



January 30, 2024

## Vendor News Flash

### **WIC Increases Not-to-Exceed (NTE) Prices**

Texas WIC is increasing the “not-to-exceed” (NTE) price on many food subcategories effective **February 1, 2024**. The new NTE prices are listed below.

**Summary of Changes:**

Cat-Subcat	Description	Unit Size	Current NTE	New NTE
01-003	BUTTERMILK LOWFAT	1/2 GAL	\$4.88	\$5.00
04-004	JUICE 64 OZ &/OR 16 OZ FRZ	CTNR	\$4.39	\$4.57
05-001	CEREAL 14 - 23 OZ	OUNCE	\$0.36	\$0.37
06-004	ORG PEANUT BUTTER 16 TO 18 OZ	ITEM	\$6.24	\$6.49
12-001	JUICE 5.5 OR 6 OZ CANS	6 PACK	\$5.17	\$5.38
12-002	JUICE 6.75 OZ BOX	8 PACK	\$3.75	\$4.20
15-020	KOSHER CHEESE	LB	\$14.56	\$15.14
16-001	WHOLE WHEAT BREAD	LB	\$4.10	\$4.26
17-001	GERBER BABY FRUIT 4 OZ	CTNR	\$1.53	\$1.59
17-002	GERBER BABY VEGETABLES 4 OZ	CTNR	\$1.53	\$1.59
17-004	BEECH NUT BABY FRUIT 4 OZ	CTNR	\$1.31	\$1.36
17-005	BEECH NUT BABY VEGETABLES 4 OZ	CTNR	\$1.31	\$1.36
17-018	PRIV LBL 2PK BABY FRT 4 OZ	CTNR	\$0.92	\$0.96
17-019	PRIV LBL 2PK BABY VEG 4 OZ	CTNR	\$0.92	\$0.96
17-024	NAT BRND ORG 2PK BBY FRT 4 OZ	CTNR	\$1.66	\$1.73
17-025	NAT BRND ORG 2PK BBY VEG 4 OZ	CTNR	\$1.66	\$1.73
18-003	ORG NAT BRND BABY MEAT 2.5 OZ	CTNR	\$2.22	\$2.31

This institution is an equal opportunity provider.



## New Foods:

Cat-Subcat	Description	Unit Size	New NTE
17-028	GERBER BABY MLTI PK 4 OZ	CTNR	\$1.15
17-029	ORG NAT BND MLTI PK 4 OZ	CTNR	\$1.75
17-030	BCH NUT NAT MLTI PK 4 OZ	CTNR	\$1.55
18-005	BABY MEAT MLTI PK 2.5 OZ	CTNR	\$1.55

Current NTE amounts are listed on a vendor's downloaded Authorized Product List (APL). Vendors may also view NTE prices on our website at [WIC Vendor Management & Operations Unit | Texas Health and Human Services](#) (scroll down to the "Cost Containment for EBT" section).

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](mailto:WICCostContainment@hhs.texas.gov) or 1-800-252-9629.