



SHELF PRICE SUBMISSION – FREQUENTLY ASKED QUESTIONS

QUESTION: WHAT IS THE SHELF PRICE SUBMISSION?

The California Women, Infants, and Children (WIC) Program is required by federal regulations to collect vendor shelf prices at least every six months to determine if a vendor is cost competitive. Vendors submit shelf prices electronically using the Vendor WIC Information eXchange (VWIX) System during the submission period.

QUESTION: WHEN DID THE SHELF PRICE SUBMISSION REQUIREMENTS BECOME EFFECTIVE?

On October 17, 2013, the California WIC Vendor Authorization Criteria became effective, requiring 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 WIC Program. You can access the regulations on our website: [WIC Regulations Webpage](#)

QUESTION: WHAT SHELF PRICES MUST BE SUBMITTED?

Vendors are required to submit their current highest and lowest shelf prices for 12 **WIC-authorized** food items, known as the Market Basket. Current Market Basket contents are listed below:

1) 12 oz. Breakfast Cereal	7) 64 oz. Shelf-Stable Bottled Juice
2) 18 oz. Breakfast Cereal	8) 1 Gallon Whole Milk
3) 16 oz. Cheese	9) 1 Gallon Lower Fat Milk
4) 16 oz. Corn Tortillas	10) Milk-based infant formula currently under contract with the Department
5) 1 lb. Bag of Dry Beans, Peas, or Lentils	11) 16 – 18 oz. Peanut Butter
6) 1 Dozen Large Eggs (Chicken only)	12) 16 oz. Whole Wheat Bread Loaf

QUESTION: OUR STORE CARRIES MULTIPLE BRANDS OF DIFFERENT WIC-AUTHORIZED FOODS, SUCH AS CHEESE. WHAT BRAND(S) DO WE CHOOSE WHEN SUBMITTING OUR SHELF PRICES?

Vendors are required to submit the price of the highest priced item and the price of the lowest priced item of the Market Basket. Vendors do not have to submit the prices of all the WIC-authorized foods available in the store. The Market Basket is not brand specific. For example, if your store carries three brands of WIC-authorized cheese, you will only submit the price for the most expensive cheese as the high and the price for the least expensive cheese as the low.

QUESTION: WHAT IF OUR STORE ONLY CARRIES ONE BRAND OF A MARKET BASKET ITEM, SUCH AS EGGS?

If your store only carries one brand of an item, submit the price of that item as both the highest and lowest shelf price for that food type. For example, if your store only carries one brand of eggs that are priced at \$1.99 a dozen, you would enter \$1.99 as both the highest shelf price and lowest shelf price when completing the submission.

QUESTION: HOW WILL VENDORS BE NOTIFIED WHEN THEY ARE REQUIRED TO SUBMIT SHELF PRICES?

Vendors will receive a Request for Vendor Shelf Prices Vendor Alert by US mail 30 days before the start of a submission period. After logging on to VWIX, vendors will see a message notifying them of outstanding shelf prices to be completed.

QUESTION: OUR STORE RECEIVED A NOTICE IN THE MAIL THAT WE NEED TO SUBMIT OUR SHELF PRICES. WHAT DATE(S) SHOULD WE BE COLLECTING OUR PRICES?

Refer to the notice carefully for information regarding important dates for the submission period. The notice will specify:

- 1) The publication date of the submission period (Example: January 27th)
- 2) The 14-day period in which vendors should collect shelf prices (Example: January 27th through February 9th)
- AND -
- 3) The 30-day period that the submission period will remain open in VWIX to allow you to submit your prices. (Example: January 27th through February 25th).

QUESTION: WHAT ARE THE PUBLICATION DATE, 30-DAY VENDOR PRICE SUBMISSION PERIOD AND THE 14-DAY SHELF PRICE COLLECTION PERIOD?

The *Publication Date* is the day the submission period is open in VWIX and made available to vendors. This is the first day that vendors can submit their shelf prices.

The *14-Day Shelf Price Collection Period* is the first 14 days after a submission period has started. Vendors should submit shelf prices from these 14 days.

The *30-Day Vendor Price Submission Period* is when vendors are able to submit their shelf prices in VWIX.

QUESTION: CAN I SUBMIT MY SHELF PRICES ON ANY DAY DURING THE 30-DAY VENDOR PRICE SUBMISSION PERIOD?

Yes. Prices may be submitted beginning on the first day of the Vendor Price Submission Period.

QUESTION: WHO SHOULD WE CONTACT IF WE HAVE ADDITIONAL QUESTIONS REGARDING THE SHELF PRICE SUBMISSION?

For additional 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.