



July 31, 2023

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 **August 1, 2023**. The new NTE prices are listed below.

Summary of Changes:

Cat-Subcat	Description	Current NTE	New NTE
01-003	BUTTERMILK LOWFAT	\$9.02	\$9.38
01-006	SKIM 1/2% 1% MILK 1/2 GAL	\$7.62	\$7.92
04-005	JUICE 48 OZ &/OR 12 OZ FRZ	\$3.38	\$3.52
05-001	CEREAL 14 - 23 OZ	\$0.34	\$0.35
05-003	CEREAL 12 - 13 OZ	\$0.43	\$0.45
05-004	CEREAL UNDER 12 OZ	\$0.56	\$0.58
06-004	ORG PEANUT BUTTER 16 TO 18 OZ	\$5.72	\$6.00
08-004	TUNA POUCHES & 3 OZ CANS	\$0.64	\$0.67
08-008	SARDINES & MACKEREL 3.8-6.9 OZ	\$0.86	\$0.89
09-001	INFANT CEREAL W/O FRUIT	\$0.42	\$0.44
12-001	JUICE 5.5 OR 6 OZ CANS	\$4.78	\$4.97
15-001	LACTOSE FREE SKIM OR 1% MILK	\$14.12	\$14.68
15-007	EVAP MILK LOWFAT/FATFREE 12 OZ	\$2.38	\$2.48
15-015	EVAP WHOLE MILK 12 OZ	\$2.38	\$2.48
15-020	KOSHER CHEESE	\$14.00	\$14.56
16-004	WHEAT TORTILLAS	\$3.46	\$3.60
16-007	BREAD/ TORTILLA 20-24OZ	\$4.06	\$4.22
17-001	GERBER BABY FRUIT 4 OZ	\$1.41	\$1.47
17-002	GERBER BABY VEGETABLES 4 OZ	\$1.41	\$1.47
17-004	BEECH NUT BABY FRUIT 4 OZ	\$1.21	\$1.26
17-005	BEECH NUT BABY VEGETABLES 4 OZ	\$1.21	\$1.26

This institution is an equal opportunity provider.



Cat-Subcat	Description	Current NTE	New NTE
17-020	NAT BRND 2PK BABY FRT 4 OZ	\$1.08	\$1.12
17-021	NAT BRND 2PK BABY VEG 4 OZ	\$1.08	\$1.12
50-001	WHOLE MILK QT	\$2.85	\$2.96
51-002	WHOLE MILK ONLY 1/2 GAL	\$7.08	\$7.36
52-001	SKIM 1% & 1/2% MILK QT	\$2.85	\$2.96

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 or 1-800-252-9629.