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GAVIN NEWSOM  
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October 29, 2021

**VENDOR ALERT 2021-07**

TO: ALL WIC VENDORS  
SUBJECT: MANDATORY SHELF PRICE SUBMISSION

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**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 **November 29, 2021, through December 12, 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).  
(<https://www.cdph.ca.gov/Programs/CFH/DWICSN/CDPH%20Document%20Library/Grocers/VendorEducation/CPCMarket%20Basket.pdf>)

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**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.

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**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.

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**Action for Vendors** Vendors must collect shelf prices between November 29, 2021, and December 12, 2021. Vendors must submit their shelf prices through the Shelf Price Submission system in the online Vendor WIC Information eXchange (VWIX) system by **December 28, 2021**. Vendors must log into VWIX to enter and submit the required shelf price information



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3901 Lennane Drive MS 8600 Sacramento, CA 95834  
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(916) 928-8500 [Division Website](http://www.wicworks.ca.gov) ([www.wicworks.ca.gov](http://www.wicworks.ca.gov))



DATES	ACTIONS FOR VENDORS
<b>14-Day Vendor Price Collection Period</b> November 29, 2021 – December 12, 2021.	Vendors must collect their lowest and highest shelf prices for the 11 WIC authorized food items in the Market Basket.
<b>30-Day Vendor Price Submission Period</b> November 29, 2021 – December 28, 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 December 28, 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](mailto:WICVENDORINFO@cdph.ca.gov).



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

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