



State of California—Health and Human Services Agency
California Department of Public Health



EDMUND G. BROWN JR.
Governor

November 26, 2013

VENDOR ALERT 2013 - 10

TO: ALL WIC VENDORS
SUBJECT: NOTICE TO VENDORS OF ADDITIONAL SHELF PRICE SURVEY TEST PHASES

Purpose Vendors are strongly encouraged to participate in additional test phases for the Vendor Shelf Price Survey. The Women, Infants, and Children (WIC) Program will publish two test surveys in December 2013. The test survey periods will be:

- December 2, 2013, thru December 9, 2013
- December 16, 2013, thru December 23, 2013

Background On September 17, 2013, the WIC Program issued Regulatory Bulletin 2013-01, which provided notice of Final Action for changes to Vendor Authorization Criteria (VAC). The Final Action became effective October 17, 2013, and can be accessed online at <http://www.cdph.ca.gov/programs/wicworks/Pages/WICRegulations.aspx>. Refer to Section 70600 *Competitive Price Criteria* for information regarding collection of vendor shelf prices.

Authority Federal regulations (7 C.F.R. §246.12(g)(4)(ii)(B)) require the Program to collect vendor shelf prices every six months to evaluate the vendor compliance with cost containment measures. 7 C.F.R. §246.12(h)(3)(xxiv) requires vendors to comply with the vendor selection criteria throughout the agreement period, including any changes to the criteria.

Action For Vendors Vendors will receive notification of available surveys after logging into the Vendor WIC Information Exchange (VWIX) system. The survey will prompt the vendor to enter their current low and high shelf prices for 12 WIC-authorized food items, known as the Market Basket. A listing of the Market Basket contents can be accessed online at: <http://www.cdph.ca.gov/programs/wicworks/Pages/WICGrocerVendorMainPage.aspx>.

Questions If you have any questions, please contact your vendor consultant or call toll free (855) WIC-STOR or (855) 942-7867. You can also contact the WIC Vendor Management Branch by email: WICVENDORINFO@cdph.ca.gov.

Kim Frinzell, RD
Deputy Division Chief
Vendor Management & Statewide Training Services
California WIC Program