



October 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 **November 1, 2023**. 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	\$4.69	\$4.88
01-006	SKIM 1/2% 1% MILK 1/2 GAL	1/2 GAL	\$3.96	\$4.12
04-004	JUICE 64 OZ &/OR 16 OZ FRZ	CTNR	\$4.22	\$4.39
04-005	JUICE 48 OZ &/OR 12 OZ FRZ	CTNR	\$3.52	\$3.66
05-001	CEREAL 14 - 23 OZ	OUNCE	\$0.35	\$0.36
06-004	ORG PEANUT BUTTER 16 TO 18 OZ	ITEM	\$6.00	\$6.24
08-008	SARDINES & MACKEREL 3.8-6.9 OZ	OUNCE	\$0.89	\$0.93
12-001	JUICE 5.5 OR 6 OZ CANS	6 PACK	\$4.97	\$5.17
16-001	WHOLE WHEAT BREAD	LB	\$3.94	\$4.10
16-004	WHEAT TORTILLAS	LB	\$3.60	\$3.74
16-007	BREAD / TORTILLA 20-24OZ	PKG	\$4.22	\$4.39
17-001	GERBER BABY FRUIT 4 OZ	CTNR	\$1.47	\$1.53
17-002	GERBER BABY VEGETABLES 4 OZ	CTNR	\$1.47	\$1.53
17-004	BEECH NUT BABY FRUIT 4 OZ	CTNR	\$1.26	\$1.31
17-005	BEECH NUT BABY VEGETABLES 4 OZ	CTNR	\$1.26	\$1.31
17-014	ORGANIC NAT BRND BABY FRT 4 OZ	CTNR	\$1.77	\$1.84
17-015	ORGANIC NAT BRND BABY VEG 4 OZ	CTNR	\$1.77	\$1.84
17-024	NAT BRND ORG 2PK BBY FRT 4 OZ	CTNR	\$1.60	\$1.66
17-025	NAT BRND ORG 2PK BBY VEG 4 OZ	CTNR	\$1.60	\$1.66
18-003	ORG NAT BRND BABY MEAT 2.5 OZ	CTNR	\$2.13	\$2.22
50-001	WHOLE MILK QT	QUART	\$2.96	\$3.08

This institution is an equal opportunity provider.



Cat-Subcat	Description	Unit Size	Current NTE	New NTE
51-002	WHOLE MILK ONLY 1/2 GAL	1/2 GAL	\$3.68	\$3.78
52-001	SKIM 1% & 1/2% MILK QT	QUART	\$2.96	\$3.08

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.