



**State of Louisiana**  
Louisiana Department of Health  
Office of Public Health

**March 21, 2025**

TO: Louisiana Authorized WIC Vendors  
FROM: Tim Messa, LA WIC Vendor Operations Manager  
RE: **Expansion of Eligible WIC Cereal Package Sizes**

Dear LA WIC Authorized Vendor,

In an effort to provide WIC Participants more cereal choices, additional cold and hot cereal package sizes will now be eligible for consideration for addition to LA WIC's Approved Product List (APL), effective April 1, 2025.

In addition to the currently eligible 12, 18, 24, and 36-ounce packages, cold breakfast cereal in 9, 10, 13, 15, 16, 21, and 23-ounce packages will now be eligible for consideration for addition to the APL.

In addition to the currently eligible 11.8, 12, and 18-ounce packages, hot breakfast cereal in 9.8 and 10-ounce packages will now be eligible for consideration for addition to the APL.

All WIC approved items, regardless of package size, must meet all state and federal nutrition guidelines prior to addition to the APL. As a reminder, Vendors are required to download the APL at least once every 48 hours.

Minimum Stock Requirements (MSR) for cereal, as listed on the [Minimum Stock Requirements \(WIC-23\)](#), remain unchanged.

If you have any questions, please contact us at (225) 342-0725 or at [LAWICVendor@la.gov](mailto:LAWICVendor@la.gov).

Sincerely,

LA WIC Vendor Operations Unit

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