



March 28, 2022

Vendor News Flash

Changes to Cereal Category

Starting April 1, 2022, the Texas WIC Program will reorganize the cereal category from 2 subcategories into 3 subcategories. The cereal will now be organized based on the number of ounces per box and individual UPCs will move into their corresponding subcategory. New Not-to-Exceed (NTE) amounts will be assigned to each subcategory. This will have an impact on monthly price averages beginning with the April process month.

Summary of Changes:

Category	Subcategory	Prior Description	Prior NTE (per oz)	New Description	New NTE (per oz)
05	001	CEREAL HC (High Cost)	\$0.28	CEREAL 18 OZ	\$0.27
05	002	CEREAL LC (Low Cost)	\$0.28	CEREAL 24 & 36 OZ	\$0.25
05	003	(new)	n/a	CEREAL 12 OZ	\$0.39

Vendors may always locate the most current NTE amounts on their downloaded APL. Vendors may also view NTE prices on our website at [EBT Not to Exceed Amounts Effective 3/11/2022 \(texas.gov\)](https://www.texas.gov). Texas WIC understands that prices are increasing at a fast pace and we are adjusting NTE prices to account for these fluctuations. Vendors should consistently review their APL for the most recent updates.

Vendor Management & Operations (VMO) is ready to assist our vendor partners. Should you have any questions regarding this Vendor News Flash, please contact the Vendor Management Unit’s Compliance Oversight Branch at WICCostContainment@hhs.texas.gov or 1-800-252-9629.

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