



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



EDMUND G. BROWN JR.  
Governor

August 26, 2014

**VENDOR ALERT 2014 – 12**

**REMINDER: SUBMIT SHELF PRICES BY AUGUST 28, 2014**

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

**Purpose** Vendor Alert 2014-12 is a Reminder Notice of Request for Vendor Shelf Prices.  
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 July 30, 2014, through August 12, 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/Documents/Regulatory%20Resources/CPCMarket%20Basket2013.pdf>.

**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 regulation (7 C.F.R. §246.12(g)(4)(ii)(B)) requires 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. W.B.R Section 70600, (Competitive Price Criteria) requires vendors to submit their shelf prices to the Department every six months.

**Actions for Vendors** Vendors must collect shelf prices between July 30, 2014, and August 12, 2014. Vendors must submit their shelf prices in the Shelf Price Survey in the online Vendor WIC Information eXchange (VWIX) system by **August 28, 2014**. Vendors may log into VWIX to enter and submit the requested shelf price information.

DATES	ACTIONS FOR VENDORS
<b>14-Day Vendor Price Collection Period</b> July 30, 2014 - August 12, 2014	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> July 30, 2014 - <b>August 28, 2014</b>	Using the <i>Shelf Price Survey</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 <b>11:59 p.m. on August 28, 2014</b> .



Women, Infants, and Children (WIC) Program  
3901 Lennane Drive, MS 8600, Sacramento, CA 95834  
P O Box 997375, MS 8600, Sacramento, CA 95899-7375  
(916) 928-8500 Internet Address: [www.wicworks.ca.gov](http://www.wicworks.ca.gov)

---

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 the links below:

<http://www.cdph.ca.gov/programs/wicworks/Documents/Shelf%20Price%20Survey%20FAQs%20FINAL%20010214.pdf>

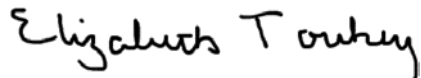
<http://www.cdph.ca.gov/programs/wicworks/Documents/VMB/ShelfPriceSurveyUserGuide.pdf>

---

**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).

---



Elizabeth Touhey, Chief  
Vendor Management Branch  
California WIC Program