

**NORTH CAROLINA WIC PROGRAM
 MAXIMUM ALLOWABLE PRICES (MAP)
 FORMULAS PRICED BY PEER GROUPS #1-4
 EFFECTIVE SEPTEMBER 1, 2009**

FORMULAS	SIZE	TYPE	MAP BY PEER GROUP			
			#1	#2	#3	#4
Mead Johnson						
Enfamil LIPIL	13 oz	concentrate	7.69	6.99	7.31	4.69
Enfamil LIPIL	12.9 oz	powder	20.50	21.08	21.96	14.49
Enfamil LIPIL	32 oz	ready to feed	8.69	8.22	7.99	6.84
Enfamil A.R. LIPIL	12.9 oz.	powder	20.21	21.43	19.99	14.43
Enfamil A.R. LIPIL	32 oz.	ready to feed	8.49	8.02	7.43	6.97
Enfamil ProSobee LIPIL	13 oz	concentrate	7.89	7.10	7.31	4.79
Enfamil ProSobee LIPIL	12.9 oz	powder	20.76	20.99	21.95	14.35
Enfamil ProSobee LIPIL	32 oz	ready to feed	8.43	8.50	7.90	6.96
Enfamil Gentlease LIPIL	12 oz	powder	20.44	20.85	20.92	14.69

Peer Group #1---0-2 registers/\$2,000-\$25,000 (12-month WIC redemption)

Peer Group #2---3-5 registers/\$25,001-\$75,000 (12-month WIC redemption)

Peer Group #3---6+ registers/\$75,001-\$300,000 (12-month WIC redemption)

Peer Group #4--- chain stores/commissaries/\$300,000+ (12-month WIC redemption)

