



Memorandum

#10-031

TO: Regional Medical Directors for
Health Service Regions 4/5, 6 & 5 South, 9/10 and 11
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: March 19, 2010

SUBJECT: Changes to Gerber® Infant Cereal

Gerber® is making graphic changes to the infant cereal packages. The new packages with graphic changes will flow into grocery stores starting April 2010. Along with the graphic changes, Gerber® is making minor changes to the ingredients and nutrition labeling. Their current blend of vitamins and minerals, called VITABLOCKS™, will be re-named NUTRIPROTECT™.

The current Gerber® infant cereal packages could be on store shelves for up to 6 months. Participants may see either current or new packages in stores for some time. Attached is a small poster announcing the package change. Please share this information with participants during certifications and nutrition classes.

A larger version of this poster will be sent to local agencies within the next few weeks to post in your clinics. If you find that you need additional posters after you receive your supply or you have any questions about these changes, contact Paula Kanter Paula Kanter, Clinical Nutrition Specialist, at (512) 241-4574 or paula.kanter@dshs.state.tx.us.

Attachment

Infant Cereal Change

Starting April 2010

Gerber® Infant Cereal will change the look of their packaging.
Both packages shown below are WIC approved.

New packages

8 oz.		→		8 oz.
8 oz.		→		8 oz.
8 oz.		→		8 oz.
8 oz.		→		8 oz.

Paquetes nuevos

Cambiará la caja de cereal para bebé

A partir de abril de 2010

La envoltura del cereal Gerber® para bebé cambiará.
Ambas cajas indicadas arriba son aprobadas por WIC.