

## **Competitive Prices for WIC Supplemental Food Items**

A vendor's prices for WIC supplemental food items must be competitive with the prices of other vendors in the same peer group in order to become, and remain, an authorized WIC vendor. WIC evaluates a vendor's prices for WIC supplemental food items against competitive price criteria.

### **Competitive Price Criteria (CPC)**

WIC determines whether a vendor's prices are competitive by comparing the vendor's shelf prices for WIC foods to the Maximum Allowable Department Reimbursement (MADR) rate for the food instrument containing those WIC foods. The Vendor Food Price Survey is the document used to record a vendor's shelf prices at the on-site inspection.

- California uses a 'Market Basket' of WIC supplemental foods. The food items included on the Vendor Food Price Survey were chosen due to the rebate contracts and cost to the WIC Program. The Market Basket does not represent all of the WIC authorized foods. Please refer to the WIC Authorized Food List for a complete listing of authorized foods and to the Stocking Requirement Certification form for a complete listing of stocking requirements.
- At the on-site inspection, the state representative will enter the vendor's shelf prices on a Vendor Food Price Survey. The prices entered on the Vendor Food Price Survey are compared to the MADR rate in effect for the same time period, as identified by the "Prices Effective" date on the Vendor Food Price Survey form (which is the date the on-site inspection occurred).
- Prices are compared against the vendor's peer group MADR rate for that food item.

### **Note**

Not all WIC supplemental food items prices are evaluated; only the prices of those items identified on the Vendor Food Price Survey.