

Texas WIC Program Department of State Health Services
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Effective October 1, 2006

Policy No. WV:02.0

Least Expensive Brands Declaration

Purpose

To promote cost-efficiency, to reduce vendor/participant confusion when identifying the least expensive brands of WIC foods, and to reduce the time required to conduct WIC transactions.

Authority

Vendor Agreement

Policy

At the time of contracting, all vendors shall declare the traditionally least expensive brand for each type and size of WIC authorized milk, evaporated milk, dry powdered milk, fluid and frozen juice, and cheese the vendor's contracted outlet(s) shall sell when prescribed on a WIC food instrument.

Procedures

- I. At the time of contracting, each vendor shall complete the "Least Expensive Brand Declaration" form, listing the product brand name as well as the Universal Product Code (UPC) for each product declared as the traditionally least expensive brand. Only one declaration form is necessary if the traditionally least expensive brands are exactly the same for all outlets within one account. If the traditionally least expensive brand varies from outlet to outlet, then a declaration form shall be submitted for each individual outlet within an account. Declaration form(s) shall be submitted with each agreement.

- II. Stores are required to tag their traditionally least expensive brands of milk, evaporated milk, dry powdered milk, fluid and frozen juices, and cheese with the uniform State issued "WIC Approved Item" shelf

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tag/label. The State shall supply uniform "WIC Approved Item" shelf tags/labels to stores.

Under certain conditions, the State may approve store-supplied labels. Stores must send a written request and justification to the State to supply their own labels. Stores must submit an actual sample to the State WIC Office in the same pink color used for state-produced labels, and must receive approval in writing prior to the use of any store-supplied label. All costs associated with developing, printing, storing, supplying and using store-supplied labels must be paid by the store.

- III. It is the store's responsibility to assure "WIC Approved Item" shelf tags/labels are clearly placed designating the appropriate food items.
- IV. If the store chooses to tag other allowable WIC food types, all of the allowable foods the store carries within the food group shall be tagged (i.e. if one cereal is tagged, then all allowable cereals - national brands as well as house brands shall be tagged). The only exception to this is the labeling of infant formula. Only the contract brands of formula should be labeled.
- V. In the event a store needs to change a traditionally least expensive brand, it shall submit a new "Least Expensive Brand" Declaration form to the state agency.
- VI. In the event a store runs out of the traditionally least expensive brand, the store shall then tag and sell the least expensive brand product available on the shelf at that time.

Guidelines

It is strongly recommended that a store employee be assigned to verify the accuracy of tag/label placement each day.