



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



EDMUND G. BROWN JR.  
 Governor

**December 30, 2014**

**VENDOR ALERT 2014 - 17**

**TO:** ALL WIC VENDORS AND VENDOR APPLICANTS  
**SUBJECT:** MANDATORY SHELF PRICE SUBMISSION

**Purpose** **Vendor Alert 2014-17 is a 30-Day Notice for the Mandatory Vendor Shelf Price Submission Period.**

The California Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is notifying all WIC-authorized vendors that they must submit shelf prices for the period **January 30, 2015, through February 28, 2015**. 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/Documents/Regulatory%20Resources/CPMarket%20Basket2013.pdf>.

**Background** On October 17, 2013, the California WIC Vendor Authorization Criteria became effective, requiring vendors to comply with WIC Bulletin Regulations (W.B.R) §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)) and State regulations W.B.R §70600 require the Program to collect vendor shelf prices every six months to evaluate vendor compliance with cost containment measures. Federal regulation 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 must collect shelf prices between January 30, 2015, and February 12, 2015. Vendors must submit their shelf prices through the Shelf Price Submission system in the online Vendor WIC Information eXchange (VWIX) system by February 28, 2015. Vendors may log into VWIX to enter and submit the required shelf price information.

DATES	ACTIONS FOR VENDORS
<b>14-Day Vendor Price Collection Period</b> January 30, 2015 – February 12, 2015	Vendors must collect their lowest and highest shelf prices for the 12 WIC-authorized food items in the Market Basket.
<b>30-Day Vendor Price Submission Period</b> January 30, 2015 – February 28, 2015	Using the <i>Shelf Price Submission</i> tab in VWIX, vendors must enter and submit the shelf prices collected during the 14-Day Vendor Price Collection Period. Vendors can submit shelf prices until 11:59 p.m. on February 28, 2015.



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For further information, refer to the *Shelf Price Submission-Frequently Asked Questions*, and *Shelf Price Submission-Vendor User Guide*, both of which can be accessed online at the links below:

<http://www.cdph.ca.gov/programs/wicworks/Documents/Regulatory%20Resources/ShelfPriceSubmissionFAQs.pdf>

<http://www.cdph.ca.gov/programs/wicworks/Documents/VMB/ShelfPriceSubmissionUserGuide.pdf>

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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](mailto:WICVENDORINFO@cdph.ca.gov).

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