauce.
- May include bones or skin.
- May be regular or low sodium.
- Container size must be between **5** and **15** ounces only.
- Container may be plastic, pouch or metal.

### Response Requirement:

- A line on the chart provided must be completed for each salmon product meeting all of the above specifications.

## Canned Sardines

### Food Specifications:

- May be packed in oil or water.
- May include bones or skin.
- May be regular or low sodium.
- Container size must be between **3** and **15** ounces only.
- Container may be plastic, pouch or metal.

### Response Requirement:

- A line on the chart provided must be completed for each sardine product meeting all of the above specifications.

## Canned Mackerel

### Food Specifications:

- Must be North Atlantic *Scomber scombrus* or Chub Pacific *Scomber japonicus* ONLY.
- May be packed in water or oil.
- May include bones or skin.
- May be regular or low sodium.
- Container size must be **5** to **15** ounces only.
- Container may be plastic, pouch or metal.

### Response Requirement:

- A line on the chart provided must be completed for each mackerel product meeting all of the above specifications.

## Peanut Butter

### Food Specifications:

- The container size must be between **15** and **18** ounces.
- Must meet the FDA standard of identity for peanut butter.
- Must not be a peanut spread.
- May be creamy or chunky.
- May be reduced fat.
- May be salted or unsalted.
- Container may be plastic or glass.

### Response Requirement:

- A line on the chart provided must be completed for each peanut butter meeting all of the above specifications.

## Baby Food - Vegetables and Fruits

### Food Specifications:

- Any variety of commercial infant food fruit – single-ingredient or combinations of single ingredients.
- Any variety of commercial infant food vegetables – single-ingredient or combinations of single ingredients.
- Must not contain added sugars, starches, or sodium.
- Texture may range from strained through diced.
- Container may be plastic or glass.

### Response Requirements:

- A line on the chart provided must be completed for each baby food meeting all of the above specifications.
- Except for the “retail price”, provide information on single units of products, even if sold in “multi-packs.”

## Baby Food - Meat

### Food Specifications:

- Any variety of single ingredient commercial infant food meat.
- Must not contain added sugars, starches, vegetables or sodium.
- Broth or gravy without added sodium may be an ingredient.
- Texture may range from pureed through diced.
- Container may be plastic or glass.

### Response Requirements:

- A line on the chart provided must be completed for each baby food meeting all of the above specifications.
- Except for the “retail price”, provide information on single units of products, even if sold in “multi-packs.”

### III. RESPONSE FORMAT AND INSTRUCTIONS

The deadline for providing information in response to this RFI is April 1, 2008. Both paper and electronic (spreadsheet) information must be received by this date, as well as all accompanying materials. All required items must be received at the address provided below by 5:00 pm on April 1, 2008.

To begin the submission process, an electronic copy of the Microsoft® Office Excel (Excel) workbook entitled **nyswicfoods.xls** must be obtained by:

- Downloading the file from <http://www.nyhealth.gov/funding/> **OR BY**
- Submitting an electronic mail request to [wicfoods@health.state.ny.us](mailto:wicfoods@health.state.ny.us) with your company name, address, and contact information.

Attachment IV of this RFI includes sample materials from this workbook.

**In order for a food to be considered for inclusion on the October 2008 NYS WIC Acceptable Foods Card, responders must complete and return all the following materials to the NYS Department of Health:**

- Company Identification – Please find this form in the “Company Identification” tab of the Excel workbook entitled **nyswicfoods.xls**. Please enter the information requested, print the completed form and submit the completed form with your response.
- Assurances – Please find this form in the “Assurances” tab of the Excel workbook entitled **nyswicfoods.xls**. Please review the assurances, enter the information requested, print the completed form, obtain the required signature, and submit the completed form with your response documents.
- Anticipated Changes - Please find this form in the “Anticipated Product Changes” tab of the Excel workbook entitled **nyswicfoods.xls**. If any changes are anticipated in your food product line within twelve (12) months of the date of response that would specifically affect the information submitted in the Product Information Chart(s), please provide the current product name and UPC code, and explain the anticipated changes. If there are no anticipated changes to any product, write “None.” Please print the completed form, obtain the required signature, and submit it with your response documents.
- Market Basket Information. For national brand products, submit paper copies of 2007 market basket information (e.g., ACNielsen, IRI) that indicates the geographic availability and retail price of the product in New York State.
- Package Flats and Product Labels. For each food offered, submit an actual package flat or product label. Digital images of products are not acceptable. If submitting information on multiple container sizes of a product, submit an actual package flat or label for each size.
- USDA Approval Letter. If available, submit the letter from the USDA designating the product as WIC-eligible.
- Customer Acceptance Information. For each food offered, submit customer product acceptance information (survey data, etc.) if such information is available.

- Completed Product Information Charts. For each food which meets the specifications outlined in Section II, the applicable product information chart (found in a tab of the Excel workbook entitled **nyswicfoods.xls**) must be completed and submitted. The chart(s) must be completed for each product and each container size. Please print the completed chart(s) and submit it (them) with your response.
- Electronic copy of the completed Excel workbook. In addition to the printed materials, package flats and labels listed above, a renamed electronic version of the Excel workbook entitled **nyswicfoods.xls** that contains your completed forms and completed product information charts must be provided.

**Important!** Before submitting your completed Excel workbook to the NYSDOH, please make your file unique by **renaming** the file using your company name. For example, if your company name is “**Best Food Co.**” the filename “**nyswicfoods.xls**” should be changed to: “**BestFoodCo.xls**”. Please abbreviate your company name if it contains more than 10 characters.

All printed materials, package flats and labels must be mailed to the address below:

**David W. Mooney, Food Delivery Systems Unit  
Bureau of Supplemental Food Programs  
New York State Department of Health  
150 Broadway, FL6 West  
Albany, NY 12204-2719**

The completed and renamed **electronic** version of the Excel workbook originally entitled **nyswicfoods.xls** must also be submitted to NYSDOH. It can be submitted either by:

- Copying the completed (and renamed) **nyswicfoods.xls** workbook onto a compact disc (CD), adding the CD to the packet of required printed materials, package flats and labels described above, and mailing all materials to the address above; OR
- Sending the workbook via electronic mail to [wicfoods@health.state.ny.us](mailto:wicfoods@health.state.ny.us)

No handwritten submissions will be accepted. If this requirement presents any difficulties to your company, please submit an electronic mail request for alternative arrangements to: [wicfoods@health.state.ny.us](mailto:wicfoods@health.state.ny.us)

**Important!** All materials must be received by 5:00 pm on **April 1, 2008**. Consideration will not be given to submissions that fail to meet the deadline or are incomplete. Complete product information must be submitted prior to the deadline to ensure full consideration of the product for inclusion on the October 2008 NYS WIC Acceptable Foods Card.

General questions regarding this RFI should be electronically mailed to: [wicfoods@health.state.ny.us](mailto:wicfoods@health.state.ny.us) by **March 25, 2008**. If necessary, responses to commonly asked questions will be posted at: <http://www.nyhealth.gov/funding/> throughout the response development period. Please be sure to check this website while you are developing your response.

Technical questions regarding the completion of the Excel spreadsheets should also be sent to: [wicfoods@health.state.ny.us](mailto:wicfoods@health.state.ny.us) . These questions will be accepted until **March 31, 2008**. Responses to these questions will not be posted on the website.

#### IV. INSTRUCTIONS FOR COMPLETING PRODUCT INFORMATION CHARTS

1. Open the “**nyswicfoods.xls**” workbook in Excel. You will find a series of 31 tabs. The first tab is a copy of these instructions for completing the product information charts. This tab is followed by one tab for each of the three forms (Identification, Assurances and Anticipated Product Changes), and one tab for each of the 27 foods described in Section II.
2. **Complete the “IDENTIFICATION” tab first.** This will ensure that your workbook will automatically fill in your company name and contact information on each product information chart. Complete the “Assurances” and “Anticipated Product Changes” tabs as described in Section III of this RFI.
3. Select the tab labeled for the food type for which you are applying, and complete one line on the product information chart for each product in each container size (if applicable). Make sure that you list your products on the correct product information chart. A chart is provided for each food listed in Section II.
4. Make sure that information listed on the charts is consistent with information included on the package flats and product labels. Please verify and include all label/package information: UPC code, brand name, food name, nutritional specifications and kosher symbol (see Attachment I, pages 18 – 19, for Kosher Key).
5. List the food name exactly as it appears on the product label, including brand or store name. For example, if the product name is “Our Best Oatmeal”, **do not just list “Oatmeal.”**
6. List all requested product information by using the correct weights, measures and calculations listed in the column headings (oz, gm, mg, etc.). **Do not use per-serving percentages based on reference standards.**
7. Complete all columns for each product. Use zeros (0) instead of leaving items blank.
8. Indicate the “Geographic Availability” of each product using the keys and maps provided in Attachment II, pages 20 - 21. A “Geographic Availability Key” is also included on each product information chart.
9. Indicate the “Months Available on Market” of each product using the numbers one (1) through eleven (11) or using “12+” for items that have been on the market for one year or more as of the date of your submission.
10. For “Suggested Retail,” use average statewide (New York State) retail price per package (e.g., the 12-ounce cereal box, or the 46-ounce juice container) as of the date of your submission. Do not use the price per case of the product. For multi-packs (e.g., juice, baby food) provide the price of the whole package (not the individual unit).

11. Save your completed copy of “wicfoods.xls” with a new file name reflecting your company’s name. For example, if your company name is “Best Food Co.”, you should change the filename “nyswicfoods.xls” to : “BestFoodCo.xls”. Please abbreviate your company name if it contains more than 10 characters.
12. See Section III of the RFI document for instructions on submitting the forms, product information charts and all other required materials.

## **Attachment I**

### **Key For Kosher Symbols**

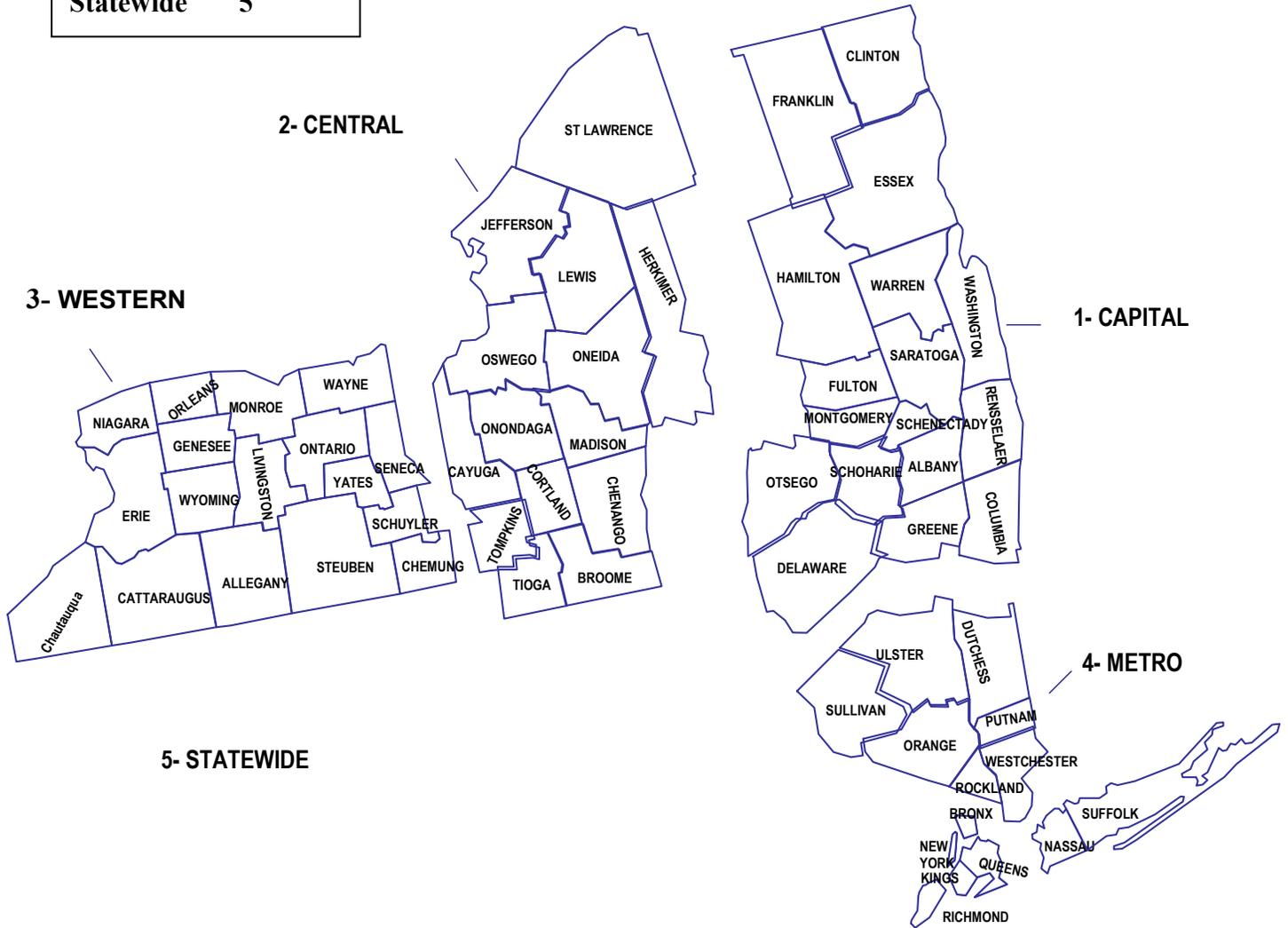
<b>K1</b>	<b>Rabbi Weiss Mandel</b>
<b>K2</b>	<b>U (Circle U = Union of Orthodox Jewish Congregation)</b>
<b>K3</b>	<b>Parve</b>
<b>K4</b>	<b>K (Circle K O.K. Laboratories, Organized Kashrut)</b>
<b>K5</b>	<b>V Vaad Hoeir</b>
<b>K6</b>	<b>K Kosher</b>
<b>K7</b>	<b>Half Moon K Kosher Overseer Assoc. of America</b>
<b>K8</b>	<b>K Rabbi J.H. Ralbag</b>
<b>K9</b>	<b>KD</b>
<b>K10</b>	<b>Vaad Harabanim of Flatbush</b>
<b>K11</b>	<b>cRc</b>
<b>K12</b>	<b>Grand Rabbi of Freimen + Rabbi Y.H. Deutsch</b>
<b>K13</b>	<b>K D</b>
<b>K14</b>	<b>CHK Vad Hakashrus</b>
<b>K15</b>	<b>UCK Certified Kosher Underwriters</b>
<b>K16</b>	<b>Congregation Arugas Habosem</b>
<b>K17</b>	<b>CRC Hisachdus Harabanim</b>
<b>K18</b>	<b>Yetev Lev D'Satmar</b>
<b>K19</b>	<b>Bruer's KAJ</b>
<b>K20</b>	<b>K'Hal Chizuk Hadas</b>
<b>K21</b>	<b>Young Israel of West Hempstead</b>

**Attachment I (Continued)**  
**Key For Kosher Symbols**

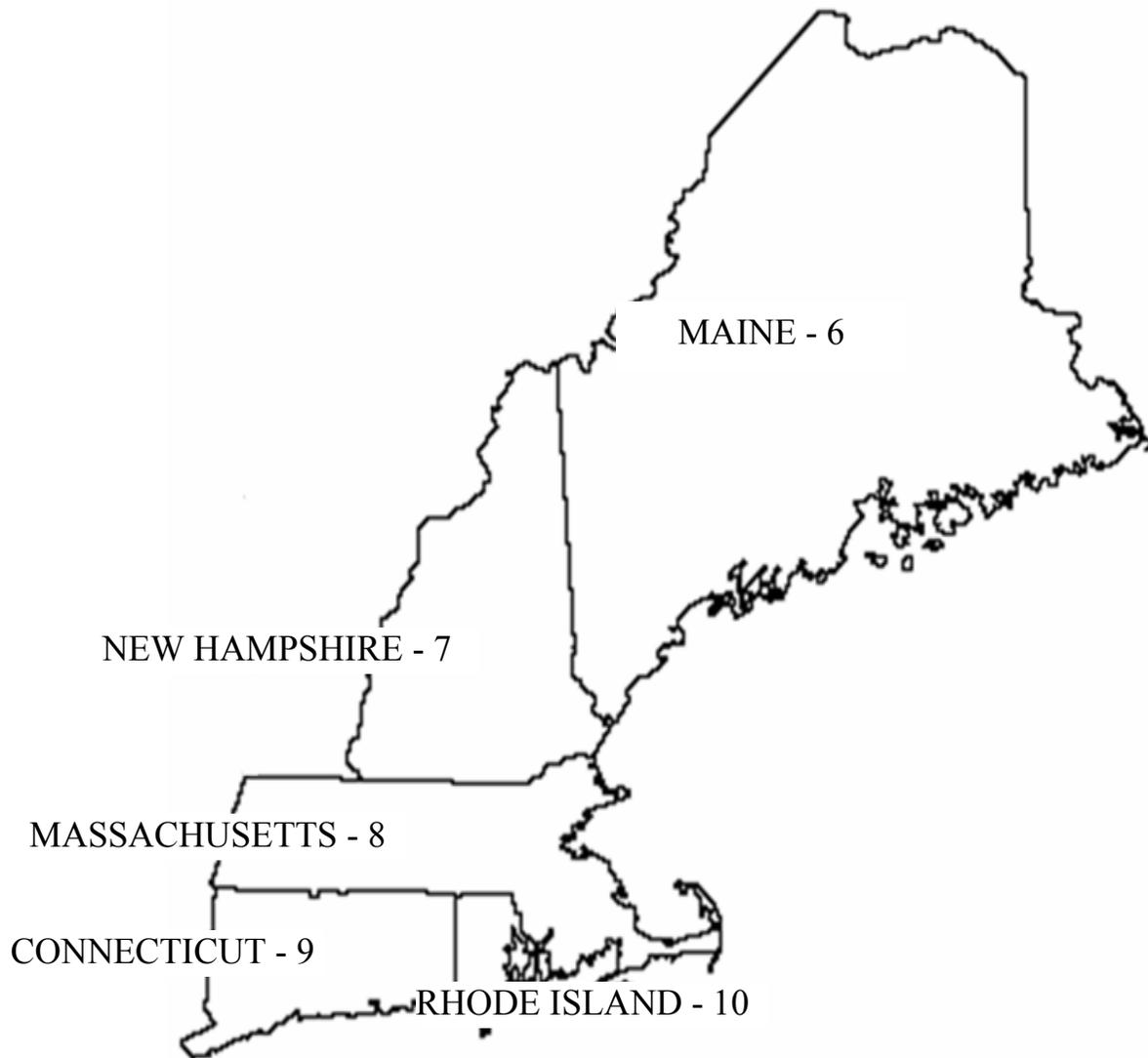
<b>K22</b>	<b>NK National Kashrut</b>
<b>K23</b>	<b>OU The Union of Orthodox Jewish Congregations</b>
<b>K24</b>	<b>Rabbinic Administrator (Kashrus): Rabbi Nissim Davidi</b>
<b>K25</b>	<b>Star-K Kosher Certification (chalav Yisrael) &amp; Star-D Certification (non-chalav Yisrael)</b>
<b>K26</b>	<b>Rabbi Aaron Teitelbaum (Nirbater Rav)</b>
<b>K27</b>	<b>Rabbi Nuchem Efraim Teitelbaum (Voloover Rav)</b>
<b>K28</b>	<b>Vaad Hakashrus of Kiryas Yoel</b>
<b>K29</b>	<b>Vaad Hakashrus of K'hal Machzikei Hadas of Belz</b>
<b>K30</b>	<b>Vaad Hakashrus of Mechon L'Hoyroa</b>
<b>K31</b>	<b>Vaad Harabanim of the Five Towns and Far Rockaway</b>
<b>K32</b>	<b>Other Kosher Symbols</b>
<b>N/A</b>	<b>Not Applicable</b>

## Attachment II Geographic Key – New York State

<b>Capital</b>	<b>1</b>
<b>Central</b>	<b>2</b>
<b>Western</b>	<b>3</b>
<b>Metro</b>	<b>4</b>
<b>Statewide</b>	<b>5</b>



**Attachment II Continued  
Geographic Key – New England**



MAINE – 6
NEW HAMPSHIRE - 7
MASSACHUSETTS - 8
CONNECTICUT - 9
RHODE ISLAND - 10

*Map courtesy of Infoplease.com*

*[http://www.infoplease.com/tv/printables/kt\\_maps/kt\\_map\\_newengland.pdf](http://www.infoplease.com/tv/printables/kt_maps/kt_map_newengland.pdf)*

*Map not to scale*

# Attachment III

## NYS WIC Acceptable Foods Card December 2006

New York State WIC Program



### Acceptable Foods Card December 2006

#### Milk "Good Source of Calcium, Protein and Vitamin D"

Fluid: Pasteurized milk; purchase largest container available (gallons, half gallons or quarts) or unit specified on the WIC check.

Low fat or fat free milk is recommended for people over two years old.

Fat Free (nonfat or skim)	Milk (whole)
Low fat (1% or light)	Lactose reduced
Reduced fat (2%)	100% Lactose free

Evaporated/Canned: Fat free or whole

Dry/Powdered: Nonfat (in boxes)

*Not Allowed: Flavored, organic, or sweetened condensed milk, buttermilk or milk with added calcium*

#### Cheese "Good Source of Protein and Calcium"

Pasteurized Process American	Natural Cheddar
Monterey Jack	Colby
Mozzarella	

Reduced fat and low fat varieties are allowed.

Purchase in blocks or slices from the dairy case marked with weight, type and cost. Deli cheese is only allowed for American cheese.

*Not Allowed: Cheese foods, products or spreads; shredded, grated, string or stick cheese; flavored, blended, imported or organic cheese; individually wrapped slices; cubed*

#### Eggs "Good Source of Protein and Iron"

Medium or Large; white or brown

*Not Allowed: Jumbo and extra large eggs; and high-cost specialty eggs (including; organic, reduced cholesterol, cage free/free range, added Omega-3)*

#### 100% Juice "Good Source of Vitamin C."

##### Canned Single Strength (46 ounce metal can)

Apple	Grape	Grapefruit	Orange
Gefen	Juicy Juice	Flavorite (pink)	Any Brand
Great Value	Red & White	Great Value (pink & white)	
Juicy Juice	Seneca (purple & white)	Hy-Top	
Parade		IGA	
Red & White		Parade (pink & white)	
Seneca		TreeSweet (pink & white)	

Pineapple	Tomato*	Vegetable	Juice Blends
Dole	Flavorite	Flavorite	Juicy Juice
Flavorite	Great Value	Great Value	(any flavor)
Great Value	Hannaford	Hy-Top	
Hy-Top	Hy-Top	IGA	
IGA	IGA	ShopRite	
Libby's	Shurfine	Shurfine	
Liberty Gold		V-8	
Parade			
Price Chopper			
Shurfine			

46 oz. plastic bottle allowed for these products only:  
Apple & Eve (Apple Juice)  
Campbell's Healthy Request (Tomato Juice)\*  
Food Club (Tomato Juice)\*

##### Frozen Concentrates (11.5 to 12 ounce can)

Apple	Apple	Grape	Grapefruit
Food Club	Old Orchard	Great Value	Flavorite
Flavorite	Parade	Hannaford	Great Value
Great Value	Price Chopper	Old Orchard	Hannaford
Hannaford	Price Rite	Seneca (purple)	Kash'n Karry
Hy-Top	Seneca	ShopRite	ShopRite
IGA	(red label only)	Welch's	Shurfine
Kash'n Karry	Shurfine	(purple & white, yellow lids only)	
Langers	Sunrise Valley		

Orange with Calcium*	Orange	Pineapple
Food Club	Shurfine	"Any Brand"
Great Value	Stop & Shop	Dole
Hannaford	Sunrise Valley	Old Orchard
Kash'n Karry	Wegmans	
Old Orchard		

##### Shelf Stable Concentrates (11.5-ounce can)

Any Flavor: Juicy Juice Welch's 100% Juice Pourable Concentrate (yellow trim cans only)

\*WIC Regulations do not allow tomato juice or orange juice with calcium for infants.

*Not allowed: Products that are not 100% juice (drinks, ades, nectars, punches, beverages, Hi-C, cocktails, twisters, or coolers); juices with less acid, country style, more pulp, no pulp; juices with added calcium (except the orange juices listed above); juices in cartons or plastic bottles (except the three single strength products listed above).*

## Attachment III Continued

### NYS WIC Acceptable Foods Card December 2006

#### Adult and Child Cereals "Good Source of Iron, Fiber, Vitamin B, and other Nutrients."

Cereal must be purchased in 12-ounce packages or larger (unless a smaller size is specified).  
All cereals may not be available statewide.

#### Cold Cereals - Store Brands

##### Bran Flakes

Best Yet	Hy-Top	Price Rite	Stop & Shop
Flavorite	IGA	Ralston	Taanug
Food Club	Kash'n Karry	Red & White	Wegmans
Food Town	Kemach	Richfoods	Weis
Great Value	Parade	ShopRite	
Hannaford	Pathmark	Shurfine	

##### Corn Flakes

America's Choice	IGA	Price Rite	Tops
Best Yet	Kash'n Karry	Ralston	Valu Time
Flavorite	Kemach	Red & White	Wegmans
Food Club	Krasdale	Richfoods	Weis
Food Town	Lieber's	ShopRite	White Rose
Great Value	Parade	Shurfine	
Hannaford	Pathmark	Stop & Shop	
Hy-Top	Price Chopper	Taanug	

##### Oat Cereals

###### Toasted Oats

Best Yet	Hannaford	Pathmark	ShopRite
Breakfast Gold/Masbia	Hy-Top	Price Chopper	Shurfine
Flavorite	IGA	Price Rite	Taanug
Food Club	Kemach	Red & White	Wegmans
Great Value	Krasdale	Richfoods	White Rose

###### Tasteos

Food Town	Oats & O's	Ringeeos	
IGA	Stop & Shop	Lieber's	
Ralston			

##### Shredded Wheat Cereals

###### Frosted Shredded Wheat Cereals

America's Choice	Great Value	Price Chopper	Shurfine
Food Town	Kash'n Karry	Ralston	Stop & Shop

###### Frosted Bite Size/Bite Size Frosted Shredded Wheat

Best Yet	Food Club	IGA	Price Rite	ShopRite	Weis
Flavorite	Hy-Top	Pathmark	Richfoods	Wegmans	

###### Frosted Wheat Squares Cereal

Hannaford

#### Cold Cereals - National Brands

##### General Mills

Cheerios (regular only)  
Kix (regular only)

##### Kellogg's

Complete Wheat Bran Flakes  
Corn Flakes (regular only)  
Frosted Mini Wheats (Bite Size)

##### Quaker

Life (regular only)

##### Post

Grape Nuts (regular only)  
Honey Bunches of Oats  
(Honey Roasted)  
Honey Bunches of Oats  
(with Almonds)

##### Malt-O-Meal

Scooters (box or plastic bag)  
Frosted Mini-Spooners  
(plastic bags only)

#### Hot Cereals - National and Store Brands

##### Grits (Individual Serving Packets Only)

Great Value Instant Grits (Original, Butter Flavor)  
Quaker Instant Grits (Original, Real Butter)

##### Hot Wheat Cereal (Regular Bulk Packaging Only)

Farina Mills Creamy Hot Wheat  
Nabisco Cream of Wheat (10 minutes, 2-1/2 minutes, 1 minute)  
Great Value Quick Farina  
Malt-O-Meal Hot Wheat Cereal (Original)

##### Oatmeal (Regular Bulk Packaging Only)

Maypo Instant Maple Oatmeal  
Maypo Vermont Style Maple Oatmeal

##### Infant Cereal \* (Regular Bulk Packaging Only)

Beech-Nut Cereal for Baby (8 ounce box; plain cereal without fruit or formula)  
Gerber Cereal for Baby (8 or 16 ounce box; plain cereal without fruit or formula)

\* Reminder: The infant cereals listed above may be purchased for adults and children older than 12 months of age. As specified on the WIC check, only Beech-Nut Cereals for Baby are allowed for infants less than 12 months old.

# Attachment III Continued

## NYS WIC Acceptable Foods Card December 2006

### ♥ Remember ♥

**Breastfeeding Is Baby's Best Start!**  
**It's All Natural:**  
**Nothing Added But Love!**

Carrots and Tuna are only allowed for women who solely breastfeed and do not receive infant formula from WIC

#### Carrots "Good Source of Vitamin A and Fiber"

Any brand (14-16 oz. containers); canned, fresh, frozen (plain)

*Not Allowed: Loose, greens attached, raw sticks, pickled, flavored, vegetable mixtures, sauces, or butter*

#### Tuna "Good Source of Protein"

Any brand, water packed; 6 to 13-ounce cans only

*Not Allowed: Oil packed, flavored, with added ingredients*

### Remember

**Coupon And Store Shopping Cards  
 Can Be Used With Your WIC Checks.**

#### Peanut Butter "Good Source of Protein & Iron"

18 ounce jar only; any brand crunchy or smooth

*Not Allowed: Peanut spread; freshly ground or whipped peanut butter; peanut butter mixed with jelly, marshmallow, chocolate, or honey; peanut butter with added vitamins and minerals*

#### Beans & Peas "Good Source of Protein, Iron, & Fiber"

Dry; 1 pound bag; any variety of plain, mature dry beans, peas or lentils

#### Infant Formula

The brand, form (concentrate, powder or ready-to-feed) and container size of the formula you must buy is listed on your WIC check.

#### Infant Cereal

This is the only brand of cereal allowed for infants up to 12 months old.

Beech-Nut Cereal for Baby: 8 ounce box  
 Stage 1 Foods (rice, oatmeal, barley)  
 Stage 2 Foods (mixed)  
 Plain cereal without fruit or formula

*Not Allowed: Any other brands or types of infant cereal*

#### Helpful Hints!

Examples of ways to buy boxes of cereal without going over the allowed amount

(28 or 36 ounces):

- 12 oz + 12 oz = 24 oz
- 12 oz + 13 oz = 25 oz
- 13 oz + 13 oz = 26 oz
- 12 oz + 15 oz = 27 oz
- 13 oz + 15 oz = 28 oz
- 12 oz + 18 oz = 30 oz
- 13 oz + 18 oz = 31 oz
- 15 oz + 18 oz = 33 oz
- 18 oz + 18 oz = 36 oz
- 12 oz + 12 oz + 12 oz = 36 oz

#### Unit Equivalents for Milk, Cheese and Carrots

16 ounces = 1 pound      8 ounces = 1/2 pound  
 4 quarts = 1 gallon      2 quarts = 1/2 gallon

#### RIGHTS AND RESPONSIBILITIES

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability. To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer. New York State prohibits discrimination based on creed, marital status and sexual orientation. Persons who believe they have been discriminated against based on New York State Human Rights Law should call the Growing Up Healthy Hotline at 1-800-522-5006, or write to the WIC Program Director, Riverview Center, FL6W, 150 Broadway, Albany, NY 12204.

# Attachment IV

## Sample Forms/Product Information Chart

### NEW YORK STATE WIC ACCEPTABLE FOODS PRODUCT INFORMATION APPLICANT IDENTIFICATION

Please complete this form, then print and submit with your application.

Please enter your company name, address and contact information in the spaces provided.

Company Name:

Date of Submission:

Product Affiliation: # Please use drop-down menu to enter your product affiliation number.

Other (please specify)

Company Contact :

Title:

Phone #:

Fax #:

E-mail:

#### Mailing Address:

Street # 1

Street # 2

City

State

Zip Code

SAMPLE - SEE WORKBOOK nyswicfoods.xls

## Attachment IV Continued Sample Forms/Product Information Chart

### NEW YORK STATE WIC ACCEPTABLE FOODS PRODUCT INFORMATION APPLICANT ASSURANCES

**Please complete this form, then print, sign, and submit with your application.**

For your company's foods to be considered for authorization in the New York State WIC Program, your company must confirm compliance with the following assurances:

- A. The applicant certifies that the foods meet the specifications outlined in Section II of the RFI document.
- B. The applicant certifies that the current distribution/product size listed on the product charts will not change materially during the twelve-month (12 - month) period beginning with the date of submission of this application unless noted on the Anticipated Changes Form.
- C. The applicant does not discriminate in the terms, conditions and privileges of employment, against any employee, or against any applicant for employment, because of race, creed, color, sex, national origin, age, disability, marital status or sexual orientation.
- D. The applicant certifies that the manufacturer is not currently delinquent in the payment of any franchise taxes owed to the State of New York.

**By signature herein, applicant confirms compliance with the above assurances.**

**Authorized Agent's Signature:** \_\_\_\_\_

\_\_\_\_\_  
Agent's Name - Please Print

\_\_\_\_\_  
Agent's Title - Please Print

\_\_\_\_\_  
Date of Signature

**Company Name:** \_\_\_\_\_



