

RFI Number 1206250428

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

2012 REQUEST FOR INFORMATION
FOR FOODS FOR THE
NEW YORK STATE WIC PROGRAM

Contact Name and Address:

**New York State Department of Health
Bureau of Supplemental Food Programs
Food Delivery Systems Unit
150 Broadway, Suite 650
Albany, New York 12204-2719
Attn: David W. Mooney**

Direct questions to:

wicfoods@health.state.ny.us

Schedule of Events

RFI Release Date:	June 26, 2012
General Questions Due:	August 1, 2012
Technical Questions Due:	August 20, 2012
Responses Due:	August 31, 2012

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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 to identify a variety of food products eligible to be authorized in the New York State WIC Program (NYS WIC).

The information obtained through this Request for Information (RFI) will be used by NYS WIC for program planning and to assist in the selection of products for the 2013 NYS WIC Acceptable Foods Card (Foods Card). Due to the need to implement enhanced cost-containment measures, NYS WIC only intends to select products that are determined to be cost-effective.

Each State WIC Program 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 (refer to <http://www.fns.usda.gov/wic/regspublished/foodpackages-interimrule.htm> for information on the federal requirements for WIC foods). 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. The current NYS WIC Acceptable Foods Card, dated July 2010, is included for your information (see Attachment I).

To be assured that products will be considered for inclusion on the Foods Card, manufacturers and distributors must completely respond to this RFI according to the instructions provided in Section III of this document.

- Due to the volume of information expected to be received in response to this RFI, it will not possible for NYS WIC to follow up on information deemed to be incomplete. Therefore, it is imperative that manufacturers and distributors ensure that their responses for each product are complete (according to the directions specified in Section III of this document) to be considered for selection by NYS WIC.
- In addition to submitting information for products not currently listed on the July 2010 NYS WIC Acceptable Foods Card, information must be submitted for products currently listed for those products to receive consideration for inclusion on the 2013 NYS WIC Acceptable Foods Card.
- Currently approved products that do not meet the new selection criteria will be removed from approval by NYS WIC.

This RFI is also seeking to collect information, for statistical purposes, on agricultural products grown in New York State, and food products produced or processed (by manufacturing, canning, preserving, freezing, drying, dehydrating, juicing, baking, bottling, pressing, heating or cooking) within New York State.

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 2011, NYS WIC provided services to a monthly average of 510,000 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 currently allowed foods is provided on the July 2010 NYS WIC Acceptable Foods Card (see Attachment I). Participants make their purchases from authorized retail grocery stores (or pharmacies, if purchasing formula). There are currently over 4,400 retail vendors authorized to accept WIC checks.

Request for Information

Some WIC foods (e.g., milk, eggs) 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 such food categories are allowed (with some exceptions); refer to the current NYS WIC Acceptable Foods Card for more information (Attachment I). 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 the WIC foods that will be listed by brand on the 2013 NYS WIC Acceptable Foods Card. To effect cost-containment and nutrition-related measures, NYS WIC may choose to list some foods by brand name on the 2013 NYS WIC Acceptable Foods Card that are not currently listed by brand name on the July 2010 NYS WIC Acceptable Foods Card (e.g., canned beans, canned fish). NYS WIC may also decide to remove certain categories of foods that are no longer cost-effective.

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

- Breakfast Cereal
 - * Whole Grain; Non-whole Grain
 - * Ready-to-eat; Hot
- Whole Grain Bread Products
- Soft Corn Tortillas
- Soft Whole Wheat Tortillas
- Tofu
- Soy-based Beverage
- Canned Vegetables
- Canned Beans, Peas and Lentils
- Single-strength Juice
- Concentrated Juice
- Canned Light Tuna
- Canned Salmon
- Canned Sardines
- 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 July 2010 NYS WIC Acceptable Foods Card) that they wish to have considered for inclusion on the 2013 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 6 - 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 Title 21 of the Code of Federal Regulations (CFR), Parts 131-169. The regulatory language can be found in the electronic CFR (<http://ecfr.gpoaccess.gov/>) by selecting "Title 21 – Food and Drugs" from the list provided under "Browse."

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 response to this RFI.
5. **Participant acceptance.** Within the scope of cost containment efforts, WIC participant preferences and cultural needs will be considered, when possible, 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 2013 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;
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 2013.

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 (in a **Microsoft® Office Excel (Excel) workbook**) for each of the foods are included with this RFI. For your convenience the specifications for each food are also included in the “Specifications” tab of the Excel workbook.

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 **hard copy materials mailed to the NYS WIC office** (paper information and electronic information on a computer disk - CD or DVD). **Due to computer system limitations, electronic submissions of materials through the internet or via electronic mail cannot be accepted.**

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*.
- 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 (≤ 1 gram saturated fat per RACC) and “low cholesterol” (≤ 20 mg cholesterol per RACC).
- Must bear quantitative trans fat labeling.
- Must contain ≤ 6.5 gram total fat per RACC and ≤ 0.5 gram trans fat per RACC.
- Must contain a minimum of **28** mg iron per **100** grams of dry cereal.
- Must contain ≤ 21.2 grams of sucrose and other sugars per **100** grams of dry cereal (≤ 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.
- Digital images (clear and legible) of each product flat (bag) and the nutrition panel. Ingredient list must be shown on the product flat (bag) or nutrition panel.

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 ≤ 21.2 grams of sucrose and other sugars per **100** grams of dry cereal (≤ 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.
- Digital images (clear and legible) of each product flat (bag) and the nutrition panel. Ingredient list must be shown on the product flat (bag) or nutrition panel.

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 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*.
- 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 (≤ 1 gram saturated fat per RACC) and “low cholesterol” (≤ 20 mg cholesterol per RACC).
- Must bear quantitative trans fat labeling.
- Must contain ≤ 6.5 gram total fat per RACC and ≤ 0.5 gram trans fat per RACC.
- The package size is **16** ounces.

Response Requirements:

- 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.
- Digital images (clear and legible) of each product label and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

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 **14** ounces.
- The maximum package size is **16** ounces.
- May be packaged in bags or boxes.

Response Requirements:

- A line on the chart provided must be completed for each soft corn tortilla product meeting all of the above specifications.
- Digital images (clear and legible) of each product label and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

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 **14** ounces.
- The maximum package size is **16** ounces.
- May be packaged in bags or boxes.

Response Requirements:

- A line on the chart provided must be completed for each whole wheat tortilla product meeting all of the above specifications.
- Digital images (clear and legible) of each product label and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

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 **14** to **16** oz. containers.
- May be refrigerated or shelf-stable.

Response Requirements:

- A line on the chart provided must be completed for each tofu product meeting all of the above specifications.
- Digital images (clear and legible) of each product label and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

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 following nutrients:

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

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

Response Requirements:

- A line on the chart provided must be completed for each soy beverage meeting all of the above specifications.
- Digital images (clear and legible) of each product label and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

Canned Vegetables (Regular, Low Sodium, No Salt Added)

Food Specifications:

- May be either Regular, Low Sodium, or No Salt Added.
- Must not contain added fats or oils.
- Must not contain added sugars (other than the trace amount needed for processing and product integrity).
- Must meet the FDA standard of identity for vegetables.
- May be any variety of vegetable(s) except white potatoes (orange yams and sweet potatoes are allowed).
- May be plain tomato paste, tomato puree, whole tomatoes, crushed tomatoes
- May be mixed vegetables (must not include white potatoes).
- Must not be soup, salsa, or sauce.
- Must not contain condiments, seasonings, pickled vegetables, olives or any other ingredients.
- May be packaged in metal, plastic, or glass.

Response Requirements:

- A line on the chart provided must be completed for each canned vegetable product meeting all of the above specifications.
- Digital images (clear and legible) of each product label and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

Canned Beans, Peas and Lentils (Regular, Low Sodium, No Salt Added)

- May be any type of plain canned mature legumes (beans, peas, lentils). May include refried beans.
- May be either Regular, Low Sodium, or No Salt Added.
- Must not contain added fats, oils, meat, sauce, seasoning, or any other ingredients.
- Must not contain added sugars (other than the trace amount needed for processing and product integrity).
- Must be packaged in **14 to 16** oz. containers.
- May be packaged in metal, plastic, or glass.

Response Requirements:

- A line on the chart provided must be completed for each canned legume product meeting all of the above specifications.
- Digital images (clear and legible) of each product label and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

Single-strength Juice

Food Specifications:

- Container size must be **48 or 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 plastic, metal, paper cartons, or glass containers.

Response Requirements:

- A line on the chart provided must be completed for each juice meeting all of the above specifications.
- Digital images (clear and legible) of each product label and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

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. of juice.
- May be fortified with other nutrients.
- Vegetable juice may be regular or low sodium.
- May be packaged in metal, plastic, or cardboard/paper cans.

Response Requirements:

- A line on the chart provided must be completed for each juice meeting all of the above specifications.
- Digital images (clear and legible) of each product label and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

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 **10** ounces only (no individual serving sizes).
- Container may be metal or plastic.

Response Requirements:

- A line on the chart provided must be completed for each light tuna product meeting all of the above specifications.
- Digital images (clear and legible) of each product label and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

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 **10** ounces only (no individual serving sizes).
- Container may be metal or plastic.

Response Requirements:

- A line on the chart provided must be completed for each salmon product meeting all of the above specifications.
- Digital images (clear and legible) of each product label and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

Canned Sardines

Food Specifications:

- May be packed in oil or water.
- Must not contain added sauce.
- May include bones or skin.
- May be regular or low sodium.
- Container size must be between **3** and **10** ounces only (no individual serving sizes).
- Container may be metal or plastic.

Response Requirements:

- A line on the chart provided must be completed for each sardine product meeting all of the above specifications.
- Digital images (clear and legible) of each product label and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

Peanut Butter

Food Specifications:

- Container size must be between **16** and **18** ounces (no individual serving sizes).
- 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 Requirements:

- A line on the chart provided must be completed for each peanut butter meeting all of the above specifications.
- Digital images (clear and legible) of each product label and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

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 size must be 4 ounces.
- Container may be glass or plastic.

Response Requirements:

- A line on the chart provided must be completed for each baby food meeting all of the above specifications.
- Except for the “Average MSFP”, provide information on single units of products, even if sold in “multi-packs.”
- Digital images (clear and legible) of each product label and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

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 size must be 2.5 ounces.
- Container may be glass or plastic.

Response Requirements:

- A line on the chart provided must be completed for each baby food meeting all of the above specifications.
- Except for the “Average MSRP”, provide information on single units of products, even if sold in “multi-packs.”
- Digital images (clear and legible) of each product label and the nutrition panel. Ingredient list must be shown on the product label or nutrition panel.

III. RESPONSE FORMAT AND INSTRUCTIONS

The **deadline** for providing information in response to this RFI is **5:00 PM EST on August 31, 2012**. A **complete** response, **prepared as specified** in this RFI, **must be received** at the address provided below **by the deadline** for products to be included in the NYS WIC food review process:

**New York State Department of Health
Bureau of Supplemental Food Programs
Food Delivery Systems Unit
150 Broadway, Suite 650
Albany, New York 12204-2719
Attn: David W. Mooney**

Products for which **any** required information is **not** completed as specified in this RFI and/or is **incomplete** (including those missing clear and legible digital images) will **not** be eligible for review by NYS WIC and, therefore, will **not** be considered for inclusion on the 2013 NYS WIC Acceptable Foods Card.

In order for foods to be considered for inclusion on the 2013 NYS WIC Acceptable Foods Card, responders **must** complete and return (in one package) **all** the following information:

- Company Identification and Assurances** – This form is located in the “Identification & Assurances” tab of the Excel workbook entitled **nyswicfoods2013.xls**. Enter the information requested, then print the completed form and obtain the original signature of an authorized company representative. The authorized representative should carefully review the assurances prior to signing the form.

A paper copy of the original signed form must be submitted with your response.

- **Anticipated Changes** - This form is located in the “Anticipated Product Changes” tab of the Excel workbook entitled **nyswicfoods2013.xls**. If any changes are anticipated in your food product line within twelve (12) months of the date of your application that would specifically affect the information submitted in the Product Information Chart(s), please provide the current product name, UPC code, date of change, and explain the anticipated changes. If there are no anticipated changes to any product, write “None”.

This form is to be completed in the Excel workbook which you are required to submit on CD or DVD. Do not submit a paper copy of this form.

- **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 nyswicfoods2013.xls) must be completed. The chart(s) must be completed for each product and each container size.

The charts are to be completed in the Excel workbook which you are required to submit on CD or DVD. Before submitting the completed Excel workbook, rename it using your company name (limit 15 characters). For example, if your company name is “Best Food Co.”, change the filename nyswicfoods2013.xls to “bestfoodco.xls”

No handwritten charts will be accepted. Do not submit paper copies of the completed charts; Do not submit the Excel workbook through email.

- **Digital Images of Products** - For each food, submit a clear and legible digital image of the actual product flat, bag or label **and** a separate clear and legible digital image of the nutrition panel. If submitting information on multiple container sizes of a product, submit the images for each size.

These product images must be submitted on CD or DVD. Create filenames for the images which exactly match the product names (and container sizes, if applicable) listed in your Excel workbook. Do not submit paper copies of the images; Do not submit the images through email.

We are requesting digital images for each product to streamline the review process. If this is a hardship, and you are unable to provide digital images for all or some of your products, you must contact NYS WIC through email at **wicfoods@health.state.ny.us** **no later than August 1, 2012** to make alternative arrangements.

To begin the submission process, an electronic copy of the Microsoft® Office Excel (Excel) workbook entitled nyswicfoods2013.xls must be obtained by:

- Downloading the files from <http://www.health.ny.gov/funding/#rfi>

OR

- Submitting an electronic mail request to wicfoods@health.state.ny.us with your company name, address, and contact information.

Section IV includes the instructions for completing the Excel workbook.

General questions regarding this RFI will be accepted electronically until **August 1, 2012** through the following email address: wicfoods@health.state.ny.us If necessary, responses to commonly asked questions will be posted at: <http://www.health.ny.gov/funding/> throughout the response development period. Please be sure to check this website while you are developing your response.

Requests for technical assistance on the completion of the Excel spreadsheets may also be sent to: wicfoods@health.state.ny.us These requests will be accepted until **August 20, 2012**.

IV. INSTRUCTIONS FOR COMPLETING PRODUCT INFORMATION CHARTS

1. Open the “**nyswicfoods2013.xls**” workbook in Excel. You will find a series of 19 tabs as follows: The first tab is a copy of these instructions for completing the product information charts. Tabs two and three include required forms (Identification and Assurances; Anticipated Product Changes). Tab four includes a map of New York State which is also provided as Attachment II to this RFI. Tab five includes the food specifications that are included in Section II of this RFI. The remaining tabs are spreadsheets for the foods described in Section II.
2. **Complete the “Identification and Assurance” tab first as specified in Section III.** This will ensure that your company name and contact information will automatically be included on each product information chart.
3. The “**Specifications**” tab lists all of the food categories and their minimum requirements. Clicking once on the heading of each food category (for example Whole Grain Bread Products) will take you to the appropriate workbook tab for that category of food. Once in the spreadsheet, clicking on the word “Specifications” will bring you back to the product “**Specifications**” tab for your reference.
 - 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.
 - Charts are provided for the foods listed in Section II of the RFI. Please note that some of the foods categories listed separately in Section II will be grouped together for reporting purposes on the spreadsheets (for example, Canned Light Tuna, Canned Salmon, Canned Sardines will all be included on the “Canned Fish” spreadsheet).
4. Make sure that information listed on the charts is consistent with information included on the package flats and product labels, such as UPC code, brand name, food name, container size, nutritional specifications and kosher designation (yes or no).
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 Corn Flakes”, **do not just list “Corn Flakes.”**
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. For calculations, do not round up to the nearest unit. Instead, please include up to three decimal places, as necessary. (Example: 0.000)
8. Complete **all** columns for **each** product. When applicable, use zeros (0) instead of leaving items blank. Any product for which information is incomplete will be removed from the review process.
9. Whenever applicable, use the “Container Type” key in the spreadsheets, located above the columns.
10. Indicate the “NYS Regional Availability” of each product using the key and State map provided in Tab 4 (also included as Attachment II to the RFI).
11. 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.
12. For “Average MSRP,” use the average statewide (New York State) retail price per package (e.g., the 12-ounce cereal box, or the 64-ounce juice container) as of the date of your submission. Do not use the price per case of the product. For multi-packs provide the price of the whole package (not the individual unit). **Format price as follows: \$0.00**
13. For “NY Product”, indicate “**Yes**” if the product includes ingredients grown in New York State or if the product is produced or processed (by manufacturing, canning, preserving, freezing, drying, dehydrating, juicing, baking, bottling, pressing, heating or cooking) within New York State. Otherwise, indicate “**No**”.
14. Complete the “**Anticipated Product Changes**” tab as described in Section III of this RFI.
15. Save your completed copy of “nyswicfoods2013.xls” on a CD or DVD 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 “nyswicfoods2013.xls” to: “BestFoodCo2013.xls”. Please abbreviate your company name if it contains more than 15 characters.
16. Prior to submitting your response, carefully review Section III of this RFI for complete instructions on submitting **all the required information**. If possible, have your submission reviewed by multiple reviewers to ensure accuracy and completeness.

Attachment I

NYS WIC Acceptable Foods Card - July 2010



July 2010



Program Acceptable Foods Card

Milk Good source of calcium, protein, and vitamin D

- Your WIC check lists the milk fat content you must buy. It also lists whether you must buy lactose reduced or lactose free milk.
- **FLUID:** Pasteurized milk. Purchase the largest container available (gallons, 96 ounces, half gallons, or quarts) or the unit specified on the WIC check.
- **EVAPORATED/CANNED:** 12-ounce cans only
- **DRY/POWDERED:** 25.6-ounce boxes only
- **NOT ALLOWED:** Flavored, organic, or sweetened condensed milk; buttermilk or milk with added calcium

Tofu Good source of soy protein 14-16 ounces

- **HOUSE: Premium or Organic Tofu** - Soft, Medium Firm, Firm
- **NASOYA: Organic Tofu** - Soft, Firm, Lite Firm, Lite Silken
- **NATURE'S PROMISE: Organic Tofu** - Firm
- **SOYBOY: Organic Tofu** - Firm, Extra Firm
- **STOP & SHOP: Organic Tofu** - Firm
- **WEGMANS: Organic Tofu** - Firm
- **WHOLE FOODS MARKET: Organic Tofu** - Firm



Soy Beverage Good source of soy protein

- **8TH CONTINENT:**
Soy milk - Original (64-ounce refrigerated carton)
- **HAPPY PRODUCTS**
Original Happy Soy (32-ounce shelf-stable carton)
- **PACIFIC NATURAL FOODS:**
Ultra Soy - Plain (32-ounce shelf-stable carton)

Cheese Good source of protein and calcium

- Pasteurized Process American, Monterey Jack, Mozzarella, Cheddar, Colby
- Purchase in blocks or slices from the dairy case marked with weight, type, and cost. Reduced and low fat varieties are allowed. Deli cheese is only allowed for American Cheese.
- **NOT ALLOWED:** Cheese foods, products or spreads; shredded, grated, cubed, string, or stick cheese; flavored, blended, imported, or organic cheese; individually wrapped slices

Eggs Good source of protein and iron

- **Medium or Large:** White or brown
- **NOT ALLOWED:** Jumbo and extra large eggs; high-cost specialty eggs (including organic, reduced cholesterol, cage free/free range, Omega-3)

Breakfast Cereals for Women and Children Good source of iron, B vitamins, and other nutrients All cereals are 'whole grain' unless marked with an *. Purchase 12-ounce packages or larger (All cereals may not be available statewide)

COLD CEREALS

Store Brands

- **CORN FLAKES:*** America's Choice, Best Yet, Favorite, Food Club, Foodtown, Great Value, Hannaford, Hy-Top, IGA, Kemach, Krasdale, Parade, Pathmark, Price Chopper, Price Rite, Ralston, Red & White, Richfood, ShopRite, Shurfine, Stop & Shop, Taanug, Tops, Wegmans, Weis, White Rose, Western Beef
- **OAT CEREALS:**
Toasted Oats: Best Yet, Food Club, Great Value, Hannaford, Hy-Top, IGA, Kemach, Krasdale, Parade, Pathmark, Price Chopper, Price Rite, Red & White, Richfood, Rollin Oats, ShopRite, Shurfine, Taanug, Wegmans, White Rose
Tasteos: Foodtown, IGA, Ralston
Oats & O's: Stop & Shop, Tops
- **SHREDDED WHEAT CEREALS:**
Frosted Shredded Wheat: America's Choice, Foodtown, Price Chopper, Price Rite, Ralston, ShopRite, Shurfine, Stop & Shop, Tops, Valu Time
Frosted Shredded Wheat (Bite Size): Best Yet, Favorite, Food Club, Hannaford, IGA, Nature's Crunch, Pathmark, Price Rite, Richfood, ShopRite, Shurfine, Stop & Shop, Tops
- **RICE CEREALS:***
Crisp Rice: Best Yet, Food Club, Great Value, Price Rite, Shurfine
Crispy Rice: Foodtown, Hannaford, Pathmark, Ralston, Stop & Shop, Tops, Weis
Scrunchy Crispy Rice: ShopRite

National Brands

- **GENERAL MILLS:** Cheerios (regular only), Corn Chex*, Kix (regular only)*, Rice Chex*
- **KELLOGG'S:** Corn Flakes (regular only)*, Frosted Mini-Wheats (Bite Size), Mini-Wheats Unfrosted (Bite Size)
- **MALT-O-MEAL:** Frosted Mini Spooners
- **POST:** Grape-Nuts (regular only), Grape-Nuts Flakes, Honey Bunches of Oats (with Vanilla Bunches)
- **Quaker:** Life (regular only), Oatmeal Squares (A Hint of Brown Sugar)



Helpful Shopping Hints!

Remember to use coupons and store cards to get the most food for your check. Here are examples of ways to get your 36 ounces of cereal:

12 oz. + 12 oz. + 12 oz. = 36 oz.
12 oz. + 24 oz. = 36 oz.
15 oz. + 21 oz. = 36 oz.
18 oz. + 18 oz. = 36 oz.

Unit Equivalents:

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



Attachment I Continued



HOT CEREALS

Grits* (Individual serving packets only)

- **FLAVORITE:** Instant Grits (Original Flavor, Butter Flavor)
- **GREAT VALUE:** Instant Enriched Grits (Original Flavor, Butter Flavor)
- **QUAKER:** Instant Grits (Original, Butter Flavor)

Hot Wheat Cereal (Bulk packaging only)

- **B&G FOODS:**
Cream of Wheat Whole Grain (2 ½ minute),
Cream of Wheat (1, 2 ½, 10 minute)*
- **MALT-O-MEAL:** Original Hot Wheat Cereal*
- **US MILLS:** Farina Creamy Hot Wheat Cereal (Original)*



Oatmeal (Bulk packaging only)

- **HOMESTAT FARM:**
Maypo Oatmeal - Vermont Style,
Maypo Instant Oatmeal - Maple Flavor

Infant Cereal* (Bulk packaging only)

- **GERBER:** Cereal for Baby
(8 and 16-ounce box; plain cereal without fruit or formula)
- **BEECH-NUT:** Cereal for Baby
(8 and 16-ounce box; plain cereal without fruit or formula)
- **REMINDER:** The infant cereals listed may be purchased for adults and children older than 12 months of age. Only the brand specified on the WIC check may be purchased for infants less than 12 months old.

100% Juice Good source of vitamin C

(Grapefruit, orange, and pineapple juices are allowed with or without added calcium; any pulp content; combinations of these juices are allowed)

NOT ALLOWED: Products that are not 100% juice (drinks, ades, nectars, beverages, Hi-C, cocktails, twisters, or coolers)

48-Ounce Plastic Bottles

- **GRAPEFRUIT, ORANGE, PINEAPPLE:** "Any Brand"
- **APPLE:** Apple & Eve, Gefen, Haddar, Happy Products, Lucky Leaf, Musselman's, Nestle Juicy Juice, Red & White, Seneca, Shurfine
- **GRAPE:**
Purple & White:
Hannaford, Happy Products, Key Food, Red & White, ShopRite
Purple: Nestle Juicy Juice, White Rose
- **JUICE BLENDS:**
Apple & Eve:
Cranberry Apple, Cranberry Raspberry, Naturally Cranberry
Happy Products: Apple Cherry & Grape, Apple Cranberry, Apple Mango,
Apple Passion Pineapple, Cranberry Blend, Cranberry Grape, Fruit Blend
Nestle Juicy Juice: Orange Tangerine
Northland: Cranberry, Cranberry Grape, Cranberry Raspberry

11.5-Ounce Cans (Shelf-stable concentrates)

- **JUICE BLENDS:**
Nestle Juicy Juice: "Any Flavor"
Welch's: 100% Juice Pourable Concentrates: "Any Flavor"

11.5—12-Ounce Cans (Frozen concentrates)

- **GRAPEFRUIT, ORANGE, PINEAPPLE:** "Any Brand"
- **APPLE:** Flavorite, Great Value, Hannaford, Hy-Top, IGA, Old Orchard, Parade, Price Chopper, Price Rite, Richfood, Seneca, ShopRite, Shurfine, Sunrise Valley, Wegmans (regular, with calcium)
- **GRAPE:**
Purple & White: Old Orchard, Welch's
Purple: Great Value, Hannaford, Seneca, ShopRite
- **JUICE BLENDS:**
Old Orchard: Apple Cherry, Apple Cranberry, Apple Raspberry, Cranberry, Cranberry Raspberry
Welch's: White Grape Cranberry, White Grape Peach, White Grape Pear, White Grape Raspberry



Juice is part of a healthy diet, but it also has lots of calories and sugar. That's why it's not good to drink too much. Children only need 4 to 6 ounces per day.

16-Ounce Cans (Frozen concentrates)

- **GRAPEFRUIT, ORANGE, PINEAPPLE:** "Any Brand"

64-Ounce Refrigerated Paper Cartons

- **GRAPEFRUIT, ORANGE, PINEAPPLE:** "Any Brand"

64-Ounce Plastic Bottles

- **GRAPEFRUIT, ORANGE, PINEAPPLE:** "Any Brand"
- **APPLE:** Flavorite, Food Club, Hy-Top, IGA, Lucky Leaf, Musselman's, Nestle Juicy Juice, Old Orchard, Parade, Price Chopper (regular, plus calcium), Red & White, Stop & Shop (regular, with calcium, not from concentrate), Tipton Grove, Wegmans (regular, with calcium)
- **GRAPE:**
Purple & White: Hannaford, Nestle Juicy Juice, Old Orchard, Richfood, Stop & Shop, Welch's
Purple: Bay Mist, Krasdale, Parade, Price Rite, Red & White, Wegmans
- **JUICE BLENDS:**
Nestle Juicy Juice: "Any Flavor"
Old Orchard: Apple Cranberry, Berry Blend
Hannaford: Apple & Grape Juice Blend, Berry Blend, Cranberry Grape, Cranberry Raspberry
Price Chopper: Totally Juice Berry Flavor, Totally Juice Grape Flavor
Wegmans: Apple Grape, Berry, White Grape Cranberry, White Grape Peach



Cook Together. Eat Together. Talk Together.
Make Mealtime a Family Time.

Canned Fish Good source of protein

- Canned fish is only allowed for women who are fully breastfeeding.
- **Light Tuna:** "Any Brand" (5 and 6-ounce cans)
- **Pink Salmon:** "Any Brand" (5, 6, and 7.5-ounce cans)
- **Sardines:** "Any Brand" (3.75-ounce cans)
- May be packed in water or oil
- May contain bones and skin
- **NOT ALLOWED:** Albacore tuna, blueback salmon, red salmon; flavored; with added ingredients; pouches, individual serving containers



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Peanut Butter Good source of protein and iron 18-ounce jar

- **“Any Brand”:** Crunchy and smooth are allowed. Low fat varieties are allowed.
- **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



Brown Rice Good source of fiber and B vitamins 14–16-ounce or 28–32-ounce package

- **“Any Brand”:** Plain brown rice in boxes or bags; may be instant, quick, or regular cooking

Whole Grain Bread Products 16 ounces Good source of fiber and B vitamins

- **ALVARADO STREET BAKERY:** Essential Flax Seed Bread
- **ARNOLD:** Stone Ground 100% Whole Wheat Bread
- **CHAIM’S:** Whole Wheat Bread, Whole Wheat Mini Rolls
- **COUNTRY KITCHEN:** Whole Grain Wheat Italian Bread
- **HARVEST TIME:** 100% Whole Wheat Bread with Flax
- **MEHADRIN BAKERY:** 100% Whole Wheat Bread, 100% Whole Wheat Mini Mix Rolls
- **MONKS’:** 100% Stone Ground Wheat Wholegrain Bread, 20 Grain and 4 Seeds Bread
- **NSA BREAD:** Whole Wheat Bread
- **PATHMARK:** 100% Whole Wheat Bread
- **PEPPERIDGE FARM:** Stone Ground 100% Whole Wheat Bread, Very Thin Sliced Soft 100% Whole Wheat Bread, Whole Grain Seeded Rye Bread
- **RUBSCHLAGER:** 100% Rye Rye-Ola Sunflower Bread, 100% Whole Wheat Bread, Cocktail Rye Bread, Cocktail Whole Grain Bread, European Style Whole Grain Bread
- **SARA LEE:** Classic 100% Whole Wheat Bread
- **SHOPRITE:** Whole Wheat Bread
- **STERN’S:** 100% Whole Wheat Bread, 100% Whole Wheat Rolls, Whole Grain Bread
- **STOP & SHOP:** 100% Whole Wheat Bread (No Salt Added)
- **STROEHMANN:** Small Wheat Bread
- **SUNBEAM:** 100% Whole Wheat Bread
- **WEIGHT WATCHERS:** Multi-Grain Bread
- **WINDMILL FARMS:** 100% Stone Ground Whole Wheat Bread - Hamotzie, 100% Stone Ground Whole Wheat Bread - Mezonos, Six Pak Whole Wheat Rolls
- **WONDER:** Soft 100% Whole Wheat Bread



Infant Cereal Good source of iron

- This is the only brand of cereal allowed for infants up to 12 months old: **Gerber Cereal for Baby**
- Plain varieties only: barley, oatmeal, rice, whole wheat, or mixed
- 8 and 16-ounce containers are allowed
- **NOT ALLOWED:** Organic, extra ingredients such as DHA, fruit, formula, or added protein

Infant Formula

Your WIC check lists the brand, size, and form (powder, concentrate, or ready to use) that you must buy.

Beans, Peas, and Lentils 14-16 ounces Good source of protein, iron, and fiber

- **“Any Brand” Dry, “Any Brand” Canned:** Any variety of plain, mature beans, peas, or lentils
- **NOT ALLOWED:** Baked beans, pork and beans; canned beans containing added sugars, fats, meat, or oils. Green beans, green peas, snap beans, orange beans, and wax beans may not be purchased with a WIC check that says “Canned Beans”. But you may use your WIC Vegetables and Fruits check to purchase these types of canned foods.

Whole Grain Tortillas 14-16 ounces Good source of fiber and B vitamins

- **CARLITA:** 8 Whole Wheat Tortillas
- **CELIA’S:** Corn Tortillas, Whole Wheat Flour Tortillas
- **CHI-CHI’S:** White Corn Tortilla, Whole Wheat Tortilla
- **DON PANCHO:** White Corn Tortillas, Whole Wheat Tortillas
- **EL GORDO:** Corn Tortillas
- **HANNAFORD:** Whole Wheat Tortillas
- **HAPPY PRODUCTS:** Whole Grain Corn Tortillas, Whole Wheat Tortillas
- **LA BANDERITA:** Corn Tortillas, Whole Wheat Tortillas
- **LA BURRITA:** Corn Tortillas
- **MEXAMERICA:** 100% Whole Wheat Tortillas with a touch of Honey
- **MISSION:** Whole Wheat Tortillas, Yellow Corn Tortillas - Extra Thin
- **ORTEGA:** 10 Whole Wheat Tortillas
- **PIAXTLA:** Corn Tortillas
- **SHURFINE:** Whole Wheat 8 Fajita Style Tortillas
- **TIA ROSA:** 10 Wheat Tortillas
- **WEGMANS:** Whole Wheat Tortilla

Baby Food - Vegetables and Fruits Good source of vitamins

- **BEECH-NUT 4-ounce containers:**
Stage 2: Vegetables: “Single Vegetable” varieties only; Butternut Squash, Tender Golden Sweet Potatoes, Tender Sweet Carrots, Tender Sweet Peas, Tender Young Green Beans
Stage 2: Fruits: “Single Fruit” varieties only; Applesauce, Chiquita Bananas, Peaches, Pears
- **GERBER 4-ounce containers:**
2nd Foods: Vegetables: “Single Vegetable” varieties only; Carrots, Green Beans, Peas, Squash, Sweet Potatoes
2nd Foods: Fruits: “Single Fruit” varieties only; Applesauce, Bananas, Pears
- **NOT ALLOWED:** Any other brand or variety of baby food vegetables and fruits (including organic, with DHA); no guava, mango, papaya

Baby Food - Meats Good source of iron and zinc

- **BEECH-NUT 2.5-ounce containers:**
Stage 1: Beef & Beef Broth, Chicken & Chicken Broth, Turkey & Turkey Broth
- **GERBER 2.5-ounce containers:**
2nd Foods: Beef & Beef Gravy, Chicken & Chicken Gravy, Ham & Ham Gravy, Turkey & Turkey Gravy



Your Breast Milk The perfect source of everything your baby needs

At WIC you will get a food package of greater value to support your milk supply and keep you strong while you take care of your growing baby.

Attachment I Continued



Acceptable Foods for Vegetables & Fruits Checks

Vegetables and fruits are good sources of vitamins. Use these checks for fresh, frozen, or canned vegetables and fruits. Organic vegetables and fruits are allowed. * "White potatoes" are any potatoes other than sweet potatoes and orange yams.

Fresh Vegetables & Fruits

- **ALLOWED:**
 - Any variety of fresh vegetables and fruits except white potatoes* (Note: Sweet potatoes and yams are allowed)
 - Bagged salad mixtures, bagged vegetables
- **NOT ALLOWED:**
 - White potatoes*
 - Items from the salad bar
 - Party trays, fruit baskets, decorative vegetables and fruits, dried products
 - Nuts, including peanuts, fruit/nut mixtures
 - Herbs, spices, salad dressing



Kids learn from watching you.
Eat veggies and fruits and your kids will too.

Canned Fruits

- **ALLOWED:**
 - Any brand packed in water or juice
 - Any plain fruit, plain fruit mixtures (except fruit cocktails)
 - Any container type (metal, plastic, glass)
 - Any size (except single-serving packages)
 - Applesauce—"No sugar added" or "Unsweetened" varieties only
 - Products with artificial sweeteners
- **CHOOSE CONTAINERS THAT SAY:**
 - "In its own juice", "In pear juice from concentrate", "In unsweetened pineapple juice"
 - "Naturally sweet"
 - "100% pure fruit and juice", "100% natural"
 - "No sugar added", "Unsweetened"
- **NOT ALLOWED:**
 - Fruit cocktails, cranberry sauce, pie filling
 - Any syrup (heavy, light, "Naturally light", extra light, etc.)
 - Added sugar ("Lightly sweetened in fruit juice", etc.), nectar
 - Added salt, fat, oils
 - Single-serving packages

Frozen Fruits

- **ALLOWED:**
 - Any brand with no added sugar
 - Any plain fruit, plain fruit mixtures
 - Any package type (bag, box)
 - Any size
- **NOT ALLOWED:**
 - Ingredients other than fruit (including sugar)
 - Products packaged in tubs

SHOPPING TIPS

- Vegetables and fruits are nutritious whether fresh, frozen, or canned. Compare prices to get the best buy.
- If your purchases add up to less than the value of your check, you will not get change back. If your purchases add up to more than the check value, with a Vegetables & Fruits check you may either put back some of the items or you may pay the difference between the purchase price and the check value.

For more information on the NYS WIC Program, please visit: <http://www.nyhealth.gov/prevention/nutrition/wic/>
This institution is an equal opportunity provider.



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Canned Vegetables

- **ALLOWED:**
 - Any brand
 - Any plain vegetable, plain vegetable mixtures (without potatoes)
 - Any container type (metal, plastic, glass)
 - Any size
 - Regular, low sodium
- **NOT ALLOWED:**
 - White potatoes*, sweet potatoes, yams, sauerkraut
 - Pickled or creamed vegetables (including corn)
 - Baked beans, pork and beans
 - Mature legumes such as black beans, blackeye peas, garbanzo beans, kidney beans, lima beans, pinto beans, navy beans, soybeans, split peas, and lentils - these foods can be purchased with WIC checks that say "Canned Beans"
 - Soups, ketchup, relishes, olives
 - Products with added fats, oils, condiments

Frozen Vegetables

- **ALLOWED:**
 - Any brand
 - Any plain vegetable, plain vegetable mixtures (without white potatoes)*
 - Any package type (bag, box)
 - Any size (except single-serving packages)
 - With or without salt
- **DO NOT CHOOSE CONTAINERS THAT SAY:**
 - Cheese sauce; any other type of sauce
 - Seasoned, flavored, breaded
- **NOT ALLOWED:**
 - White potatoes*
 - French fries, hash browns, tater tots, other shaped potatoes
 - Vegetables with sauces
 - Vegetables mixed with pasta, rice, or any other ingredient
 - Single-serving packages

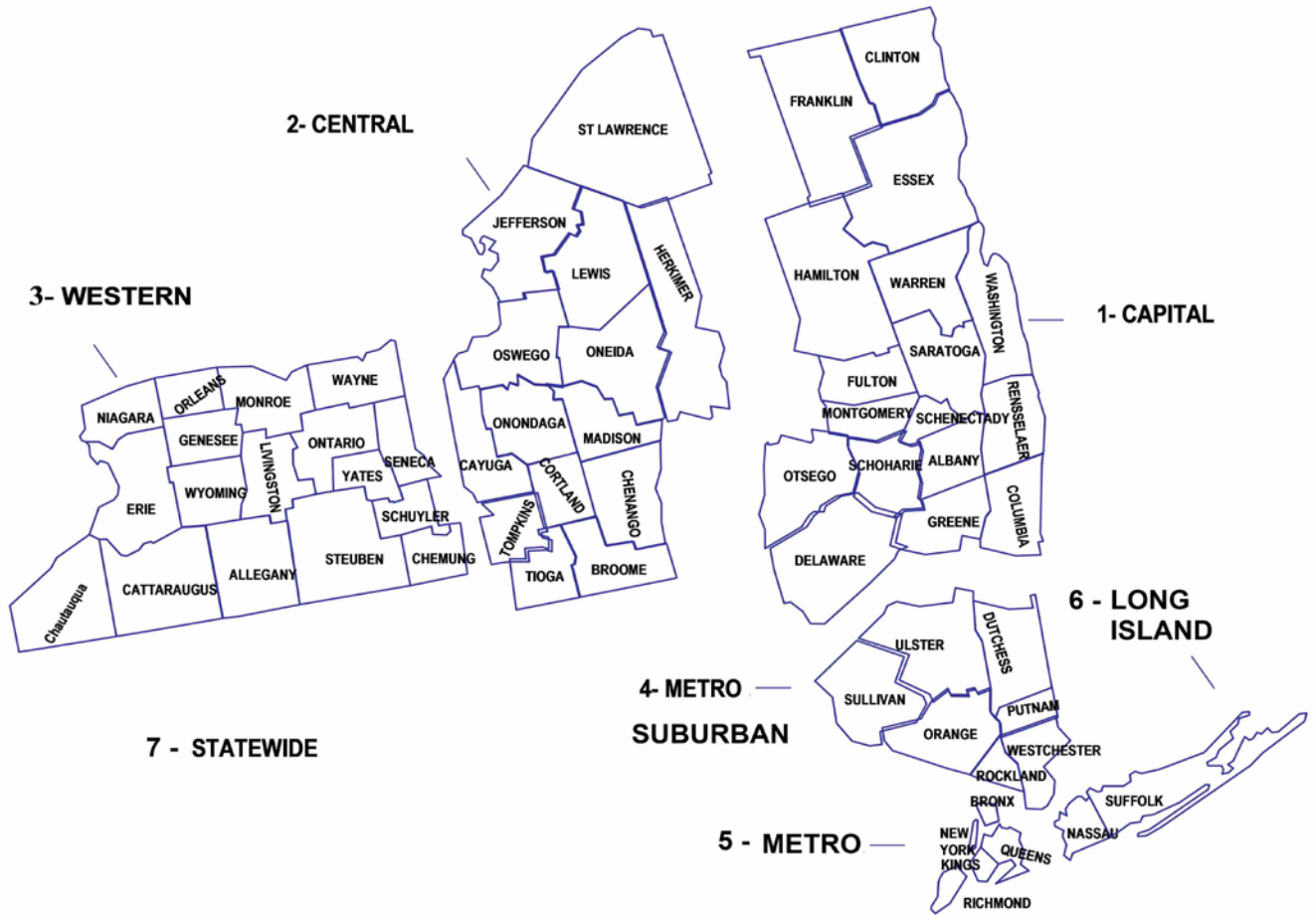
Canned Tomato Products

- **ALLOWED:**
 - Any brand
 - Metal cans only
 - Any size
 - Pastes, purees, whole, crushed tomatoes
- **NOT ALLOWED:**
 - Soups, salsa, sauces (pizza, spaghetti, or tomato), stewed tomatoes, diced tomatoes
 - Added sugars, seasonings, fats, oils



Attachment II

Regional Map – New York State



Key

Capital	1
Central	2
Western	3
Metro Suburban	4
Metro	5
Long Island	6
Statewide	7

(This Regional Map is also included in the nyswicfoods2013.xls workbook).