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EDMUND G. BROWN JR.
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REGULATORY BULLETIN 2017-02

NOTICE OF FINAL ACTION

Subject

Final Action on the Notice of Proposed Changes posted as Regulatory Alert 2017-02 on May 26, 2017 at:

<https://www.cdph.ca.gov/Programs/CFH/DWICSN/CDPH%20Document%20Library/LawsandRegulations/Regulatory%20Alert%202017-02%20WIC%20Authorized%20Food%20List%20Breakfast%20Cereal%20Amendments.pdf>.

Date of Adoption

The Final Action will be effective August 1, 2017.

Stakeholder Comments and Responses

No stakeholder comments were received regarding this regulatory action.

Regulation

Article 5. WIC Authorized Food List

82100 WIC Authorized Food List: Breakfast Cereal

(a) Breakfast Cereal Category

- (1) The following breakfast cereals are authorized by brand and product name in twelve (12) ounce to thirty-six (36) ounce boxes or bags in the Breakfast Cereal Category:
 - (A) B & G Foods — Cream of Wheat Whole Grain;¹
 - (B) General Mills — Cheerios;¹
 - (C) General Mills — MultiGrain Cheerios;¹
 - (D) General Mills — Honey Kix;¹
 - (E) General Mills — Kix;¹
 - (F) General Mills — Total Whole Grain;¹
 - (G) Kellogg's — Corn Flakes;
 - (H) Kellogg's — Frosted Mini Wheats Original;¹



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- (I) Kellogg's — Frosted Mini Wheats Little Bites;¹
 - (J) Kellogg's — Special K Original;
 - (K) Malt-O-Meal — Malt-O-Meal Hot Cereal Original;
 - (L) Mill Select Early On — Puffed Wheat;¹
 - (M) Post — Bran Flakes;¹
 - (N) Post — Grape-Nuts;¹
 - (O) Post — Honey Bunches of Oats Honey Roasted;
 - (P) Quaker — Corn Bran Crunch;
 - (Q) Quaker — Life Original;¹
 - (R) Quaker — Oatmeal Squares Brown Sugar;¹ and
 - (S) Quaker — Oatmeal Squares Cinnamon.¹
- (2) The following crisp rice or crispy rice breakfast cereals are authorized by brand in twelve (12) ounce to thirty-six (36) ounce boxes or bags in the Breakfast Cereal Category:
- (A) Best Yet;
 - (B) First Street;
 - (C) Food Club;
 - (D) Great Value;
 - (E) Hospitality;
 - (F) HY-TOP;
 - (G) Hy-Vee;
 - (H) IGA;
 - (I) Kiggins;
 - (J) Kroger;
 - (K) Malt-O-Meal;
 - (L) Market Pantry;
 - (M) Mill Select Early On;¹
 - (N) Parade;
 - (O) Raley's;
 - (P) Ralston Foods;
 - (Q) Red & White;
 - (R) Shurfine;
 - (S) Signature Kitchens;
 - (T) Springfield;

- (U) Stater Bros.;
 - (V) Sunny Select;
 - (W) Valu Time;
 - (X) Western Family; and
 - (Y) WinCo Foods.
- (3) The following instant oatmeals in old-fashioned, classic, regular, or original flavors are authorized by brand in eleven and eight-tenths (11.8) ounce to twelve (12) ounce containers of individual serving packets in the Breakfast Cereal Category:
- (A) Best Yet;¹
 - (B) Early On;¹
 - (C) First Street;¹
 - (D) Food Club;¹
 - (E) Great Value;¹
 - (F) Hy-Vee;¹
 - (G) IGA;¹
 - (H) Kroger;¹
 - (I) Raley's;¹
 - (J) Ralston Foods;¹
 - (K) Red & White;¹
 - (L) Shurfine;¹
 - (M) Signature Kitchens;¹
 - (N) Special Value;¹
 - (O) Springfield;¹
 - (P) Stater Bros;¹
 - (Q) Sunny Select;¹
 - (R) Western Family;¹ and
 - (S) WinCo Foods.¹
- (4) The following types of breakfast cereal are never authorized for purchase as part of the Breakfast Cereal Category:
- (A) Grits;
 - (B) Hot breakfast cereal with added fruits and nuts;
 - (C) Hot breakfast cereal with added sweeteners, including sugar, artificial sweeteners, reduced-calorie sweeteners, or no-calorie sweeteners; and
 - (D) Organic cereal.

¹ This cereal contains 51% or more whole grain by weight.

Feedback

Stakeholders may provide feedback regarding the impact of this Final Action and any policy adjustments to be considered by the Department after implementation. Comments may be sent electronically with the Bulletin number in the subject line to WICRegulations@cdph.ca.gov.