



**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) 341-4477 1-800-252-9629 (Texas Only)

July 9, 2008

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## **WIC *Not-to-Exceed* Price Increases**

The WIC Program recognizes that the wholesale prices of several WIC food items have continue to increase due to numerous economic factors including the costs of raw materials and transportation. Accordingly, the WIC Program is increasing its Not-to-Exceed (NTE) prices on the following items effective July 14, 2008:

<u>Item</u>	<u>Old NTE</u>	<u>New NTE</u>
Milk (gal)	\$5.70	\$7.60
Milk (1/2 gal)	\$2.85	\$3.80
1 lb Cheese	\$4.50	\$6.00
2 lb Cheese	\$9.00	\$12.00
Evaporated Milk	\$1.10	\$1.48
Juice (46/12oz)	\$1.80 (per can)	\$2.00 (per can)

The NTE price changes are effective July 14, 2008, in all areas where electronic benefits transfer (EBT) has rolled out. The changes will be automatically updated in your ECR systems through the automatic exchange of the Approved Products List (APL) file from the State automation host.

In areas where WIC benefits are still being issued through paper vouchers, the new NTE prices will be printed on all paper vouchers issued on/after July 14, 2008. However, because WIC participants receive their benefits in three-month cycles, paper vouchers with the old NTE pricing will continue to be seen in your stores in decreasing numbers over the next three months. During this three month period, vendors must redeem the vouchers as presented. Paper vouchers will be limited to the NTE amount shown on the voucher.

If you have any questions on the change in NTE pricing please contact the WIC Vendor Help Line at **1-800-252-9629**