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California Department of Public Health



GAVIN NEWSOM
Governor

February 12, 2021

VENDOR ALERT 2021-01

TO: ALL WIC VENDORS
SUBJECT: MANDATORY SHELF PRICE SUBMISSION

Purpose **Vendor Alert 2021-01 is a 30-Day Notice for the Mandatory Vendor Shelf Price Submission Period.**

The California Department of Public Health/Women, Infants, and Children Division (CDPH/WIC) is notifying all WIC-authorized vendors that they must submit shelf prices for the period **March 15, 2021, through March 28, 2021**. Vendors are required to submit to California WIC their current lowest and highest shelf prices for 11 WIC-authorized food items in the Market Basket. Visit the WIC Grocers page to view [a listing of the Market Basket contents](#).
(<https://www.cdph.ca.gov/Programs/CFH/DWICSN/CDPH%20Document%20Library/Grocers/VendorEducation/CPCMarket%20Basket.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. §246.11(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. §246.11(h)(3)(xxv) 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 March 15, 2021, and March 28, 2021. Vendors must submit their shelf prices through the Shelf Price Submission system in the online Vendor WIC Information eXchange (VWIX) system by **April 14, 2021**. Vendors must log into VWIX to enter and submit the required shelf price information



CDPH Women, Infants and Children (WIC) Division
3901 Lennane Drive MS 8600 Sacramento, CA 95834
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(916) 928-8500 [Division Website](#) (www.wicworks.ca.gov)



DATES	ACTIONS FOR VENDORS
14-Day Vendor Price Collection Period March 15, 2021 – March 28, 2021.	Vendors must collect their lowest and highest shelf prices for the 11 WIC-authorized food items in the Market Basket.
30-Day Vendor Price Submission Period March 15, 2021 – April 14, 2021.	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 April 14, 2021.

For further information, refer to the [Shelf Price Submission-Frequently Asked Questions](#) (<https://www.cdph.ca.gov/Programs/CFH/DWICSN/CDPH%20Document%20Library/Grocers/VendorEducation/ShelfPriceSubmissionFAQs.pdf>), and [Shelf Price Submission-Vendor User Guide](#) (<https://www.cdph.ca.gov/Programs/CFH/DWICSN/CDPH%20Document%20Library/Grocers/VendorEducation/ShelfPriceSubmissionUserGuide.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.



Lantrel Stockton, Chief
 Vendor Management Branch
 Women, Infants, and Children (WIC) Division



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