

September 22, 2025

Dear Health Care Providers,

Greetings! I am writing to share some exciting and important updates within the Women, Infants, and Children (WIC) Program. Please find attached two letters from the Wisconsin Department of Health Services outlining recent updates to the **WIC Formulary** and **WIC Food Packages**. In addition, I have included the most up-to-date **WIC**

**Referral/Request for Medical Formula/Food** forms for:

- Infants and Children
- Pregnant, Breastfeeding, and Non-Breastfeeding Postpartum Persons

These forms are also available for download on our new Provider website, <https://bit.ly/ChippewaWICPCP>. We also recently received notification that our State WIC contract formula will remain with Abbott (Similac brand formula).

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### Highlights from the Attached Letters

#### Additions to the Wisconsin WIC Formulary

Three formulas have been added to the state formulary:

- **Kate Farms Pediatric Standard 1.2:** A plant-based, dairy-free, nutritionally complete formula providing 1.2 calories/mL, free from common allergens.
- **Neocate Syneo Infant:** A hypoallergenic infant formula with prebiotics and probiotics, designed for infants with food allergies.
- **Kate Farms Standard 1.0:** A plant-based, nutritionally complete formula for adults, free from common allergens.

**Important Note:** If a formula is not listed on the WIC Medical Request Form, WIC is unable to provide it—even with a medical prescription. When a Medical Request Form is submitted, it must include a medical diagnosis that aligns with the intended use of the requested formula.

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#### WIC Food Package Revisions

These revisions are based on a comprehensive scientific review conducted every 10 years. The rollout will occur in phases, beginning **September 29, 2025**.

##### Phase 1 Changes Include:

- Adjusted amounts of **dairy** (milk, cheese, yogurt) and **whole grains** to better reflect the supplemental nature of the WIC Program.
- Replacement of **100% juice** with **fruit and vegetable dollars**. Participants may choose to have 1 container of juice in place of \$3 of fruits and vegetables if preferred.
- **Canned/pouched fish** will be provided for all participants, excluding infants.
- **Infants** can receive fruit and vegetable dollars in place of jarred purees starting at **6 months of age**, rather than 9 months.
- **Mature beans, peanut butter, or tofu** can now be substituted for eggs.

**Phase 2**, planned for **April 2026**, will include:

- Expanded sizes and varieties for nut/seed butters, dairy and milk alternatives, cereals, and fruits/vegetables.
- These changes are subject to product availability, cost, and federal regulations.



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### Chippewa County WIC Website page for Providers

We are excited to announce the launch of a dedicated WIC Provider Page on the Chippewa County WIC website! <https://bit.ly/ChippewaWICPCP>

This page is designed specifically for providers and includes:

- Local agency updates and communications
- The latest **WIC Referral / Request for Medical Formula/Foods** forms
- Helpful resources to support your patients and streamline the referral process including the ForwardHealth Breast Pump Order Form.

We encourage you to bookmark the page and check back regularly for updates.



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Please don't hesitate to reach out if you have any questions or need further assistance. I am also available to provide in-person or virtual presentations, share WIC outreach brochures, or speak further about our services. We are happy to share that WIC continues to offer hybrid services, with both in-person and virtual appointments available to meet the needs of our participants.

Thank you for your continued partnership and support of the WIC Program.

Sincerely,

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