



TEXAS WIC PROGRAM
Department of State Health Services
Food Issuance and Redemption Services Unit - MC 4554
P.O. Box 149347
Austin, TX 78714-9347
(512) 341-4425 - 1-800-252-9629 (Texas Only)

June 1, 2010

Least Expensive Brand Contract/Policy Changes

Recently, WIC staff have been contacting grocers concerning sales of food brands that are not the store's declared Least Expensive Brand (LEB) food items. We have been calling as a courtesy to focus their attention on compliance with WIC LEB requirements.

Effective October 1, 2010, the WIC State Office will review vendors' LEB sales to ensure compliance with the Vendor Agreement, WIC Policy No's WV: 01.0, WV: 02.0 and WV: 11.0. Vendors are required to sell their declared traditionally LEB brands of milk, buttermilk, lactose free milk, soy milk, tofu, dried peas/beans/lentils, fluid, frozen and refrigerated juices, cheese, whole wheat bread, whole wheat tortillas, yellow or white soft corn tortillas, brown rice and oatmeal to WIC participants.

The State recognizes a vendor may periodically experience out-of-stock situations and therefore not sell its LEB 100% of the time. **However**, by policy, Texas WIC will expect at least 85% of each vendor's WIC monthly redemptions within these food types to be the vendor's declared traditionally least expensive brands. Not meeting at least 85% WIC LEB sales in each of the food types listed above will result in vendors receiving written warnings and sanctions including termination of their agreements.

It is the vendor's responsibility to immediately notify the State of changes to its LEB declaration as they occur throughout the vendor agreement period. Failure to update an LEB declaration is also a violation of the Vendor Agreement and can result in termination for selling non-LEB brands. A vendor, whose agreement is terminated, may be required to wait a period of six months before the State will consider subsequent authorization of the outlet.

If you have questions about the Least Expensive Brand declaration or the State's monitoring of LEB sales, please call the WIC State Office at (800) 252-9629.

