



Oregon WIC Program

Growing Healthy Futures

Erin Macauley

Compliance & Civil Rights Coordinator

Competitive Price Selection Criteria Using EBT Data

September 18, 2019

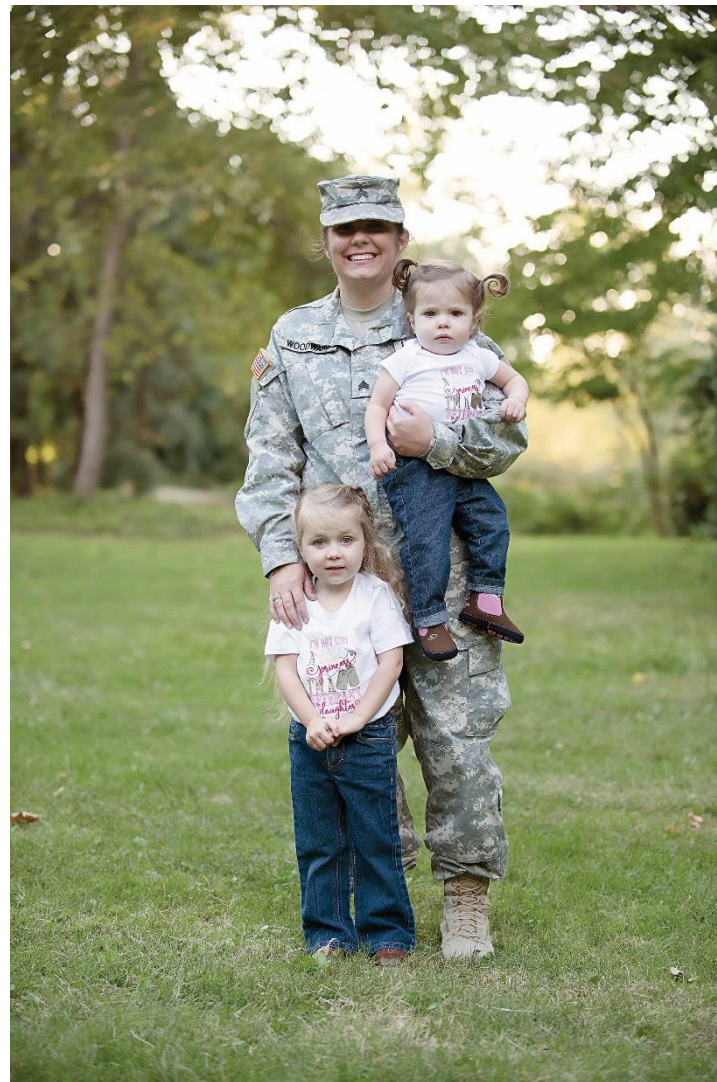
Objectives

- Describe the benefits of using visual data to share Competitive Pricing Criteria results with Vendors.
- Describe one innovative way your state might use EBT redemption data to assess the prices of Vendors.



Presentation Agenda

- Oregon WIC Facts
- Common Terminology
- Why we restructured our process.
- Our new Competitive Price Selection Criteria (CPSC) parameters.
- What the analysis looks like now.
- Questions/Answers



Oregon eWIC History



- **2015** – Pilot
- **2016** – Statewide eWIC
- **2018** – New Peer Groups
- **2019** – Updated Minimum Stock Requirements

Oregon Vendor Authorization

- We authorize year round.
- We do not have limiting criteria.
- We complete the mid-contract assessment 18 months after authorization or reauthorization.



WIC vendors

[Apply to be a WIC authorized store or pharmacy](#)

[Oregon WIC Approved Products List \(APL\)](#)

[Vendor resource and reference materials](#)

[Information for Farmers and Markets about the Farm Direct Nutrition Program](#)

[View all vendor topics...](#)

Definitions



MARL – Maximum Reimbursement Levels



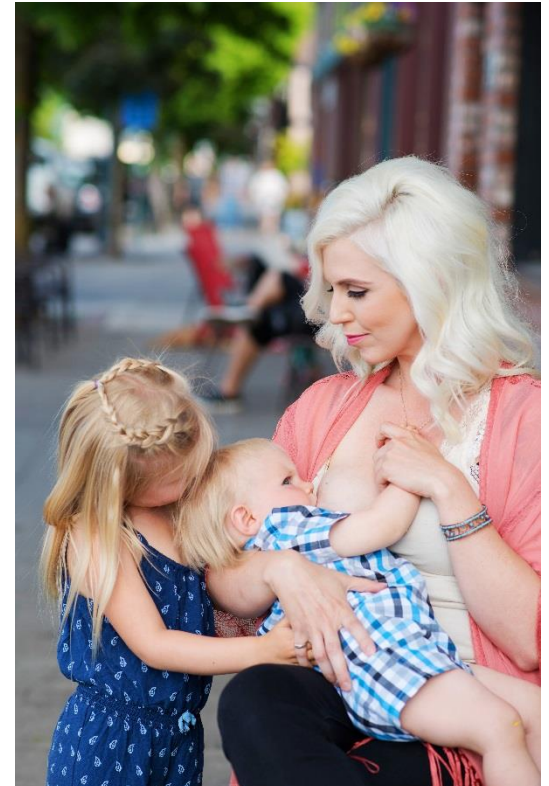
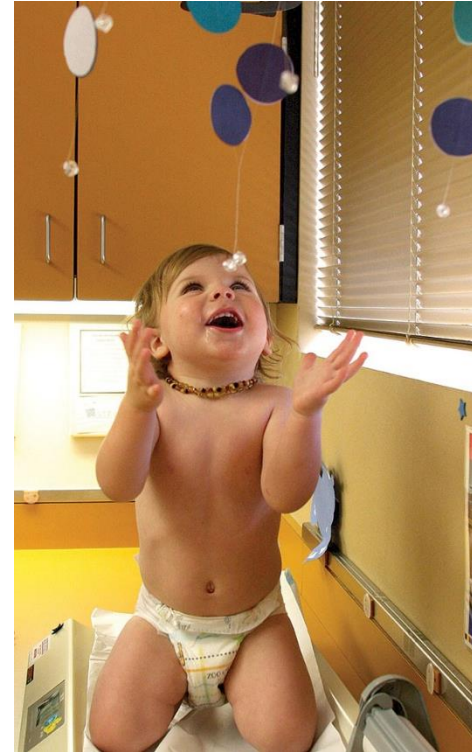
CPSC – Competitive Price Selection Criteria



MCA – Mid-Contract Assessment



Buffer – an inflation factor to account for fluctuations.



PARTNERS

Oregon wanted to enhance the technical assistance provided to Vendors.

STRONG

Oregon wanted to build stronger partnerships with stores.

TRUST

Oregon wanted to ensure an equitable and fair price comparison for all stores.

WHY

Data | Analytics

Redemptions (OR)
Redemptions (OR) (2)

Dimensions

- Benefit Item Categories
- Clinics
- Households
- Items
- Redemption Transacti...
- Retailers

Filter - 3x PG Price
LOD >2SD and >=SOLD
Req Price per item (co...
tf

Measures

- _1 Nbr Weights for Seri...
- _2 WAVG for series (P...
- _2+_3*2
- _3 WSTDEV
- _4 Difference
- _4 Difference, in terms ...
- _5 > Max (_2+_3*2)
- _5 WAVG req price per ...
- _LOD % UPC > _4
- _LOD PG UPC Total Sa...
- _LOD Store UPC Sale ...
- _LOD UPC _4>=2 Count
- _WSTDEV*2
- # of UPCs in Cat
- # of UPCs in SubCat

Sets

- Benefit Month (Set)
- Benefit Year (Set)
- Business Month (Set)
- Business Year (Set)
- Settlement Month (Set)
- Settlement Year (Set)

Parameters

- CreateEmptyExtract?
- Month Selection
- Year Selection

Columns: Measure Names

Rows: Retailer Peer Group, Retailer Id, Item Category Desc

Cat UPC Count/% Other PG 10Cat

Retailer Pe...	Retailer Id	Item Category Desc	Avg. _5 WAV..	Avg. _2 WAV..	_3 WSTDEV	_4 Differenc..	_WSTDEV*2	_2+_3*2	n..	_LOD %...
104 - Mass/regional with 15+	1100	Bread Or Whole Grains	\$2.50	\$2.31	0.37	1.01	0.73	\$3.94	57	4%
		Cereal	\$3.97	\$3.53	0.52	0.62	1.05	\$4.52	37	0%
		Cheese	\$5.88	\$5.58	0.55	-0.48	1.10	\$6.61	23	0%
		Eggs	\$1.51	\$1.70	0.34	-0.57	0.67	\$2.38	1	0%
		Infant Formula	\$14.81	\$14.82	0.15	13.87	0.30	\$15.12	8	0%
		Juice - 64 Ounce Group	\$2.78	\$2.77	0.33	-0.66	0.67	\$3.44	14	0%
		Low Fat Or Fat Free Milk	\$3.05	\$2.96	0.25	-0.79	0.50	\$3.46	30	0%
		Peanut Butter, Beans	\$1.73	\$1.63	0.21	2.26	0.42	\$2.05	50	1%
		Whole Milk	\$3.02	\$2.92	0.21	-2.23	0.42	\$3.34	9	0%
		Yogurt	\$3.26	\$3.07	0.14	-1.20	0.28	\$3.35	17	1%
Total			\$3.43	\$3.25	0.35	0.62	0.69	\$3.94	246	4%
1101		Bread Or Whole Grains	\$2.51	\$2.30	0.37	0.56	0.74	\$3.03	62	2%
		Cereal	\$4.01	\$3.56	0.52	0.70	1.05	\$4.61	36	0%
		Cheese	\$5.66	\$5.45	0.55	-0.50	1.10	\$6.55	24	1%
		Eggs	\$1.42	\$1.35	0.34	1.50	0.67	\$2.02	2	0%
		Infant Formula	\$15.96	\$15.92	0.15	6.14	0.30	\$16.22	7	0%
		Juice - 64 Ounce Group	\$2.80	\$2.77	0.33	-0.60	0.67	\$3.44	14	0%
		Low Fat Or Fat Free Milk	\$2.86	\$2.84	0.25	1.70	0.50	\$3.34	31	0%
		Peanut Butter, Beans	\$1.76	\$1.66	0.21	2.11	0.42	\$2.07	52	1%
		Whole Milk	\$3.01	\$2.96	0.22	1.86	0.43	\$3.39	10	0%
		Yogurt	\$3.38	\$3.20	0.14	-2.74	0.29	\$3.48	18	1%
Total			\$3.36	\$3.19	0.34	0.62	0.69	\$3.88	256	4%
1102		Bread Or Whole Grains	\$2.44	\$2.26	0.36	0.86	0.73	\$2.99	54	3%
		Cereal	\$4.01	\$3.55	0.52	0.72	1.05	\$4.60	36	0%
		Cheese	\$5.97	\$5.70	0.55	-0.84	1.11	\$6.81	21	1%
		Eggs	\$1.87	\$1.70	0.34	0.48	0.67	\$2.38	1	0%
		Infant Formula	\$15.96	\$15.92	0.15	6.65	0.30	\$16.22	7	0%
		Juice - 64 Ounce Group	\$2.81	\$2.77	0.33	-0.71	0.67	\$3.44	14	0%
		Low Fat Or Fat Free Milk	\$2.91	\$2.78	0.25	0.54	0.50	\$3.29	28	0%
		Peanut Butter, Beans	\$1.70	\$1.60	0.21	3.48	0.41	\$2.02	46	1%
		Whole Milk	\$2.95	\$2.83	0.29	0.03	0.59	\$3.41	11	1%
		Yogurt	\$3.09	\$2.93	0.13	-0.09	0.27	\$3.19	12	0%
Total			\$3.41	\$3.22	0.35	1.24	0.69	\$3.91	230	6%
1103		Bread Or Whole Grains	\$2.67	\$2.48	0.37	0.88	0.74	\$3.21	58	1%
		Cereal	\$3.90	\$3.47	0.52	0.88	1.05	\$4.52	37	0%
		Cheese	\$5.50	\$5.31	0.55	-0.79	1.10	\$6.41	25	1%
		Eggs	\$1.80	\$1.70	0.34	0.28	0.67	\$2.38	1	0%
		Infant Formula	\$15.68	\$15.67	0.15	7.61	0.30	\$15.97	7	0%

Settlement Date: 10/1/2019 to 10/31/2019

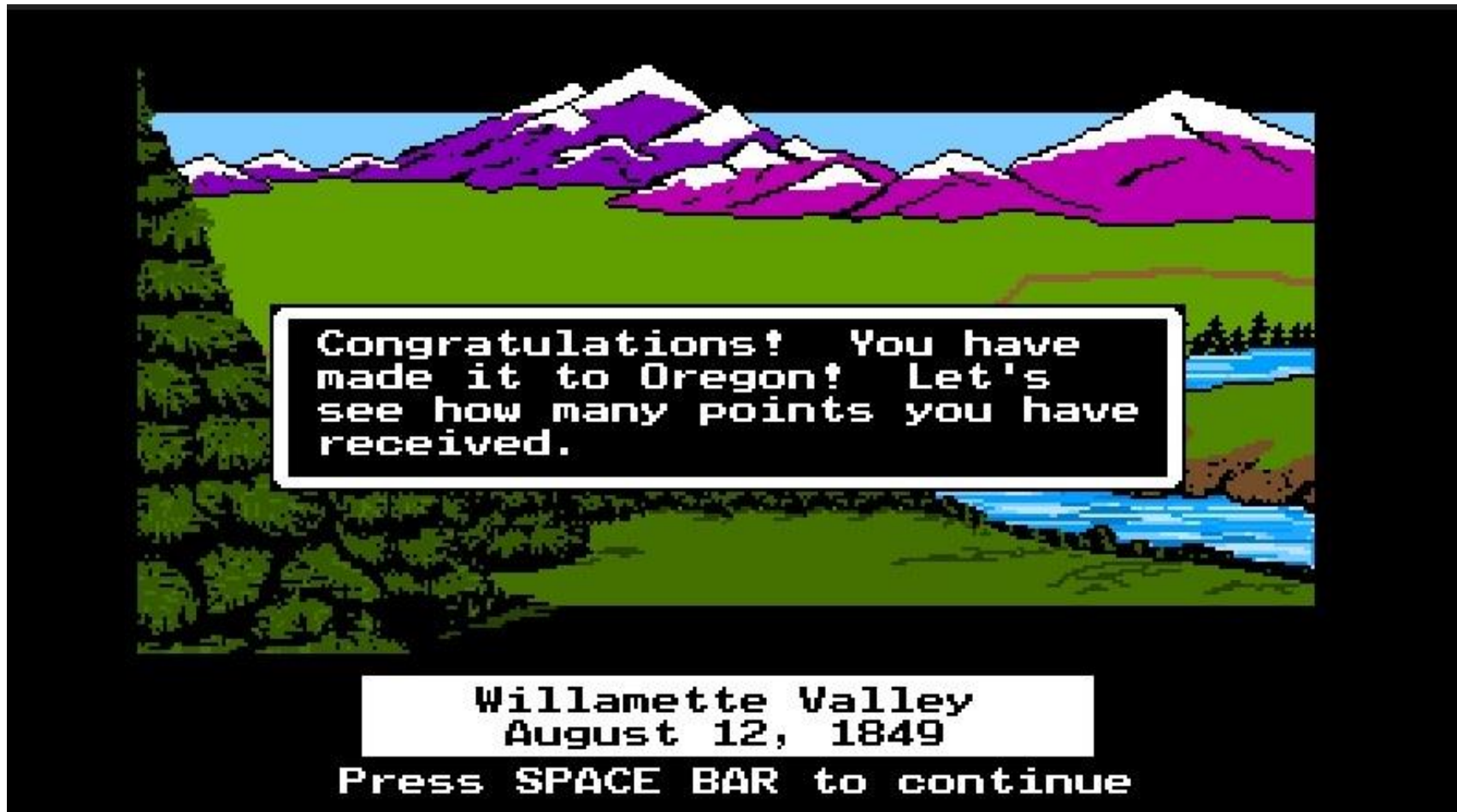
UPC/PLU	Short Description	Long Description	Brand	Effective D	QTY	Category	Category	Scriptic	Sub	Description	Units
31142000894	Cheese 16oz	BelGioso Mozzarella Cheese 16oz	BelGioso	7/1/2019	1	02	Cheese			Cheese	Pound
42187023366	Cheese 32oz	Best Yet Colby and Monterey Jack Cheese 32oz	Best Yet	5/30/2019	2	02	Cheese			Cheese	Pound
42187022482	Cheese 32oz	Best Yet Monterey Jack Cheese 32oz	Best Yet	5/30/2019	2	02	Cheese			Cheese	Pound
42187022451	Cheese 32oz	Best Yet Mozzarella Cheese 32oz	Best Yet	5/30/2019	2	02	Cheese			Cheese	Pound
42187022468	Cheese 32oz	Best Yet Medium Cheddar Cheese 32oz	Best Yet	5/30/2019	2	02	Cheese			Cheese	Pound
21130042357	Cheese 16oz	Lucerne String Cheese 16oz	Lucerne	4/2/2019	1	02	Cheese		01	Cheese	Pound
41303083284	Cheese 16oz	Essential Everyday String Cheese 16oz	Essential Everyday	4/2/2019	1	02	Cheese		01	Cheese	Pound
8.14014E+11	Cheese 16oz	Gold Rush Mozzarella String Cheese 16oz	Gold Rush	3/21/2019	1	02	Cheese		01	Cheese	Pound
41716874738	Cheese 16oz	Frigo Skim Mozzarella String Cheese 16oz	Frigo	3/4/2019	1	02	Cheese		01	Cheese	Pound
41716887929	Cheese 16oz	Frigo Mozzarella String Cheese 16oz	Frigo	3/4/2019	1	02	Cheese		01	Cheese	Pound
21000006649	String Cheese 16oz	Kraft Mozzarella String Cheese 2% milk 16oz	Kraft	3/1/2019	1	02	Cheese		01	Cheese	Pound
91155136553	String Cheese 16oz	Los Altos Mozzarella String Cheese 16oz	Los Altos	3/1/2019	1	02	Cheese		01	Cheese	Pound
41380552284	String Cheese 16oz	Springfield Mozzarella String Cheese 16oz	Springfield	3/1/2019	1	02	Cheese		01	Cheese	Pound
74550065413	Cheese 16oz	Precious String Cheese 16oz	Precious	3/1/2019	1	02	Cheese		01	Cheese	Pound
21000006632	String Cheese 16oz	Kraft Mozzarella String Cheese 16oz	Kraft	3/1/2019	1	02	Cheese		01	Cheese	Pound
1.8386E+11	String Cheese 16oz	Early On String Cheese 16oz	Early On	3/1/2019	1	02	Cheese		01	Cheese	Pound
36800377301	Cheese 16oz	Food Club Mozzarella String Cheese 16oz	Food Club	3/1/2019	1	02	Cheese		01	Cheese	Pound
46567015149	String Cheese 16oz	Raley's String Cheese 16oz	Raleys	3/1/2019	1	02	Cheese		01	Cheese	Pound
41716232163	String Cheese 16oz	CheeseHeads Original String Cheese 16oz	CheeseHeads	3/1/2019	1	02	Cheese		01	Cheese	Pound
74030066091	Cheese 16oz	Galbani String Cheese 16oz	Galbani	3/1/2019	1	02	Cheese		01	Cheese	Pound
7.17545E+11	String Cheese 16oz	Sunnyside Farms String Cheese 16oz	Sunnyside Farms	3/1/2019	1	02	Cheese		01	Cheese	Pound
74326000143	Tofu 16oz	Azumaya Silken Tofu 16oz	Azumaya	3/1/2019	1	02	Cheese		004	Tofu	Pound
25484000131	Tofu 16oz	Nasoya Organic Silken Tofu 16oz	Nasoya	3/1/2019	1	02	Eggs		004	Fresh eggs	Pound
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42187020181	Cheese 16oz	Best Yet Mozzarella 16oz	Best Yet	9/6/2018	1	02	Cheese		01	Cheese	Pound
76850421050	Cheese 16oz	Gossner Monterey Jack Cheese 16oz	Gossner	9/6/2018	1	02	Cheese		01	Cheese	Pound
42187012933	Cheese 16oz	Best Yet Colby Jack 16oz	Best Yet	9/6/2018	1	02	Cheese		01	Cheese	Pound
42187002293	Cheese 16oz	Best Yet Longhold Milk Cheddar 16oz	Best Yet	9/6/2018	1	02	Cheese		01	Cheese	Pound
42187021362	Cheese 16oz	Best Yet Monterey Jack 16oz	Best Yet	9/6/2018	1	02	Cheese		01	Cheese	Pound
42187020174	Cheese 16oz	Best Yet Whole Milk Mozzarella 16	Best Yet	9/6/2018	1	02	Cheese		01	Cheese	Pound
36800444867	Cheese 16oz	Food Club Mozzarella Cheese 16oz	Food Club	8/22/2018	1	02	Cheese		01	Cheese	Pound
41270046411	Cheese 32oz	IGA Colby Jack Cheese 32oz	IGA	8/14/2018	2	02	Cheese		01	Cheese	Pound
41270033497	Cheese 32oz	IGA Mild Cheddar Cheese 32oz	IGA	8/14/2018	2	02	Cheese		01	Cheese	Pound
41270033503	Cheese 32oz	IGA Medium Cheddar Cheese 32oz	IGA	8/14/2018	2	02	Cheese		01	Cheese	Pound
41270039994	Cheese 16oz	IGA Mild Cheddar Cheese 16oz	IGA	8/14/2018	1	02	Cheese		01	Cheese	Pound
41270012799	Cheese 16oz	IGA Medium Cheddar Cheese 16oz	IGA	8/14/2018	1	02	Cheese		01	Cheese	Pound
41270031455	Cheese 32oz	IGA Skim Mozzarella Cheese 32oz	IGA	8/14/2018	2	02	Cheese		002	Lowfat cheese	Pound
36800444850	Cheese 32oz	Food Club Monterey Jackc Cheese 32oz	Food Club	8/9/2018	2	02	Cheese		01	Cheese	Pound
41270009508	Cheese 16oz	IGA Low Fat Mozzarella Cheese 1lb	IGA	6/18/2018	1	02	Cheese		002	Lowfat cheese	Pound
41303007723	Cheese 32oz	Essential Everyday Colby Jack Cheese 32oz	Essential Everyday	6/5/2018	2	02	Cheese		001	Cheese	Pound



We wanted to see our options...

- Average category price
- Average subcategory price
- Average UPC price
- What factor ("buffer") was fair?

After our journey where did we land?



Congratulations! You have made it to Oregon! Let's see how many points you have received.

Willamette Valley
August 12, 1849

Press SPACE BAR to continue

UPC vs. UPC

Comparing the price of a UPC at one store to the same UPC at the stores in their Peer Group



UPC vs. UPC

ORGANIC



ORGANIC



ORGANIC



ORGANIC



Data Review Period

- 6-months of redemption data from the store and the Peer Group for comparison.
- This time period allows the program to capture an adequate amount of redemptions.
- This time period also reflects variation across several variables known to impact prices.

Data Reviewed

Market Basket of 10 food categories:

- Yogurt
- Low fat and Non fat Milk
- Whole Milk
- Juice (64oz shelf stable)
- Eggs
- Cheese
- Peanut Butter/Beans
- Whole Grains/Bread
- Standard Bid formula

Buffer for Variance



We know that there are a lot of variables that can impact the prices of WIC eligible products.



In 2018 Oregon restructured the Peer Groups using the Altarum Study and looked at market basket redemption data.



Our review included looking at a percentage buffer and standard deviation buffer and different thresholds in each model.



Our MARL includes a 2 standard deviation (SD) buffer and we felt it was important to ensure the analysis for CPSC was weighted.

Why is “weighting” important?

- Weighting ensures that obsolete values like voids aren't being included in your calculation.
- Average UPC price
- What factor (“buffer”) was fair?

Why is "weighting" important?

Vendor

Sale \$1.26

Sale \$1.10

Void \$0

Sale \$1.24

Peer Group

Void \$0

Sale \$1.26

Sale \$1.19

Void \$0

Sale \$1.00

Sale \$0.75

Void \$0

Void \$0

Sale \$1.19

Sale \$1.19

Sale \$1.22

Void \$0

Void \$0

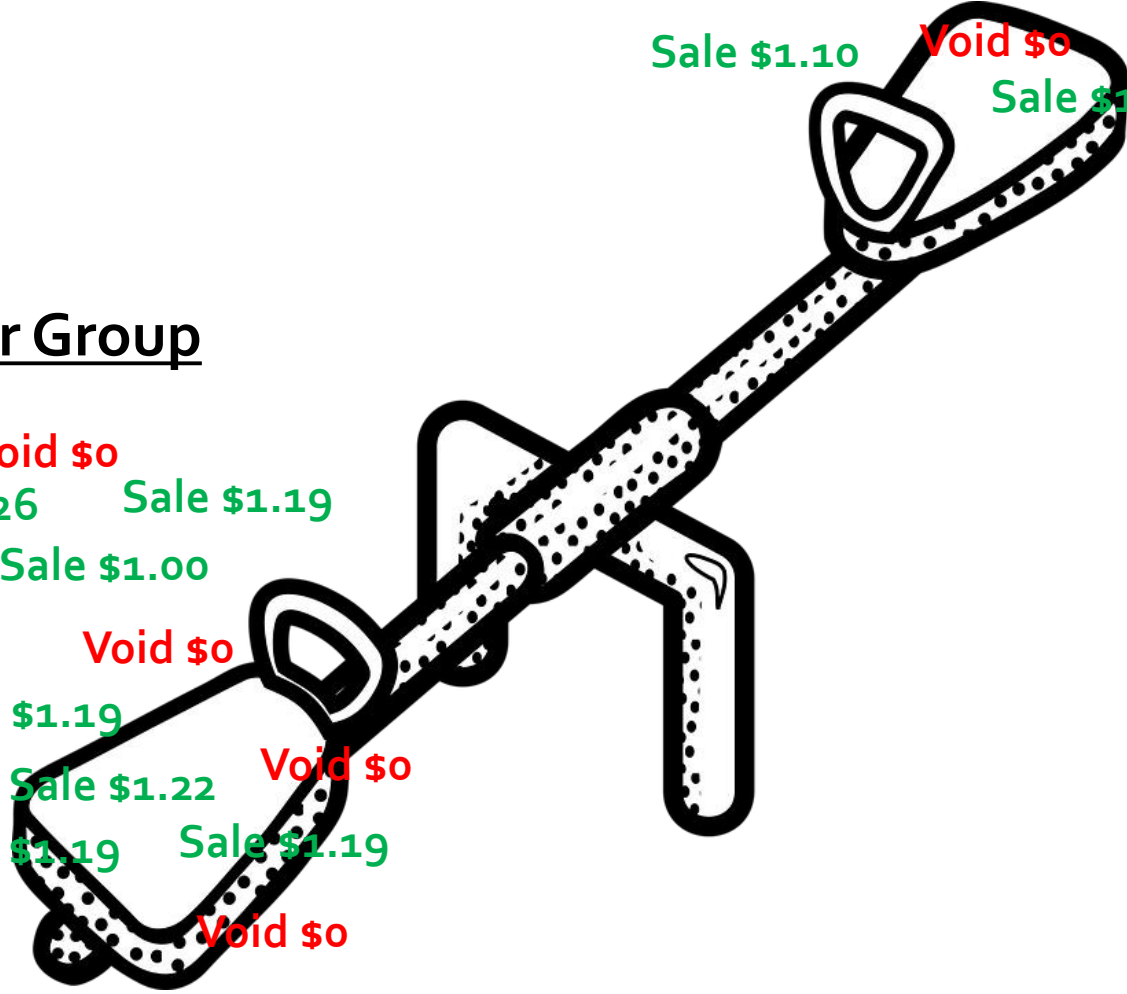
Sale \$1.19

Sale \$1.19

Sale \$1.19

Void \$0

Void \$0



Pass/Fail



We compare the Store's average price for a UPC to the Peer Groups average price + the buffer for the same UPC in the 6-month period.



A Store's UPC average price must be at or under the Peer Group average + the buffer to "pass."

Pass/Fail



66% of a Store's UPCs must "pass" in a food category for the food category to "pass."



6 out of 10 food categories must "pass."



We used the 10 most highly redeemed food categories.



In FFY18 the average number of food categories purchased in a shopping trip by Oregon participants was 3.

Measure Names	Measure Values
AVG_5 WAVG req p...	AVG_5 WAVG req p...
AVG_2 WAVG for se...	AVG_2 WAVG for se...
AGG_3 WSTDEV	AGG_3 WSTDEV
AGG_4 Difference, I...	AGG_4 Difference, I...
SUM(# of UPCs in C...	SUM(# of UPCs in C...
AVG_LOD % UPC >...	AVG_LOD % UPC >...

UPC/PLU	Short Description	Long Description	Brand	Effective D	QTY	Category	Category Descripti...	Sub Cat	Sub Cat Description	Units
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41270033503	Cheese 32oz	IGA Medium Cheddar Cheese 32oz	IGA	8/14/2018	2	02	Cheese	001	Cheese	Pound
41270039994	Cheese 16oz	IGA Mild Cheddar Cheese 16oz	IGA	8/14/2018	1	02	Cheese	001	Cheese	Pound
41270012799	Cheese 16oz	IGA Medium Cheddar Cheese 16oz	IGA	8/14/2018	1	02	Cheese	001	Cheese	Pound
41270031455	Cheese 32oz	IGA Skim Mozzarella Cheese 32oz	IGA	8/14/2018	2	02	Cheese	002	Lowfat cheese	Pound
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PARTNERS

WIC WORKS

Retailer Peer Group

101 - Small Independent/region

UPCs Needed to Pass

Retailer Id	# of Categories Redeemed	# of Categories that DON'T pass
3028	2	1
3349	2	1
3204	6	1

of Fail Categories



of Redeemed Categories



STRONG



- Build stronger partnerships with stores by:
 - Providing user friendly tools and resources.
 - Giving active technical assistance.

TRUST

Oregon wanted to ensure an equitable and fair price comparison for all stores.

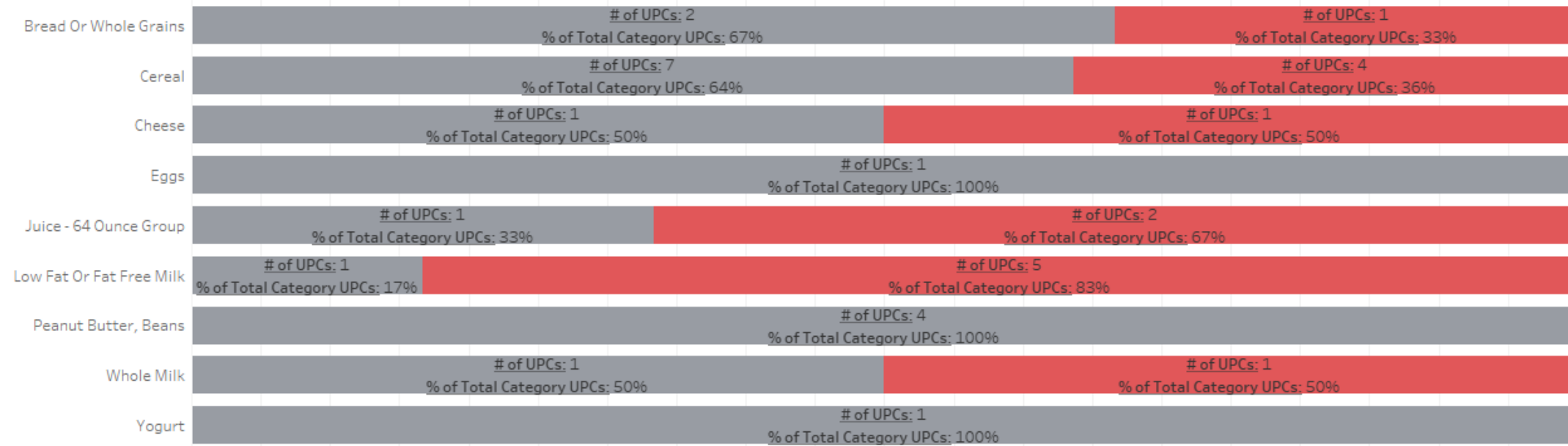
We wanted to increase the transparency in how we determine whether prices are competitive and give stores an improved opportunity to work on theirs.



At least 66% of the UPCs in each Food Category must meet the competitive pricing standards:

For the Store

Gray - % that meet competitive pricing standards *Red* - % that do *not* meet competitive pricing standards



Which UPCs are Expensive?

Item Category Desc	Item Desc	UPC Number	Your Store's Avg Price	Your Peer Group's Avg Price
Bread Or Whole Grains	Corn Tortilla 16oz	37232001048	\$2.99	\$2.31
Cereal	Cheerios 18oz	16000275287	\$7.59	\$5.53
	Corn Flakes 12oz	38000001109	\$5.99	\$4.62
	Cream Of Wheat 28oz	13130006125	\$6.19	\$5.19
	Life Cereal 13oz	30000063545	\$5.99	\$3.92
	Rice Krispies 18oz	38000200038	\$7.99	\$5.81
Cheese	Cheese 32oz	72830002011	\$14.59	\$9.02
Juice - 64 Ounce Group	Apple Juice 64oz	41303004401	\$4.29	\$2.86
	Grape Juice 64oz	889497008221	\$5.99	\$4.67
Low Fat Or Fat Free Milk	Milk 1% Gal	71203000715	\$4.19	\$3.10
	Milk 1% Halfgal	71580100732	\$2.89	\$2.17

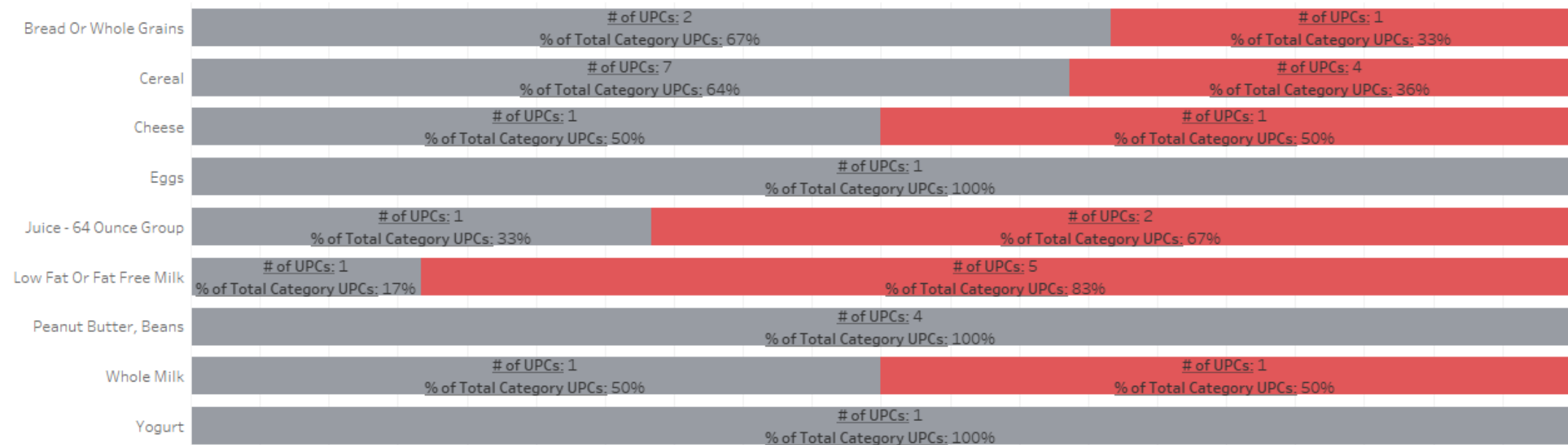
UPCs Needed to Pass

Item Category Desc	Total # of UPCs in Food Category	# of UPCs Needed to Pass in Food Category
Bread Or Whole Grains	3	2
Cereal	11	7
Cheese	2	1
Eggs	1	1
Juice - 64 Ounce Group	3	2
Low Fat Or Fat Free Milk	6	4
Peanut Butter, Beans	4	3
Whole Milk	2	1
Yogurt	1	1

For the Store

At least 66% of the UPCs in each Food Category must meet the competitive pricing standards:

Gray - % that meet competitive pricing standards *Red* - % that do *not* meet competitive pricing standards



For the Store

Which UPCs are **Expensive**?

Item Category Desc	Item Desc	UPC Number	Your Store's Avg Price	Your Peer Group's Avg Price
Bread Or Whole Grains	Corn Tortilla 16oz	37232001048	\$2.99	\$2.31
Cereal	Cheerios 18oz	16000275287	\$7.59	\$5.53
	Corn Flakes 12oz	38000001109	\$5.99	\$4.62
	Cream Of Wheat 28oz	13130006125	\$6.19	\$5.19
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	Grape Juice 64oz	889497008221	\$5.99	\$4.67
Low Fat Or Fat Free Milk	Milk 1% Gal	71203000715	\$4.19	\$3.10
	Milk 1% Halfgal	71580100732	\$2.89	\$2.17

UPCs Needed to **Pass**

Item Category Desc	Total # of UPCs in Food Category	# of UPCs Needed to Pass in Food Category
Bread Or Whole Grains	3	2
Cereal	11	7
Cheese	2	1
Eggs	1	1
Juice - 64 Ounce Group	3	2
Low Fat Or Fat Free Milk	6	4
Peanut Butter, Beans	4	3
Whole Milk	2	1
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For the Store

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	Rice Krispies 18oz	38000200038	\$7.99	\$5.81
Cheese	Cheese 32oz	72830002011	\$14.59	\$9.02
Juice - 64 Ounce Group	Apple Juice 64oz	41303004401	\$4.29	\$2.86
	Grape Juice 64oz	889497008221	\$5.99	\$4.67
Low Fat Or Fat Free Milk	Milk 1% Gal	71203000715	\$4.19	\$3.10
	Milk 1% Halfgal	71580100732	\$2.89	\$2.17
	Milk 2% Gal	71580000308	\$4.99	\$3.91
	Milk 2% Halfgal	71580100336	\$2.89	\$2.20
	Milk Skim Halfgal	71580100961	\$2.89	\$2.18
Whole Milk	Milk Whole Gal	71203000111	\$3.89	\$3.32

For the Store

Item Category Desc	Short Description	UPC Number	Brand	Long Description	Your Peer Group's Avg. Price	Your Store's Price
Bread Or Whole Grains	Brown Rice 14oz	15400026093	Western Family	Western Family Long Grain Brown Rice 16oz	\$3.18	
	Corn Tortilla 15oz	37232001048	La Burreta	La Burreta Corn Tortilla 16oz	\$3.19	
	Whl Grn Pasta 16oz	76808005844	Barilla	Barilla Whole Grain Spaghetti Pasta 16oz	\$2.03	
		76808005851	Barilla	Barilla Whole Grain Penne Pasta 16oz	\$2.29	
		76808006490	Barilla	Barilla Whole Grain Thin Spaghetti Pasta 16oz	\$2.52	
	21130182305	Safeway	Safeway Whole Wheat Bread 16oz	\$2.29		
Whl Wheat Bread 16oz	72250037129	Nature's Own	Nature's Own 100% Whole Wheat Bread 20oz	\$3.63		
Cereal	Cheerios 12oz	16000275287	General Mills	General Mills Cheerios 18oz	\$4.61	
	Cheerios 18oz	16000487697	General Mills	General Mills Multi Grain Cheerios 12oz	\$5.53	
Cheese	Cheese 16oz	21130042357	Lucerne	Lucerne String Cheese 16oz	\$4.99	
		21130043026	Lucerne	Lucerne Whole Mozzarella Cheese 16oz	\$5.99	
		36800043923	Food Club	Food Club Cheddar Mild Chunk 16oz	\$4.99	
		72830004015	Tillamook	Tillamook Medium Cheddar Cheese 16oz	\$6.99	
	Tofu 16oz	76371011174	House Foods	House Foods Extra Firm Tofu 16oz	\$2.99	
Eggs	Eggs Dozen	34151651071	Quality Chekd	Quality Chekd Large Eggs Dozen	\$1.99	
		36800454422	Food Club	Food Club Eggs Dozen	\$2.95	

Oregon TA

In which categories does a store need to lower prices? For which UPCs?

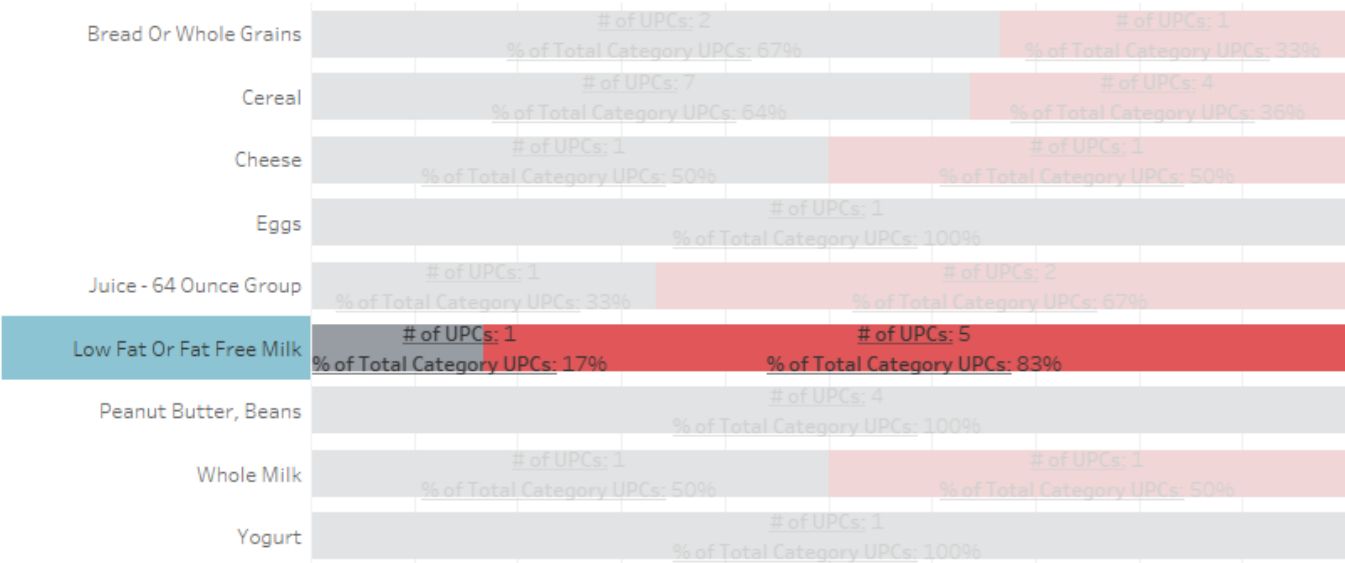
Retailer Peer Group

101 - Small Independent/region

Choose VendorID

2025

Click on Category name where more than 66% of UPCs are **expensive**



Which are the **Expensive** UPCs?

Item Category	UPC Number	Item Desc	Quantity Your Store Sold	Your Store's Avg. Price	Your Peer Group's Avg. Price	_MARL
Low Fat Or Fat Free Milk	712030003..	Milk 2% Gal	3	\$2.99	\$3.07	\$3.41
	712030007..	Milk 1% Gal	3	\$4.19	\$3.10	\$3.77
	715800003..	Milk 2% Gal	11	\$4.99	\$3.91	\$4.61
	715801003..	Milk 2% Halfgal	1	\$2.89	\$2.20	\$2.75
	715801007..	Milk 1% Halfgal	9	\$2.89	\$2.18	\$2.66
	715801009..	Milk Skim Halfgal	1	\$2.89	\$2.18	\$2.79

How does this change the conversation?

FROM:

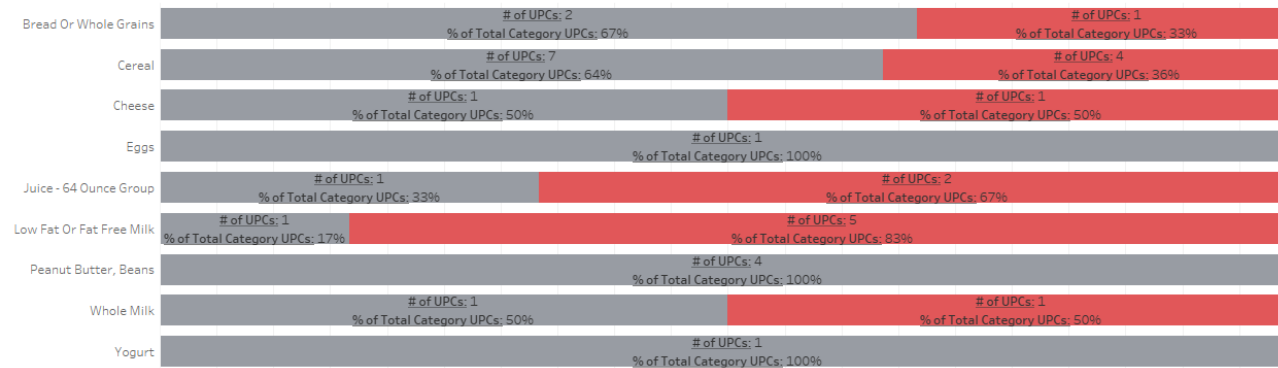
UPC/PLU	Short Description	Long Description	Brand	Effective D	QTY	Category	Category Description	Sub Cat	Sub Cat Description	Units
31142000894	Cheese 16oz	BelGioso Mozzarella Cheese 16oz	BelGioso	7/1/2019	1	02	Cheese	001	Cheese	Pound
42187023366	Cheese 32oz	Best Yet Colby and Monterey Jack Cheese 32oz	Best Yet	5/30/2019	2	02	Cheese	001	Cheese	Pound
42187022482	Cheese 32oz	Best Yet Monterey Jack Cheese 32oz	Best Yet	5/30/2019	2	02	Cheese	001	Cheese	Pound
42187022451	Cheese 32oz	Best Yet Mozzarella Cheese 32oz	Best Yet	5/30/2019	2	02	Cheese	001	Cheese	Pound
42187022468	Cheese 32oz	Best Yet Medium Cheddar Cheese 32oz	Best Yet	5/30/2019	2	02	Cheese	001	Cheese	Pound
21130042357	Cheese 16oz	Lucerne String Cheese 16oz	Lucerne	4/2/2019	1	02	Cheese	001	Cheese	Pound
41303083284	Cheese 16oz	Essential Everyday String Cheese 16oz	Essential Everyday	4/2/2019	1	02	Cheese	001	Cheese	Pound
8.14014E+11	Cheese 16oz	Gold Rush Mozzarella String Cheese 16oz	Gold Rush	3/21/2019	1	02	Cheese	001	Cheese	Pound
41716874738	Cheese 16oz	Frigo Skim Mozzarella String Cheese 16oz	Frigo	3/4/2019	1	02	Cheese	001	Cheese	Pound
41716887929	Cheese 16oz	Frigo Mozzarella String Cheese 16oz	Frigo	3/4/2019	1	02	Cheese	001	Cheese	Pound
21000006649	String Cheese 16oz	Kraft Mozzarella String Cheese 2% milk 16oz	Kraft	3/1/2019	1	02	Cheese	001	Cheese	Pound
91155136553	String Cheese 16oz	Los Altos Mozzarella String Cheese 16oz	Los Altos	3/1/2019	1	02	Cheese	001	Cheese	Pound
41380552284	String Cheese 16oz	Springfield Mozzarella String Cheese 16oz	Springfield	3/1/2019	1	02	Cheese	001	Cheese	Pound
74550065413	Cheese 16oz	Precious String Cheese 16oz	Precious	3/1/2019	1	02	Cheese	001	Cheese	Pound
21000006632	String Cheese 16oz	Kraft Mozzarella String Cheese 16oz	Kraft	3/1/2019	1	02	Cheese	001	Cheese	Pound
1.8386E+11	String Cheese 16oz	Early On String Cheese 16oz	Early On	3/1/2019	1	02	Cheese	001	Cheese	Pound
36800377301	Cheese 16oz	Food Club Mozzarella String Cheese 16oz	Food Club	3/1/2019	1	02	Cheese	001	Cheese	Pound
46567015149	String Cheese 16oz	Raley's String Cheese 16oz	Raleys	3/1/2019	1	02	Cheese	001	Cheese	Pound
41716232163	String Cheese 16oz	CheeseHeads Original String Cheese 16oz	CheeseHeads	3/1/2019	1	02	Cheese	001	Cheese	Pound
74030066091	Cheese 16oz	Galbani String Cheese 16oz	Galbani	3/1/2019	1	02	Cheese	001	Cheese	Pound
7.17545E+11	String Cheese 16oz	Sunnyside Farms String Cheese 16oz	Sunnyside Farms	3/1/2019	1	02	Cheese	001	Cheese	Pound
74326000143	Tofu 16oz	Azumaya Silken Tofu 16oz	Azumaya	3/1/2019	1	02	Cheese	004	Tofu	Pound
25484000131	Tofu 16oz	Nasoya Organic Silken Tofu 16oz	Nasoya	3/1/2019	1	02	Eggs	004	Fresh eggs	Pound
42187022642	Cheese 16oz	Best Yet Medium Cheddar 16oz	Best Yet	9/6/2018	1	02	Cheese	001	Cheese	Pound
42187022413	Cheese 16oz	Best Yet Mozzarella 16oz	Best Yet	9/6/2018	1	02	Cheese	001	Cheese	Pound
42187021355	Cheese 16oz	Best Yet Mild Cheddar 16oz	Best Yet	9/6/2018	1	02	Cheese	001	Cheese	Pound
42187020181	Cheese 16oz	Best Yet Mozzarella 16oz	Best Yet	9/6/2018	1	02	Cheese	001	Cheese	Pound
76850421050	Cheese 16oz	Gossner Monterey Jack Cheese 16oz	Gossner	9/6/2018	1	02	Cheese	001	Cheese	Pound
42187012933	Cheese 16oz	Best Yet Colby Jack 16oz	Best Yet	9/6/2018	1	02	Cheese	001	Cheese	Pound
42187002293	Cheese 16oz	Best Yet Longhold Milk Cheddar 16oz	Best Yet	9/6/2018	1	02	Cheese	001	Cheese	Pound
42187021362	Cheese 16oz	Best Yet Monterey Jack 16oz	Best Yet	9/6/2018	1	02	Cheese	001	Cheese	Pound
42187020174	Cheese 16oz	Best Yet Whole Milk Mozzarella 16	Best Yet	9/6/2018	1	02	Cheese	001	Cheese	Pound
36800444867	Cheese 16oz	Food Club Mozzarella Cheese 16oz	Food Club	8/22/2018	1	02	Cheese	001	Cheese	Pound
41270046411	Cheese 32oz	IGA Colby Jack Cheese 32oz	IGA	8/14/2018	2	02	Cheese	001	Cheese	Pound
41270033497	Cheese 32oz	IGA Mild Cheddar Cheese 32oz	IGA	8/14/2018	2	02	Cheese	001	Cheese	Pound
41270033503	Cheese 32oz	IGA Medium Cheddar Cheese 32oz	IGA	8/14/2018	2	02	Cheese	001	Cheese	Pound
41270039994	Cheese 16oz	IGA Mild Cheddar Cheese 16oz	IGA	8/14/2018	1	02	Cheese	001	Cheese	Pound
41270012799	Cheese 16oz	IGA Medium Cheddar Cheese 16oz	IGA	8/14/2018	1	02	Cheese	001	Cheese	Pound
41270031455	Cheese 32oz	IGA Skim Mozzarella Cheese 32oz	IGA	8/14/2018	2	02	Cheese	002	Lowfat cheese	Pound
36800444850	Cheese 32oz	Food Club Monterey Jack Cheese 32oz	Food Club	8/9/2018	2	02	Cheese	001	Cheese	Pound
41270009508	Cheese 16oz	IGA Low Fat Mozzarella Cheese 1lb	IGA	6/18/2018	1	02	Cheese	002	Lowfat cheese	Pound
41303007723	Cheese 32oz	Essential Everyday Colby Jack Cheese 32oz	Essential Everyday	6/5/2018	2	02	Cheese	001	Cheese	Pound

How does this change the conversation?

TO:

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READY TO LEARN



Q: What if you have a different contractor?

A: Tableau can connect to a variety of data sources including Excel.



Q: How much data do we need before we start changing things?

A: More is better... but there isn't an exact number or date range.



Q: What about new stores who don't have redemption data?

A: We obtain prices from them and upload them into the tool.



Q: How will this benefit the MCA process?

A: The MCA process is identical to the reauthorization CPSC process.

Questions?

