

INFANT FORMULAS – Contract Standard

Provided by the Wisconsin WIC Program to Partially Breastfed and Fully Formula Fed Infants (Birth to 12 Months of Age)

Formulas	Description, Use, and Contraindications	Kcals /fl oz	Protein Sources	Carbo-hydrate Sources	Fat Sources	Product Form, Size, Amount	By Age, Maximum Number Cans Per Month and Prepared Ounces Per Day ¹					
							0-3 Mos		4-5 Mos		6-11 Mos	
							cans	oz	cans	oz	cans	oz
GOOD START® GENTLE PLUS (formerly SUPREME DHA & ARA) Nestlé	Description: Cow’s milk-based Use: Routine feeding for infants with normal GI tract Contraindications: Cow’s-milk allergy, lactose intolerance	20	100% hydro-lyzed whey ²	Lactose, corn malto-dextrin	Vegetable oils (palm olein, soy, coconut, high oleic sunflower), DHA, ARA	Powder 12 oz can 87 fl oz	10	29	11	32	8	23
						Concentrate 13 fl oz can 26 fl oz	31	27	34	29	24	21
						Ready to Feed ³ 32 fl oz can	26	28	28	30	20	21
GOOD START® SOY PLUS (formerly SUPREME SOY DHA & ARA) Nestlé	Description: Soy-based, lactose-free; Soy-based formula, lactose-free; Kosher, Halal Use: Vegetarians, galactosemia, hereditary lactase deficiency, documented lactose intolerance, IgE-mediated allergy to cow milk protein Contraindications: Documented cow’s milk protein-induced enteropathy or enterocolitis, soy allergy, preterms who weigh <1800 gm. No proven value in prevention of atopic disease or colic.	20	Hydro-lyzed soy	Corn malto-dextrin	Vegetable oils (palm olein, soy, coconut, high oleic sunflower or safflower), DHA, ARA	Powder 12.9 oz can 91 fl oz	9	27	10	30	7	21
						Concentrate 13 fl oz can 26 fl oz	31	27	34	29	24	21
						Ready to Feed ³ 32 fl oz can	26	28	28	30	20	21
GOOD START® PROTECT PLUS (formerly SUPREME NAT-URAL CULTURES DHA & ARA) Nestlé	Description: Cow’s milk-based Use: routine feeding for infants with normal GI tract Contraindications: Cow’s-milk allergy, lactose intolerance. Contains probiotic <i>Bifidus lactis</i> cultures (which Nestlé states may decrease frequency, duration, or severity of diarrhea and colic)	20	100% hydro-lyzed whey	Lactose, corn malto-dextrin	Vegetable oils (palm olein, soy, coconut, high oleic sunflower or safflower), DHA, ARA	Powder 12 oz can 87 fl oz	10	29	11	32	8	23

¹Partially breastfed babies receive less formula; the amount is adjusted to help mothers maintain an adequate milk supply.

²Similac Advance is 52:48 casein:whey, Enfamil LIPIL is 40:60, and the lactose-free milk-based Similac and Enfamil are 100% casein. Human milk is estimated to be 40:60, but because cow's milk whey is primarily lactoglobulin and human milk whey is primarily lactalbumin, an advantage of a particular casein:whey ratio has not been established.

³Ready to Feed (RTF) standard formulas may be provided *only* when the WIC nutritionist verifies water supply is unsafe to drink or caregiver has difficulty mixing powder or concentrate properly.

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