



STATE OF WEST VIRGINIA  
DEPARTMENT OF HEALTH AND HUMAN RESOURCES

Earl Ray Tomblin  
Governor

Michael J. Lewis, M.D., Ph.D.  
Cabinet Secretary

**WV WIC PROGRAM**

**VENDOR PRICE LIST (VPL) INSTRUCTIONS**

This form is required of all authorized and applicant grocery vendors and is the official record of your shelf prices. Check your shelves while filling out this form. **Only** list the items that you have on your shelf on the date that this form is completed. For all categories of food, list the **HIGHEST** shelf price of the item that is WV WIC approved. When completing the price sections for milk, including Lactose Reduced and Lactose Free Milk, list the **LOWEST** price of milk in the fat/content flavor group. For categories of food which specify brand names, list the shelf price of that brand **ONLY**.

1. Complete the list using the current WV WIC Approved Cashier Guide (Food List) to ensure the prices you are reporting are on WV WIC approved foods **ONLY**.
2. Report the actual shelf price of the food on the date you are completing the form, not a wholesaler's book price or Suggested Retail Price.
3. In food categories that are not brand specific, (ex. eggs, beans, 16 oz. cheese, juice) report the most expensive price of the WV WIC Approved item on your shelves.
4. For milk prices, report the price of the least expensive brand, in each fat content category of milk, you carry (Including Lactose Reduced and Lactose Free milk).
5. When completing the vendor price list for cereals, include the volume of the package (in ounces in sizes of 12 ounce or larger only) you stock along with the current shelf price. If the sizes on your shelves differ from the size indicated on the form, write in the size you stock.
6. Sign and date the form. Return the completed form to:

Office of Nutrition Services  
WV WIC Program  
350 Capitol St., Room 519  
Charleston, WV 25301-3717  
Attn: Vendor Unit

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**OFFICE OF NUTRITION SERVICES**  
**Bureau for Public Health**  
350 Capitol Street, Room 519  
Charleston, WV 25301-3717  
Phone: (304) 558-0030 FAX: (304) 558-1541

**West Virginia WIC Vendor Price List (VPL) Effective 04/11/2011 Appendix M**

CHEESE					
		Highest Price		16 oz	Highest Price
American Cheese	<b>16 oz (1lb) packages only</b>		Monterey Jack	<b>16 oz (1lb) packages only</b>	
	Block	\$		Block	
	Shredded	\$		Shredded	
	Slices	\$		Slices	
Cheddar	<b>16 oz (1lb) packages only</b>		Mozzarella	<b>16 oz (1lb) packages only</b>	
	Block	\$		Block	
	Shredded	\$		Shredded	\$
	Slices	\$		Slices	\$
Colby	<b>16 oz (1lb) packages only</b>		EGGS-Large White only		
	Block	\$			Highest Price
	Shredded	\$		Dozen	
	Slices	\$		Large only	\$
MILK					
	Size	Lowest Price		Size	Lowest Price
Fat Free/Skim/Ultra Skim-White			Low Fat/1%-White		
	1 qt	\$		1 qt	\$
	1/2 gal	\$		1/2 gal	\$
	1 gal	\$		1 gal	\$
Reduced Fat/2%-White			Whole-White		
	1 qt	\$		1 qt	\$
	1/2 gal	\$		1/2 gal	\$
	1 gal	\$		1 gal	\$
2%, 1%, or Skim-Chocolate			Whole-Chocolate		
	1 qt	\$		1 qt	\$
	1/2 gal	\$		1/2 gal	\$
	1 gal	\$		1 gal	\$
Lactose Reduced/Free Milk					
	Size	Lowest Price		Size	Lowest Price
Fat Free/Skim/Ultra Skim			Low Fat/1%		
	1 qt	\$		1 qt	\$
	1/2 gal	\$		1/2 gal	\$
	96 oz	\$		96 oz	\$
Reduced Fat/2%			Whole		
	1 qt	\$		1 qt	\$
	1/2 gal	\$		1/2 gal	\$
	96 oz	\$		96 oz	\$
Powdered/Dry Milk			Soy Milk 8th Continent Original Only		
	8 quart box (25.6 oz)	Highest Price			
		\$		1/2 gal	\$

Store Name:
Store Address:
WV WIC Vendor Number:

Cereals are BRAND SPECIFIC-No store Brands allowed					
CEREALS 12 oz or more cold cereal 11 oz or more for hot cereal					
If cereal size is incorrect AND more than 12 oz, please write in correct size					
Brand	ounces		Brand	ounces	
<b>General Mills</b>			<b>Little Crow Foods</b>		
Cheerios	14 oz	\$	Coco Wheats	14 oz	\$
regular only	18 oz	\$		28 oz	\$
Cheerios	12.8 oz	\$	<b>Post</b>		
multigrain	16.2 oz	\$	Banana Nut Crunch	15.5 oz	\$
Chex			Bran Flakes	16 oz	\$
	<u>Corn</u>	14 oz	\$	Grape Nuts	16 oz
	<u>Rice</u>	12.8 oz	\$		24 oz
	<u>Wheat</u>	14 oz	\$		32 oz
Kix	12 oz	\$	Honey Bunches of Oats		
	18 oz	\$			
Total	16 oz	\$	<u>Almonds</u>	14.5 oz	\$
Wheaties	15.6 oz	\$		18 oz	\$
<b>Kellogg's</b>			<u>Cinnamon Clusters</u>	14.5 oz	\$
All-Bran				18 oz	\$
Wheat Flakes	17.3 oz	\$	<u>Honey Roasted</u>	14.5 oz	\$
Corn Flakes	12 oz	\$		18 oz	\$
	18 oz	\$	<b>Quaker</b>		
	24 oz	\$	King Vitaman	12 oz	\$
Crispix	12 oz	\$	Life	15 oz	\$
	17.9 oz	\$		21 oz	\$
	18 oz	\$	Oatmeal Squares		
Frosted			<u>Brown Sugar</u>	16 oz	\$
Mini Wheats				24 oz	\$
	<u>Big Bite</u>	16 oz	\$	<u>Cinnamon</u>	16 oz
<i>No Little Bites</i>		20.4 oz	\$		24 oz
	<u>Bite Size</u>	18 oz	\$	Instant Oatmeal	
		24 oz	\$	individual packets	11.80 oz
Rice Krispies			<b>B&amp;G</b>		
	12 oz	\$	<b>Cream of Wheat</b>		
	18 oz	\$	<b>Whole Grain Only</b>		
			18 oz	\$	
Rice Krispies Gluten Free	12 oz	\$			
Special K	12 oz	\$			
	18 oz	\$			

DO NOT ENTER SALE PRICES

JUICE					
Some Juices are BRAND SPECIFIC-refer to Cashiers Guide if unsure					
Refrigerated Carton	Highest Price		Shelf Stable Bottle	Highest Price	
	Grapefruit	64 oz		\$	Apple
Orange	64 oz	\$	Grape	64 oz	\$
			Grapefruit	64 oz	\$
Frozen			Orange	64 oz	\$
	Apple	12 oz	Campbells		
	Grape	12 oz	Tomato	64 oz	\$
	Grapefruit	12 oz	V-8 Vegetable	64 oz	\$
	Orange	12 oz			
	Pineapple	12 oz			
WHOLE GRAIN BREAD 10 OUNCE LOAF ONLY					
Brand	Style	UPC	Price		
Food Lion	100% Whole Wheat	035826074645	\$		
Kroger	Healthy Life 100% Whole Wheat Whole Grain	024126008931	\$		
Natures Own	100% Whole Grain Sugar Free	072250017671	\$		
Nickles	100% Whole Wheat	078821300081	\$		
Pepperidge Farms	Swirl 100% Whole Wheat				
	Cinnamon with Raisins	014100085430	\$		
	Stone Ground 100% Whole Wheat	014100071013	\$		
	Very Thin 100% Whole Wheat	014100071327	\$		
Roman Meal	Sungrain 100% Whole Wheat	041511352165	\$		
Sara Lee	Classic 100% Whole Wheat	072945611030	\$		
Schmidt's	Old Tyme 100% Whole Wheat	071010120040	\$		
Weight Watchers	Whole Wheat	18379100001	\$		
	Multi Grain	18379100008	\$		
CANNED FISH					
Tuna	Highest Price		Salmon	Highest Price	
Chunk light	5 oz	\$	Pink	5 oz	\$
CANNED BEANS		Highest Price	DRIED BEANS/PEAS	Highest Price	
(black, great northern, kidney, navy, and pinto)	15-16 oz can	\$		16 OZ	\$
PEANUT BUTTER	18 oz	\$			

INFANT FORMULA				
Brand	TYPE	SIZE	PRICE	UPC
SIMILAC SOY ISOMIL	Concentrate	13 oz	\$	7007456976
SIMILAC SOY ISOMIL	Ready to Feed	32 oz	\$	7007455968
SIMILAC SOY ISOMIL	Powder	12.9 oz/12.4 oz	\$	7007455964
SIMILAC ADVANCE EARLY SHIELD/COMPLETE NUTRITION	Concentrate	13 oz	\$	7007456974
SIMILAC ADVANCE EARLY SHIELD/COMPLETE NUTRITION	Ready to Feed	32 oz	\$	7007455962
SIMILAC ADVANCE EARLY SHIELD/COMPLETE NUTRITION	Powder	12.9 oz/12.4 oz	\$	7007455958
SIMILAC SENSITIVE/FUSSINESS & GAS	Concentrate	13 oz	\$	7007457536
SIMILAC SENSITIVE/FUSSINESS & GAS	Ready to Feed	32oz	\$	7007457534
SIMILAC SENSITIVE/FUSSINESS & GAS	Powder	12.9 oz/12.6 oz	\$	7007457541
SIMILAC SENSITIVE RS/FOR SPIT UP	Ready to Feed	32 oz	\$	7007456731
SIMILAC SENSITIVE RS/FOR SPIT UP	Powder	12.9 oz/12.3 oz	\$	7007450960
Enfacare LIPIL	Powder	12.8 oz	\$	300870019448
Nutramigen LIPIL	Concentrate	13 oz	\$	300870498014
Nutramigen LIPIL	Ready to Feed	32 oz	\$	300870499011
Nutramigen LIPIL	Powder	16 oz	\$	300870338013
Nutramigen LIPIL with Enflora	Powder	12.6 oz	\$	300871239418
Similac Alimentum Advance/Expert Care	Ready to Feed	32 oz	\$	70074575131
Similac Alimentum Advance/Expert Care	Powder	16 oz	\$	70074576640
Similac Neosure Advance/Expert Care	Ready to Feed	32 oz	\$	70074574561
Similac Neosure Advance/Expert Care	Powder	12.8 oz/13.1 oz	\$	70074574318
Ensure	Ready to Feed	8 oz bottle	\$	70074xxxxxx
Ensure	Ready to Feed	8oz bottles-6 pk	\$	70074xxxxxx
Pediasure	Ready to Feed	8oz bottles-6 pk	\$	70074xxxxxx

INFANT CEREAL GERBER 8 OUNCE BOX ONLY				
<u>Barley</u>	8 oz	\$		1500000701
<u>Mixed Grain</u>	8 oz	\$		1500000702
<u>Oatmeal</u>	8 oz	\$		1500000703
<u>Rice</u>	8 oz	\$		1500000704
<u>Whole Wheat</u>	8 oz	\$		1500000705
INFANT FOODS				
Gerber	Type	Size		Highest Price
	Fruits	4 oz		\$
	Vegetables	4oz		\$
	Meats	2.50 oz		\$
Beech-Nut	Type	Size		Highest Price
	Fruits	4 oz		\$
	Vegetables	4oz		\$
	Meats	2.50 oz		\$
Nature's Goodness	Type	Size		Highest Price
	Fruits	4 oz		\$
	Vegetables	4oz		\$
	Meats	2.50 oz		\$
Other (Please Specify Brand)	Type	Size		Highest Price
	Fruits	4 oz		\$
	Vegetables	4oz		\$
	Meats	2.50 oz		\$

Vendor Signature:	(When Vendor completes the VPL)
WIC Monitor Signature:	(On date of site visit)
Vendor Signature:	(Sign on date of WIC site visit)