



October 31, 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 **November 1, 2024**. The new NTE prices are listed below.

Summary of Changes:

Cat-Subcat	Description	Unit Size	Current NTE	New NTE
05-004	CEREAL UNDER 12 OZ	OUNCE	\$0.58	\$0.60
12-002	JUICE 6.75 OZ BOX	8 PACK	\$4.20	\$4.37
15-008	NONFAT DRY MILK	OUNCE	\$0.45	\$0.47
16-006	OATMEAL	LB	\$2.25	\$2.34

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.