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 * **RETAIL STORE ALERT** *
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March 15, 2025

MAXIMUM ALLOWABLE & COMPETITIVE PRICES

Competitive Prices Effective April 1, 2025 through June 30, 2025

Dear Store Owner/Manager:

Due to the implementation of Electronic WIC and the corresponding Management Information System (MIS), **Maximum Allowable Prices, that stores are paid for the foods purchased by your WIC customers**, will be generated weekly based on the previous 60 day’s average Claim Price per Peer Group and UPC, plus a system generated cost containment margin, with a maximum 10% increase per week. The MIS automatically assigns stores to one of five peer groups depending on store size, number of registers and where the store is located as follows:

Square footage	0-999 sq/ft	1,000-4,999 sq/ft	5,000-9,999 sq/ft	10,000-19,999 sq/ft	20,000-99,999 sq/ft
Peer group	5	4	3	2	1
Number of cash registers	0-1	2-4	5-9	10-19	20+

Weighting		Geography		
Square footage	30%	Population Ranges		Density
Registers	30%	0-69,999	Remote Rural	0-50
Geography	40%	70,000-124,999	Rural	51-99
		125,000-249,999	Slightly Urban	100-199
		250,000-499,999	Urban	200-499
		500,000-999,999	Metro Market Edge	500-1,000
		1,000,000+	Metro Market Center	1,000+

The attached **Competitive Prices are used to determine eligibility for stores to become and remain WIC Authorized** and will continue to be generated on a quarterly basis. Your store’s Peer Group determination was provided on the RSA dated March 17, 2020 and are included on authorization and reauthorization letters.

These lists will be published in the Pennsylvania Bulletin. The Pennsylvania Bulletin can be found online at www.pabulletin.com. This Retail Store Alert and price lists can also be found online on the WIC Vendor Assistant at <https://wic.health.pa.gov/vendorassistant/Resource/RetailStoreAlerts>

Please be advised that a store must have on their premises, at all times, the minimum inventory of WIC allowable items priced at or below the Competitive Price. Stores must permit the purchase of WIC allowable foods that exceed the Maximum Allowable Prices when purchased by WIC customers.

If you have any questions, please feel free to contact the Bureau of WIC at (717) 783-1289.

This Retail Store Alert is also available on the Vendor Assistant Website
<https://wic.health.pa.gov/vendorassistant/Resource/RetailStoreAlerts>

Competitive Prices for Peer Group 1 Stores

Pursuant to 28 Pa. Code §§ 1103.4(5) and 1105.3(a)(1) and 7 CFR § 246.12, the WIC Program hereby publishes notice of the Competitive Prices for **Peer Group 1 Stores**.

Competitive Prices

To remain WIC Authorized, each store must maintain the minimum inventory of the following WIC food items at, or below, the Competitive Prices listed for the store's peer group. **Effective April 1, 2025 through June 30, 2025, the Competitive Prices for WIC Authorization for Peer Group 1 Stores are as follows:**

Description	Peer Group	Competitive Prices
Bread - 16oz	1	\$4.54
Brown Rice - 16oz	1	\$1.51
Canned Beans (15.5 - 16oz can)	1	\$1.61
Cereal (per oz)	1	\$0.40
Cheese - 16 oz.	1	\$7.10
Cheese - Kosher - 16 oz.	1	\$16.00
Dried Beans/peas (1 pound)	1	\$2.54
Fresh shell eggs (dozen)	1	\$10.00
Infant Cereal (8 oz Container)	1	\$3.84
Infant Fruits (4oz or 2-2oz pack)	1	\$1.40
Infant Meats (2 oz container)	1	\$1.64
Infant Vegetables (4oz or 2-2oz pack)	1	\$1.48
Juice 11.5/12oz	1	\$3.70
Juice 48oz	1	\$4.45
Juice 64oz	1	\$4.86
Light Tuna 5 oz	1	\$1.70
Milk - Kosher - Low Fat 1/2 gallon	1	\$5.50
Milk - Low Fat 1/2 gallon	1	\$2.74
Milk - Whole - Kosher 1/2 gallon	1	\$5.80
Milk - Whole 1/2 gallon	1	\$3.05
Oats - 16 oz.	1	\$2.58
Peanut Butter (16-18 oz)	1	\$3.95
Salmon 6 oz	1	\$3.72
Sardines 3.75 oz	1	\$1.65
Similac Adv Conc 13oz	1	\$7.61
Similac Adv Pwd 12.4oz	1	\$24.50
Similac Isomil Pwd 12.4oz	1	\$25.73
Tortilla - 16 oz.	1	\$4.00
Whole Wheat Pasta - 16 oz.	1	\$2.15

Competitive Prices for Peer Group 2 Stores

Pursuant to 28 Pa. Code §§ 1103.4(5) and 1105.3(a)(1) and 7 CFR § 246.12, the WIC Program hereby publishes notice of the Competitive Prices for **Peer Group 2 Stores**.

Competitive Prices

To remain WIC Authorized, each store must maintain the minimum inventory of the following WIC food items at, or below, the Competitive Prices listed for the store's peer group. **Effective April 1, 2025 through June 30, 2025, the Competitive Prices for WIC Authorization for Peer Group 2 Stores are as follows:**

Description	Peer Group	Competitive Prices
Bread - 16oz	2	\$4.99
Brown Rice - 16oz	2	\$2.09
Canned Beans (15.5 - 16oz can)	2	\$1.67
Cereal (per oz)	2	\$0.46
Cheese - 16 oz.	2	\$7.70
Cheese - Kosher - 16 oz.	2	\$16.86
Dried Beans/peas (1 pound)	2	\$2.80
Fresh shell eggs (dozen)	2	\$10.50
Infant Cereal (8 oz Container)	2	\$4.24
Infant Fruits (4oz or 2-2oz pack)	2	\$1.50
Infant Meats (2 oz container)	2	\$1.85
Infant Vegetables (4oz or 2-2oz pack)	2	\$1.54
Juice 11.5/12oz	2	\$3.90
Juice 48oz	2	\$5.34
Juice 64oz	2	\$5.34
Light Tuna 5 oz	2	\$1.80
Milk - Kosher - Low Fat 1/2 gallon	2	\$5.76
Milk - Low Fat 1/2 gallon	2	\$2.92
Milk - Whole - Kosher 1/2 gallon	2	\$6.00
Milk - Whole 1/2 gallon	2	\$3.17
Oats - 16 oz.	2	\$2.62
Peanut Butter (16-18 oz)	2	\$4.03
Salmon 6 oz	2	\$4.02
Sardines 3.75 oz	2	\$1.87
Similac Adv Conc 13oz	2	\$8.69
Similac Adv Pwd 12.4oz	2	\$27.02
Similac Isomil Pwd 12.4oz	2	\$27.56
Tortilla - 16 oz.	2	\$4.44
Whole Wheat Pasta - 16 oz.	2	\$2.42

Competitive Prices for Peer Group 3 Stores

Pursuant to 28 Pa. Code §§ 1103.4(5) and 1105.3(a)(1) and 7 CFR § 246.12, the WIC Program hereby publishes notice of the Competitive Prices for **Peer Group 3 Stores**.

Competitive Prices

To remain WIC Authorized, each store must maintain the minimum inventory of the following WIC food items at, or below, the Competitive Prices listed for the store's peer group. **Effective April 1, 2025 through June 30, 2025, the Competitive Prices for WIC Authorization for Peer Group 3 Stores are as follows:**

Description	Peer Group	Competitive Prices
Bread - 16oz	3	\$5.06
Brown Rice - 16oz	3	\$2.80
Canned Beans (15.5 - 16oz can)	3	\$1.80
Cereal (per oz)	3	\$0.48
Cheese - 16 oz.	3	\$7.76
Cheese - Kosher - 16 oz.	3	\$18.00
Dried Beans/peas (1 pound)	3	\$2.90
Fresh shell eggs (dozen)	3	\$11.00
Infant Cereal (8 oz Container)	3	\$4.70
Infant Fruits (4oz or 2-2oz pack)	3	\$1.70
Infant Meats (2 oz container)	3	\$2.00
Infant Vegetables (4oz or 2-2oz pack)	3	\$1.70
Juice 11.5/12oz	3	\$4.25
Juice 48oz	3	\$5.74
Juice 64oz	3	\$5.60
Light Tuna 5 oz	3	\$1.90
Milk - Kosher - Low Fat 1/2 gallon	3	\$6.02
Milk - Low Fat 1/2 gallon	3	\$3.20
Milk - Whole - Kosher 1/2 gallon	3	\$6.26
Milk - Whole 1/2 gallon	3	\$3.30
Oats - 16 oz.	3	\$3.00
Peanut Butter (16-18 oz)	3	\$4.12
Salmon 6 oz	3	\$4.42
Sardines 3.75 oz	3	\$1.95
Similac Adv Conc 13oz	3	\$9.98
Similac Adv Pwd 12.4oz	3	\$29.05
Similac Isomil Pwd 12.4oz	3	\$29.52
Tortilla - 16 oz.	3	\$4.52
Whole Wheat Pasta - 16 oz.	3	\$2.59

Competitive Prices for Peer Group 4 Stores

Pursuant to 28 Pa. Code §§ 1103.4(5) and 1105.3(a)(1) and 7 CFR § 246.12, the WIC Program hereby publishes notice of the Competitive Prices for **Peer Group 4 Stores**.

Competitive Prices

To remain WIC Authorized, each store must maintain the minimum inventory of the following WIC food items at, or below, the Competitive Prices listed for the store's peer group. **Effective April 1, 2025 through June 30, 2025, the Competitive Prices for WIC Authorization for Peer Group 4 Stores are as follows:**

Description	Peer Group	Competitive
Bread - 16oz	4	\$6.42
Brown Rice - 16oz	4	\$2.94
Canned Beans (15.5 - 16oz can)	4	\$2.14
Cereal (per oz)	4	\$0.65
Cheese - 16 oz.	4	\$10.07
Cheese - Kosher - 16 oz.	4	\$20.00
Dried Beans/peas (1 pound)	4	\$3.19
Fresh shell eggs (dozen)	4	\$11.50
Infant Cereal (8 oz Container)	4	\$5.84
Infant Fruits (4oz or 2-2oz pack)	4	\$1.85
Infant Meats (2 oz container)	4	\$2.06
Infant Vegetables (4oz or 2-2oz pack)	4	\$1.83
Juice 11.5/12oz	4	\$5.00
Juice 48oz	4	\$6.49
Juice 64oz	4	\$7.64
Light Tuna 5 oz	4	\$2.31
Milk - Kosher - Low Fat 1/2 gallon	4	\$6.43
Milk - Low Fat 1/2 gallon	4	\$4.02
Milk - Whole - Kosher 1/2 gallon	4	\$6.64
Milk - Whole 1/2 gallon	4	\$4.12
Oats - 16 oz.	4	\$3.28
Peanut Butter (16-18 oz)	4	\$5.77
Salmon 6 oz	4	\$5.21
Sardines 3.75 oz	4	\$2.62
Similac Adv Conc 13oz	4	\$13.88
Similac Adv Pwd 12.4oz	4	\$37.96
Similac Isomil Pwd 12.4oz	4	\$38.12
Tortilla - 16 oz.	4	\$4.66
Whole Wheat Pasta - 16 oz.	4	\$3.05

Competitive Prices for Peer Group 5 Stores

Pursuant to 28 Pa. Code §§ 1103.4(5) and 1105.3(a)(1) and 7 CFR § 246.12, the WIC Program hereby publishes notice of the Competitive Prices for **Peer Group 5 Stores**.

Competitive Prices

To remain WIC Authorized, each store must maintain the minimum inventory of the following WIC food items at, or below, the Competitive Prices listed for the store's peer group. **Effective April 1, 2025 through June 30, 2025, the Competitive Prices for WIC Authorization for Peer Group 5 Stores are as follows:**

Description	Peer Group	Competitive Prices
Bread - 16oz	5	\$6.64
Brown Rice - 16oz	5	\$4.12
Canned Beans (15.5 - 16oz can)	5	\$2.78
Cereal (per oz)	5	\$0.72
Cheese - 16 oz.	5	\$13.30
Cheese - Kosher - 16 oz.	5	\$21.00
Dried Beans/peas (1 pound)	5	\$3.73
Fresh shell eggs (dozen)	5	\$12.00
Infant Cereal (8 oz Container)	5	\$6.40
Infant Fruits (4oz or 2-2oz pack)	5	\$1.93
Infant Meats (2 oz container)	5	\$2.17
Infant Vegetables (4oz or 2-2oz pack)	5	\$1.97
Juice 11.5/12oz	5	\$5.23
Juice 48oz	5	\$7.18
Juice 64oz	5	\$8.89
Light Tuna 5 oz	5	\$3.15
Milk - Kosher - Low Fat 1/2 gallon	5	\$6.61
Milk - Low Fat 1/2 gallon	5	\$5.17
Milk - Whole - Kosher 1/2 gallon	5	\$7.00
Milk - Whole 1/2 gallon	5	\$5.04
Oats - 16 oz.	5	\$3.78
Peanut Butter (16-18 oz)	5	\$6.48
Salmon 6 oz	5	\$5.41
Sardines 3.75 oz	5	\$3.70
Similac Adv Conc 13oz	5	\$15.28
Similac Adv Pwd 12.4oz	5	\$46.72
Similac Isomil Pwd 12.4oz	5	\$48.84
Tortilla - 16 oz.	5	\$5.83
Whole Wheat Pasta - 16 oz.	5	\$3.56