Every six months the WIC Program sends out a 30-day notice to vendors.

Vendors and vendor applicants submit their highest and lowest shelf prices of market basket items.

The shelf prices are averaged. This is the Vendor Market Basket.

All Vendor Market Baskets in the peer group are averaged. This is the Average Overall Market Basket.

The individual Vendor Market Basket is compared to the Average Overall Market Basket.

The Vendor Market Basket is at or below the Average Overall Market Basket price + 20%.

The Vendor Market Basket is over the Average Overall Market Basket price + 20%.

The vendor is competitive. No further action is required for 6 months.

The vendor is non-competitive.

Vendors have 30 days to correct their prices.

If the vendor is noncompetitive twice within a 24-month period

The vendor is disqualified

Vendor applicants have 10 days to correct their prices.

If the vendor applicant is still noncompetitive

The application is denied and vendors must wait 6 months before re-applying.