

# Guam WIC Vendor Alert

## TEMPORARY IMPLEMENTATION OF LEAST EXPENSIVE BRAND (LEB) COST CONTAINMENT MEASURE

Guam WIC Program is informing all WIC Vendors in Peer Group 1 (Retail—Non Military Stores) that **effective Thursday, October 16, 2025**, the cost-containment measure, Least Expensive Brand (LEB), will be temporarily implemented. **This LEB measure will not apply for Military Commissaries (Peer Group 9).**

These temporary changes are part of WIC's efforts to maximize available program funds during the ongoing federal government shutdown. The WIC program currently has funding to continue services through at least October 2025 and potentially into the first week of November.

We want to emphasize that this adjustment is temporary and will remain in place until federal funding returns to normal. Should Guam WIC run low on funding, the program will temporarily disable our eWIC vendors and deactivate their ability to transact any WIC redemptions. WIC vendors and participants will be notified in advance if this action becomes necessary.

The LEB Cost Containment Measure will require vendors to only allow benefit redemption of the least expensive brand **“available during the participant’s time of purchase”** for the following food categories.

### FOOD CATEGORY/SUBCATEGORY LISTING

**1. Cheese**—16 oz. block only—Least Expensive Brand only (*Exception Note: If string cheese is the only item available at the time of redemption, then string cheese may be allowed.*)

**2. Canned Fish**—5 oz to 15 oz.—Least Expensive Brand only for each types of fish (e.g., tuna, sardines, mackerel, and pink salmon)

**3. Juices**— 46 fl oz. to 64 fl oz.—Least Expensive Brand only, based on container size (e.g., 46 fl oz. juice container compared to other 46 fl oz. juice containers, and 64 fl oz. juice container compared to other 64 fl oz. juice containers)

**4. Cold Cereal**— 12 oz to 36 oz—Least Expensive Brand only based on container size (e.g., 12 oz. cereal compared to other 12 oz. cereals or packaging close/similar in size, and 18 oz. cereal compared to other 18 oz. cereals or packaging close/similar in size, etc.)

**5. Legumes (Dry/Canned Beans)** - Dry Beans Preferred—Least Expensive Brand only. (*Exception Note: If dry beans are unavailable, then Canned Legumes/Beans may be allowed-Least Expensive Brands*)

**6. Peanut Butter**— 16 oz to 18 oz—Least Expensive Brand only

**7. Yogurt**— 6 oz. to 32 oz.—Least Expensive Brand only based on container size ( e.g. 6 oz. Yogurt container compared to other 6 oz. yogurt container, and 32 oz. yogurt container compared to other 32 oz. yogurt containers)



### CONTACT INFORMATION

Michael Q. Gallo  
Michael.gallo@dphss.guam.gov  
(671)-475-0300  
(671)-483-7264

Steven John Q. Sablan  
steven.sablan@dphss.guam.gov  
(671)-475-0291

Marie Louise R. Parel  
marielouise.parel@dphss.guam.gov  
(671)-475-0292

Guam WIC Program  
15-6100 Mariner Avenue  
Barrigada, Guam 96921

To assist vendors in understanding on how to proceed with the LEB transactions, please see examples below for food category, Peanut Butter and Shelf-Stable Juice



#### Example# 1:

Vendor #1 has only the following WIC Approved Peanut Butter in stock during the participant's time of purchase

- Jif Creamy Peanut Butter 16 oz.—\$7.79
- Skippy Chunky Peanut Butter 16.3 oz.—\$5.29
- Shoppers Value Crunchy Peanut Butter 16 oz.—\$3.99

*The participant should only be allowed to purchase the LEB Peanut Butter available which in this example is the **Shoppers Value Crunchy Peanut Butter 16 oz.—\$3.99**. However, if at the time of purchase the Shoppers Value Crunchy Peanut Butter 16 oz. becomes **unavailable**, then the next LEB should be sold.*

#### Example # 2

Vendor #1 has the following 64 oz. Shelf-Stable Juice in stock during the participant's time of purchase

- Welch's Grape Concord 100% Juice—\$10.79
- Langer's Orange 100% Juice—\$8.59
- Langer's Apple 100% Juice—\$5.89

*The participant should only be allowed to purchase the LEB Juice available which in this example is the **Langer's Apple 100% Juice—\$5.89**. However, if at the time of purchase the Langer's Apple 100% Juice becomes **unavailable**, then the next LEB should be sold.*



#### CONTACT INFORMATION

Michael Q. Gallo  
Michael.gallo@dphss.guam.gov  
(671)-475-0300  
(671)-483-7264

Steven John Q. Sablan  
steven.sablan@dphss.guam.gov  
(671)-475-0291

Marie Louise R. Parel  
marielouise.parel@dphss.guam.gov  
(671)-475-0292



Guam WIC Program  
15-6100 Mariner Avenue  
Barrigada, Guam 96921

For each of the food categories/subcategories affected, these examples of the LEB cost-containment measure should also be applied and followed.

**Additionally, Guam WIC recommends that our WIC Authorized Vendors create a Listing for the Least Expensive Brands (LEB) for each of the seven (7) food categories/subcategories and maintain this listing in the cashier or customer service area for the WIC participant's to easily find and use as a guide on this cost containment measure.**

To minimize any confusion surrounding this matter, please forward any questions, comments, or concerns to the Guam WIC Vendor Management Team.