



Department of Health

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VB # 7 – April 11, 2024

NYS WIC PROGRAM VENDOR BULLETIN

Title: Gerber Whole Wheat Infant Cereal Discontinuation

Dear WIC Vendors,

Gerber has discontinued the production of Gerber Whole Wheat infant cereal. This product will be removed from the Approved Product List (APL) on May 1st, 2024. Participants will no longer be able to purchase Gerber Whole Wheat infant cereal with their WIC benefits starting on May 1st, 2024.

UPC	Food Description
015000070045	Gerber Whole Wheat Cereal 8 ounces

If you have any questions, please contact your Vendor Management Agency.

Thank you,

NYS WIC Program

This is an important notice. Please have it translated.

Este aviso es importante. Haga que lo traduzcan.

Это важное сообщение. Пожалуйста, попросите перевести вам данную информацию

Đây là thông báo quan trọng. Xin vui lòng nhờ người chuyển ngữ tài liệu này cho quý vị.

Ovo je važna obavijest. Molimo da tražite da vam se prevede.

यह एक महत्वपूर्ण सूचना है। कृपया इसे अनुवाद करके रखें।

這是一項重要通告。請予以翻譯。

هذه ملاحظة هامة يرجى ترجمتها

זהו הודעה חשובה. נא לתרגם אותה.