



State of Louisiana
Department of Health and Hospitals
Center for Preventive Health
February 26, 2010

TO: LA WIC AUTHORIZED VENDORS

FROM: TRICIA GUIDROZ, MA
LA WIC PROGRAM VENDOR MANAGER

RE: ENFAMIL PREMIUM REPLACES ENFAMIL LIPIL

The Louisiana WIC Program has received information from Mead Johnson regarding a new product, *Enfamil PREMIUM* infant formula. *Enfamil PREMIUM* infant formula is a standard (non-exempt) milk-based, iron fortified formula, patterned after breast milk containing a blend of DHA, ARA and prebiotics. Based on product information, *Enfamil Premium* supports brain and eye development, the growth of healthy bacteria which can strengthen immune function for healthy full-term infants.

Enfamil PREMIUM infant formula will be added to the Louisiana WIC Program as a standard formula effective with the issuance of a **June 1, 2010** food instrument. The product will be available in a 13 oz can (concentrate) and a 12.5 oz can (powder). Effective June 1, 2010, the stocking requirement will be switched from, *Enfamil LIPIL* to *Enfamil Premium* in the 13 oz can (concentrate). **Effective June 1, 2010 and until further notice, the minimum stocking requirement for *Enfamil Premium* will be the same as the current stocking requirement for *Enfamil LIPIL*, 72 - 13 oz cans (concentrate).**

The following are food instrument (FI) issuance examples to assist with the transition:

- A participant currently receiving *Enfamil LIPIL* - Caregiver picks up FIs in **February 2010** would receive *Enfamil LIPIL* for the valid months of February, March and April
- A participant currently receiving *Enfamil LIPIL* - Caregiver picks up FIs in **March 2010** would receive *Enfamil LIPIL* for the valid months of March, April and May.
- A participant currently receiving *Enfamil LIPIL* - Caregiver that picks up FIs in **April 2010** would receive *Enfamil LIPIL* for the valid months of April and May and *Enfamil Premium* for June

WIC Vendors should have available *Enfamil LIPIL* through May 31, 2010. Vendors are required to dispense only the infant formula that is listed on the WIC food instrument in the correct form (concentrate, powder or RTU) and size. No substitutions are allowed.

Due to the switch from *Enfamil LIPIL* to *Enfamil Premium*, **effective June 1, 2010, all Vendors will be required to submit a price for #140 (*Enfamil Premium* concentrate) on the WIC-3 Form (Grocer's Price Report). Concentrate is the only form of *Enfamil Premium* that is required to be stocked by WIC vendors.** Stocking *Enfamil Premium* in other forms (powder & rtf) is optional.

Please visit our WIC Vendor web page at <http://www.dhh.louisiana.gov/offices/?ID=320> for more WIC Vendor information.

If there any questions or concerns involving this matter, please contact the Vendor Management Unit at (504) 361-6725.

