TO: WIC Authorized Retailers  
FROM: Alex Long, Vendor Coordinator  
DATE: January 23, 2017  
SUBJECT: Price Survey

This shelf price survey helps to determine average shelf prices for WIC food items and helps to verify peer group placement. Prices allowed for WIC benefits are based on peer group average prices, and submitting this survey does not ensure all of your prices are within the maximum allowable reimbursements. Thank you for ensuring this survey is filled out accurately, completely, and is returned to the State Office by February 24, 2017.

There are two ways to fill out this survey: (1) write prices on the attached survey and mail or fax it in. (2) Visit the WIC website (www.wic.mt.gov/retailers) and enter your prices in a fillable form, and then mail or email it in.

Here are some things to consider when completing the survey:

- Provide your store’s most expensive, regular prices (not sale or temporary price reductions). If no brand is specified, write the price of your most expensive WIC approved name brand item. For example, list the price of name brand pink salmon as the cost is higher than the store brand options.

- Use the “Approved Food List” (Jan 1, 2016) as a guide to approved brands and sizes.

- Provide a price for all of the products on the survey that are available in your store. If a product is not available, write “n/a”.

- Listing prices for 8oz cheese and ½ gallons of milk will ensure the cost of substitutions are covered as these prices are doubled and listed as the 16 oz cheese and 1 gallon milk price.

- Foods highlighted in yellow are mandatory stocking requirements. If there is a yellow highlight on the category of food item, such as bread, you only need to stock the required amount of loaves, not every single type of bread listed on the survey.

- Please list infant formula prices for both the required formulas, as well as all others you carry or special order. This ensures that the most updated price is available, should you be asked to order formula for a WIC participant.

Shelf price surveys are reviewed to identify stores that do not meet competitive pricing criteria. If you see large price increases between surveys, call the State Office to update your survey. Please complete and return all four sheets of the survey and remember to sign page four.

Mail or fax completed shelf price surveys to:  
Attn: Retail Services  
Montana WIC Program  
PO Box 202951  
Helena MT 59602-2951  
FAX: (406) 444-0239  
Please call (406) 444-4746 or if you have any questions