



LEAST EXPENSIVE BRAND DECLARATION FORM

All vendors shall declare the traditionally least expensive brand for the food types listed on this form. Each WIC vendor account outlet must complete a separate form if the traditionally least expensive brand for a particular food type is different at each outlet.

INSTRUCTIONS: Please type; or legibly print all information provided below in ink

1. **Account Name:** This should match the name indicated on Line 1 of the Vendor Agreement and Line 1 of current Vendor Profile Application–Account Page.
2. **WIC Account #:** List designated WIC Account Number.
3. **Outlet(s) #:** List designated WIC Outlet Number.
 - a. List all outlet numbers covered by this LEB Declaration form.
4. **Brand Name:** List the Outlet's least expensive brand.
 - a. Only one brand can be declared for each food type and size.
 - b. Food declared must be a **WIC Approved Brand**.
5. **UPC (Uniform Product Code):** List ALL the numbers located below and to the side of the product bar code.
Failure to list correct UPC will result in rejection and will be returned for corrections.
6. **Each page of this form must be signed and dated by a store official.**
7. **Labeling:** For every item declared on this form, an authorized "WIC Approved Item" tag/label must be affixed to the shelf.

ACCOUNT NAME:	WIC ACCOUNT#:	WIC Outlet(s)#:
If more space is needed, please attach a Word or Excel document.		

Vendors authorized in the WIC Program must declare the traditionally least expensive brand (LEB) of each type and size of WIC authorized milk, juice, cheese and grains (Policy WV: 02.0) at the time of contracting.

FOOD TYPE		SIZE	BRAND NAME	UPC											
MILK (Cat 01)			NO ORGANIC, CALCIUM-FORTIFIED, HIGH-PROTEIN OR FLAVORED MILK	List all 12 #s below product bar code											
Low Fat -1%		Gallon													
		Half Gallon													
Low Fat- 0.5%		Gallon													
		Half Gallon													
Fat Free/Skim		Gallon													
		Half Gallon													
Buttermilk	Low Fat-1-½%	Half Gallon													
	Fat-Free/Skim	Half Gallon													
MILK (Cat 51)			NO ORGANIC, CALCIUM-FORTIFIED, HIGH-PROTEIN OR FLAVORED MILK	List all 12 #s below product bar code											
Whole		Gallon													
		Half Gallon													
MILK (Cat 50)			NO ORGANIC, CALCIUM-FORTIFIED, HIGH-PROTEIN OR FLAVORED MILK	List all 12 #s below product bar code											
Whole		Quart													
MILK (Cat 52)			NO ORGANIC, CALCIUM-FORTIFIED, HIGH-PROTEIN OR FLAVORED MILK	List all 12 #s below product bar code											
Low Fat - 1% Low Fat - 0.5% Fat-Free/Skim		Quart													
		Quart													
		Quart													

Manager's Signature: _____ Declaration Date: _____

For WIC Staff Use Only: Verified By & Date: _____ Scanned By & Date: _____

LEAST EXPENSIVE BRAND DECLARATION FORM - Continued

ACCOUNT NAME:	WIC ACCOUNT#:	WIC Outlet(s)#:

FOOD TYPE	SIZE	BRAND NAME & TYPE	UPC
CHEESE (Cat 02)		No individually wrapped slices or shredded cheese. No processed cheese food/product or VELVEETA®. No cheese from the deli. List the type: Block or Sliced and Low/Reduced Fat (Example: (Mild Cheddar) KRAFT - Block - Reduced Fat) If Declaring more than one type, (i.e. Regular and Reduced Fat) include the additional type on a change request form.	List all 12 #s below product bar code
American	White <small>(indicate type: i.e. Block or Low/Reduced Fat)</small>	1-lb. Package	
		2-lb. Package	
	Yellow <small>(indicate type: i.e. Block or Sliced and Low/Reduced Fat)</small>	1-lb. Package	
		2-lb. Package	
Cheddar	Mild <small>(indicate type: i.e. Block or Low/Reduced Fat)</small>	1-lb. Package	
		2-lb. Package	
	Medium <small>(indicate type: i.e. Block or Low/Reduced Fat)</small>	1-lb. Package	
		2-lb. Package	
	Sharp <small>(indicate type: i.e. Block or Low/Reduced Fat)</small>	1-lb. Package	
		2-lb. Package	
	Extra Sharp <small>(indicate type: i.e. Block or Low/Reduced Fat)</small>	1-lb. Package	
		2-lb. Package	
	Longhorn Style <small>(indicate type: i.e. Block or Low/Reduced Fat)</small>	1-lb. Package	
		2-lb. Package	
Colby	Colby <small>(indicate type: i.e. Block or Low/Reduced Fat, Longhorn)</small>	1-lb. Package	
		2-lb. Package	
	Colby-Jack <small>(indicate type: i.e. Block or Low/Reduced Fat)</small>	1-lb. Package	
		2-lb. Package	
Monterrey Jack	Monterrey Jack <small>(Indicate type: i.e. Block or Low/Reduced Fat)</small>	1-lb. Package	
		2-lb. Package	
Swiss	Swiss <small>(Indicate type: i.e. Block or Low/Reduced Fat)</small>	1-lb. Package	
		2-lb. Package	
Provolone	Provolone <small>(Indicate type: i.e. Block or Low/Reduced Fat)</small>	1-lb. Package	
		2-lb. Package	
Muenster	Muenster <small>(Indicate type: i.e. Block or Low/Reduced Fat)</small>	1-lb. Package	
		2-lb. Package	
Mozzarella	Mozzarella <small>(Indicate type: i.e. Block or Low/Reduced Fat)</small>	1-lb. Package	
		2-lb. Package	
		String Cheese	1 lb. Package

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LEAST EXPENSIVE BRAND DECLARATION FORM - Continued

ACCOUNT NAME:		WIC ACCOUNT#:		WIC Outlet(s)#:	
FOOD TYPE	SIZE	BRAND NAME		UPC	
JUICE –FLUID (CAT 04)		CALCIUM-FORTIFIED IS ALLOWED; NO JUICE COCKTAILS		List all 12 #s below product bar code	
Apple No Cider <i>(indicate UPC for all items if declaring more than one variety for a brand, ex: regular or calcium fortified)</i>	48 Fluid oz.				
	64 Fluid oz.	Regular:			
		w/Calcium:			
Cranberry	48 Fluid oz.				
	64 Fluid oz.				
Cran-Apple	48 Fluid oz.				
	64 Fluid oz.				
Cran-Grape	48 Fluid oz.				
	64 Fluid oz.				
Grape (Purple)	48 Fluid oz.				
	64 Fluid oz.	Regular:			
		w/Calcium:			
Grape (White)	48 Fluid oz.				
	64 Fluid oz.				
Grapefruit <i>(indicate white, pink or red)</i>	48 Fluid oz.	Pink:			
		Red:			
		White:			
	64 Fluid oz.	Pink:			
		Red:			
		White:			
Orange <i>(for other varieties indicate type - ex: Pulp, No or pulp free, home-style, country style) (Ex: Other: Tasty OJ w/o pulp)</i>	48 Fluid oz.	Non-refrigerated (NR):			
		NR:			
		NR:			
		NR - Calcium-fortified:			
	64 Fluid oz.	Non-refrigerated (NR):			
		NR:			
		NR:			
		NR - Calcium-fortified:			
		Refrigerated:			
		Refrigerated:			
		Refrigerated Calcium-fortified:			
Orange/Mango	48 Fluid oz.				
	64 Fluid oz.				
Orange/Pineapple o Pineapple/Orange	48 Fluid oz.				
	64 Fluid oz.				

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LEAST EXPENSIVE BRAND DECLARATION FORM - Continued

ACCOUNT NAME:		WIC ACCOUNT#:		WIC Outlet(s)#:	
FOOD TYPE	SIZE	BRAND NAME		UPC	
JUICE-FLUID (CAT 04)		CALCIUM-FORTIFIED IS ALLOWED; NO JUICE COCKTAILS		List all 12 #s below product bar code	
Pineapple	48 Fluid oz.				
	64 Fluid oz.				
Pineapple/Mango	48 Fluid oz.				
	64 Fluid oz.				
Vegetable <i>Regular or Low Sodium</i>	48 Fluid oz.				
	64 Fluid oz.	Regular:			
		Low Sodium:			
Tomato	48 Fluid oz.	Regular:			
		Low Sodium:			
	64 Fluid oz.	Regular:			
		Low Sodium:			
JUICE-FROZEN (CAT 04)		CALCIUM-FORTIFIED IS ALLOWED; NO JUICE COCKTAILS		List all 12 #s below product bar code	
Apple (no cider) <small>(indicate UPC for all items if declaring more than one variety for a brand, ex: regular or calcium fortified)</small>	12 oz Frozen	Regular:			
		w/Calcium:			
	16 oz Frozen				
Grape (Purple)	11.5 or 12 oz. Frozen				
Grape (White)	11.5 or 12 oz. Frozen				
Grapefruit	12 oz Frozen	Regular:			
		w/Calcium:			
Orange <small>(for other varieties indicate type - ex: Pulp, No or pulp free, country style)</small> <small>(Ex: Other: Tasty OJ w/o pulp)</small>	12 oz Frozen	Regular:			
		w/Calcium:			
		Other:			
		16 oz Frozen	Regular:		
		w/Calcium:			
GRAINS - (Cat 16)		(WHOLE WHEAT BREAD, TORTILLAS)			
WHOLE WHEAT/GRAIN BREAD		NO BUNS AND ROLLS. NO SUGAR-FREE		List all 12#s below product bar code	
Whole Wheat -100%	16 oz. Loaf				

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