



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



EDMUND G. BROWN JR.
Governor

December 27, 2013

VENDOR ALERT 2013 - 11

TO: ALL WIC VENDORS AND VENDOR APPLICANTS
SUBJECT: REQUEST FOR VENDOR SHELF PRICES

Purpose Vendor Alert 2013-11 is a 30-Day Notice of Request for Vendor Shelf Prices.

The California Women, Infants, and Children Program (WIC) is notifying all WIC-authorized vendors that they must submit shelf prices for the period **January 27, 2014 through February 9, 2014**. Vendors are required to submit to California WIC their current lowest and highest shelf prices for 12 WIC-authorized food items in 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>.

Background On October 17, 2013, the California WIC Vendor Authorization Criteria became effective mandating vendors to comply with WIC Bulletin Regulations (W.B.R) Section 70600, Competitive Price Criteria. Competitive Price Criteria requires vendors to submit their shelf prices to the Department.

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 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. W.B.R Section 70600, Competitive Price Criteria, requires vendors to submit their shelf prices to the Department every six months.

Actions for Vendors Beginning January 27, 2014, vendors may log into the Vendor WIC Information eXchange (VWIX) system to submit the requested shelf price information. Prices submitted are to be collected between January 27, 2014 and February 9, 2014.

DATE	ACTIONS FOR VENDORS
January 27, 2014 - February 25, 2014 <i>(30-Day Vendor Price Submission Period)</i>	<ol style="list-style-type: none"> 1) Between January 27, 2014 and February 9, 2014, vendors are to collect their lowest and highest shelf prices for the 12 WIC-authorized food items in the Market Basket. 2) Using the <i>Shelf Price Survey</i> tab in VWIX, submit the shelf prices collected. Vendors can submit shelf prices until 11:59 p.m. on February 25, 2014.

For further information, refer to the *Shelf Price Survey-Frequently Asked Questions*, and *Shelf Price Survey-Vendor User Guide*, both of which can be accessed online at: <http://www.cdph.ca.gov/programs/wicworks/Pages/WICGrocerVendorMainPage.aspx>.



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Questions

If you have any questions, contact your WIC Vendor Consultant or call toll free (855) WIC-STOR or (855) 942-7867. You may also contact the WIC Vendor Management Branch by email at WICVENDORINFO@cdph.ca.gov.



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