

## Appendix B—Change in the Price of Infant Formula After a Change in the Holder of the WIC Contract by Market Area

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**Appendix table B-1—Average retail price of milk-based powdered infant formula by market area, pre- and postchange in WIC contract holder, 1994-2000**

Market area	Time of change <sup>1</sup>	Old contract holder	Pre-	Post-	Dollar	New contract holder	Pre-	Post-	Dollar
			change price	change price	change in price		change price	change price	change in price
			<i>Dollars</i>	<i>Dollars</i>					<i>Dollars</i>
Albany	5	Ross	1.57	1.61	0.04	Mead Johnson	1.64	1.67	0.02
Atlanta	4	Ross	1.86	1.83	-0.03	Mead Johnson	1.89	1.93	0.04
Atlanta	19	Mead Johnson	2.31	2.32	0.02	Ross	2.44	2.50	0.06
Boise	8	Carnation	1.76	1.88	0.12	Mead Johnson	1.97	2.19	0.22
Boston	4	Mead Johnson	2.03	2.06	0.03	Wyeth	1.99	1.99	0.00
Boston	10	Wyeth	2.02	2.09	0.07	Mead Johnson	2.05	2.08	0.03
Buffalo/Rochester	5	Ross	1.87	1.87	0.00	Mead Johnson	1.90	1.92	0.03
Charlotte	4	Wyeth	1.99	1.96	-0.03	Mead Johnson	2.12	2.14	0.02
Chicago	9	Wyeth	2.33	2.35	0.02	Ross	2.40	2.61	0.21
Dallas/Ft Worth	20	Ross	2.50	2.53	0.03	Mead Johnson	2.52	2.56	0.04
Des Moines	20	Ross	2.49	2.63	0.14	Mead Johnson	2.37	2.55	0.19
Detroit	10	Wyeth	2.11	2.23	0.12	Ross	2.36	2.42	0.06
Grand Rapids	10	Wyeth	1.99	1.97	-0.01	Ross	1.93	2.07	0.14
Green Bay	10	Wyeth	2.37	2.31	-0.06	Ross	2.50	2.60	0.10
Harrisburg/Scranton	20	Mead Johnson	2.34	2.36	0.02	Ross	2.45	2.48	0.03
Hartford/Springfield	4	Mead Johnson	2.13	2.16	0.03	Wyeth	2.05	2.10	0.05
Hartford/Springfield	10	Wyeth	2.14	2.16	0.02	Mead Johnson	2.20	2.23	0.03
Houston	20	Ross	2.49	2.46	-0.03	Mead Johnson	2.27	2.34	0.07
Indianapolis	10	Wyeth	2.13	2.38	0.25	Ross	2.27	2.36	0.08
Indianapolis	24	Ross	2.31	2.33	0.02	Mead Johnson	2.10	2.37	0.28
Jacksonville	5	Ross	2.11	2.18	0.07	Mead Johnson	2.12	2.20	0.09
Jacksonville	21	Mead Johnson	2.49	2.51	0.02	Carnation	2.04	2.14	0.10
Knoxville	23	Mead Johnson	2.39	2.42	0.04	Ross	2.48	2.52	0.04
Little Rock	4	Ross	2.12	2.14	0.02	Mead Johnson	2.08	2.18	0.09
Los Angeles	7	Ross	2.39	2.23	-0.17	Mead Johnson	2.25	2.42	0.17
Miami/Ft Lauderdale	5	Ross	2.15	2.18	0.03	Mead Johnson	2.11	2.21	0.10
Miami/Ft Lauderdale	21	Mead Johnson	2.44	2.52	0.08	Carnation	2.06	2.24	0.19
Milwaukee,	10	Wyeth	2.26	2.28	0.01	Ross	2.48	2.57	0.09
Minneapolis/St Paul	20	Ross	2.44	2.29	-0.15	Mead Johnson	2.33	2.31	-0.02
Nashville	23	Mead Johnson	2.48	2.49	0.01	Ross	2.47	2.62	0.16
Oklahoma City	10	Wyeth	2.16	2.19	0.04	Mead Johnson	2.29	2.28	-0.01
Omaha	24	Ross	2.49	2.58	0.09	Mead Johnson	2.09	2.44	0.35
Orlando	5	Ross	2.10	2.18	0.08	Mead Johnson	2.12	2.21	0.10
Orlando	21	Mead Johnson	2.42	2.52	0.10	Carnation	2.07	2.20	0.13
Peoria/Springfield	9	Wyeth	2.10	2.06	-0.04	Ross	2.13	2.36	0.23
Pittsburgh	20	Mead Johnson	2.19	2.22	0.03	Ross	2.42	2.42	0.00
Portland	8	Carnation	1.84	1.94	0.09	Mead Johnson	1.86	2.16	0.30
Providence	4	Mead Johnson	2.05	2.07	0.03	Wyeth	2.05	2.13	0.08
Providence	10	Wyeth	2.11	2.22	0.11	Mead Johnson	2.13	2.16	0.03

See notes at end of table.

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**Appendix table B-1—Average retail price of milk-based powdered infant formula by market area, pre- and postchange in WIC contract holder, 1994-2000—Continued**

Market area	Time of change <sup>1</sup>	Old contract holder	Pre-change price	Post-change price	Dollar change in price	New contract holder	Pre-change price	Post-change price	Dollar change in price
			<i>Dollars</i>	<i>Dollars</i>			<i>Dollars</i>	<i>Dollars</i>	
Raleigh/Greensboro	4	Wyeth	1.99	2.06	0.07	Mead Johnson	2.12	2.15	0.03
Sacramento	7	Ross	2.19	2.19	0.00	Mead Johnson	2.20	2.26	0.06
Salt Lake City	8	Carnation	1.67	1.86	0.18	Mead Johnson	1.98	2.24	0.26
San Antonio/ Corpus Christi	20	Ross	2.50	2.34	-0.16	Mead Johnson	2.23	2.16	-0.07
San Diego	7	Ross	2.19	2.18	0.00	Mead Johnson	2.23	2.25	0.02
San Francisco/Oakland	7	Ross	2.17	2.18	0.01	Mead Johnson	2.11	2.25	0.14
Seattle/Tacoma	8	Carnation	1.90	1.91	0.01	Mead Johnson	2.07	2.26	0.19
Spokane	8	Carnation	1.80	1.79	-0.01	Mead Johnson	2.10	2.07	-0.04
Syracuse	5	Ross	1.84	1.86	0.02	Mead Johnson	1.87	1.90	0.03
Tampa/St Petersburg	5	Ross	2.09	2.15	0.06	Mead Johnson	2.12	2.18	0.06
Tampa/St Petersburg	21	Mead Johnson	2.45	2.53	0.08	Carnation	2.04	2.17	0.13
Tulsa	10	Wyeth	2.27	2.21	-0.06	Mead Johnson	2.35	2.42	0.07
Average (39 market areas— excludes shaded areas)			2.17	2.19	0.03		2.14	2.23	0.10
Average (all 51 market areas)			2.17	2.20	0.03		2.16	2.26	0.09

Note: shaded lines represent market areas in which Wyeth lost the WIC contract in 1996. Averages are based on unweighted data.

<sup>1</sup>Calendar year quarter since 1st quarter 1994.

**Appendix table B-2—Average retail price of milk-based liquid concentrate infant formula by market area, pre- and postchange in WIC contract holder, 1994-2000**

Market area	Time of change <sup>1</sup>	Old contract holder	Pre-change price	Post-change price	Dollar change in price	New contract holder	Pre-change price	Post-change price	Dollar change in price
			<i>Dollars</i>	<i>Dollars</i>			<i>Dollars</i>	<i>Dollars</i>	
Albany	5	Ross	1.92	2.05	0.14	Mead Johnson	1.90	2.08	0.18
Atlanta	4	Ross	2.30	2.33	0.03	Mead Johnson	2.27	2.36	0.09
Atlanta	19	Mead Johnson	2.84	2.85	0.01	Ross	2.82	2.89	0.07
Boise	8	Carnation	1.98	2.22	0.24	Mead Johnson	2.09	2.74	0.65
Boston	4	Mead Johnson	2.38	2.37	-0.01	Wyeth	2.27	2.31	0.03
Boston	10	Wyeth	2.35	2.39	0.04	Mead Johnson	2.34	2.53	0.19
Buffalo/Rochester	5	Ross	2.31	2.39	0.08	Mead Johnson	2.30	2.41	0.12
Charlotte	4	Wyeth	2.27	2.32	0.05	Mead Johnson	2.41	2.42	0.02
Chicago	9	Wyeth	2.78	2.76	-0.03	Ross	2.72	3.00	0.28
Dallas/Ft Worth	20	Ross	2.92	3.06	0.14	Mead Johnson	2.71	2.87	0.16
Des Moines	20	Ross	2.68	2.64	-0.03	Mead Johnson	2.62	3.09	0.46
Detroit	10	Wyeth	2.53	2.68	0.15	Ross	2.54	2.61	0.07
Grand Rapids	10	Wyeth	2.45	2.49	0.04	Ross	2.22	2.36	0.13
Green Bay	10	Wyeth	2.63	2.64	0.02	Ross	2.80	2.85	0.06
Harrisburg/Scranton	20	Mead Johnson	2.79	2.82	0.03	Ross	2.75	2.80	0.04
Hartford/Springfield	4	Mead Johnson	2.45	2.45	0.00	Wyeth	2.38	2.44	0.06
Hartford/Springfield	10	Wyeth	2.50	2.50	0.00	Mead Johnson	2.53	2.65	0.12
Houston	20	Ross	2.72	2.75	0.03	Mead Johnson	2.74	2.81	0.07
Indianapolis	10	Wyeth	2.48	2.65	0.17	Ross	2.50	2.60	0.10
Indianapolis	24	Ross	2.73	2.92	0.19	Mead Johnson	2.45	2.83	0.39
Jacksonville	5	Ross	2.41	2.49	0.08	Mead Johnson	2.41	2.50	0.10
Jacksonville	21	Mead Johnson	2.94	2.99	0.05	Carnation	2.28	2.40	0.12
Knoxville	23	Mead Johnson	2.90	2.93	0.03	Ross	2.78	2.85	0.07
Little Rock	4	Ross	2.41	2.33	-0.08	Mead Johnson	2.57	2.68	0.11
Los Angeles	7	Ross	2.70	2.53	-0.17	Mead Johnson	2.62	2.83	0.21
Miami/Ft Lauderdale	5	Ross	2.43	2.49	0.07	Mead Johnson	2.40	2.49	0.09
Miami/Ft Lauderdale	21	Mead Johnson	2.96	3.06	0.10	Carnation	2.30	2.51	0.21
Milwaukee	10	Wyeth	2.56	2.61	0.04	Ross	2.79	2.76	-0.03
Minneapolis/St Paul	20	Ross	2.81	2.74	-0.07	Mead Johnson	2.84	3.01	0.17
Nashville	23	Mead Johnson	3.03	3.01	-0.02	Ross	2.87	3.05	0.18
Oklahoma City	10	Wyeth	2.54	2.62	0.07	Mead Johnson	2.62	2.65	0.03
Omaha	24	Ross	2.84	2.74	-0.10	Mead Johnson	2.46	2.89	0.44
Orlando	5	Ross	2.42	2.50	0.08	Mead Johnson	2.40	2.50	0.10
Orlando	21	Mead Johnson	2.95	3.09	0.14	Carnation	2.34	2.52	0.18
Peoria/Springfield	9	Wyeth	2.51	2.52	0.01	Ross	2.24	2.55	0.32
Pittsburgh	20	Mead Johnson	2.57	2.61	0.04	Ross	2.54	2.59	0.04
Portland	8	Carnation	2.04	2.13	0.10	Mead Johnson	2.24	2.61	0.37
Providence	4	Mead Johnson	2.29	2.37	0.08	Wyeth	2.26	2.41	0.16
Providence	10	Wyeth	2.27	2.47	0.20	Mead Johnson	2.46	2.64	0.18

See notes at end of table.

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**Appendix table B-2—Average retail price of milk-based liquid concentrate infant formula by market area, pre- and postchange in WIC contract holder, 1994-2000—Continued**

Market area	Time of change <sup>1</sup>	Old contract holder	Pre-change price	Post-change price	Dollar change in price	New contract holder	Pre-change price	Post-change price	Dollar change in price
			<i>Dollars</i>	<i>Dollars</i>			<i>Dollars</i>	<i>Dollars</i>	
Raleigh/Greensboro	4	Wyeth	2.28	2.37	0.10	Mead Johnson	2.41	2.45	0.03
Sacramento	7	Ross	2.59	2.60	0.00	Mead Johnson	2.58	2.66	0.08
Salt Lake City	8	Carnation	1.98	2.27	0.28	Mead Johnson	2.78	3.17	0.40
San Antonio/Corpus Christi	20	Ross	2.77	2.75	-0.02	Mead Johnson	2.75	2.73	-0.03
San Diego	7	Ross	2.52	2.47	-0.05	Mead Johnson	2.57	2.69	0.11
San Francisco/Oakland	7	Ross	2.61	2.59	-0.02	Mead Johnson	2.49	2.63	0.14
Seattle/Tacoma	8	Carnation	2.38	2.31	-0.07	Mead Johnson	2.51	2.65	0.14
Spokane	8	Carnation	2.02	2.00	-0.02	Mead Johnson	2.39	2.40	0.01
Syracuse	5	Ross	2.22	2.25	0.03	Mead Johnson	2.22	2.30	0.09
Tampa/St Petersburg	5	Ross	2.39	2.49	0.10	Mead Johnson	2.40	2.49	0.09
Tampa/St Petersburg	21	Mead Johnson	3.00	3.02	0.01	Carnation	2.35	2.49	0.14
Tulsa	10	Wyeth	2.64	2.50	-0.14	Mead Johnson	2.81	2.92	0.11
Average (39 market areas—excludes shaded areas)			2.53	2.57	0.04		2.47	2.63	0.16
Average (all 51 market areas)			2.53	2.57	0.04		2.49	2.64	0.15

Note: shaded lines represent market areas in which Wyeth lost the WIC contract in 1996. Averages are based on unweighted data.

<sup>1</sup>Calendar year quarter since 1st quarter 1994.

**Appendix table B-3—Average retail price of soy-based powdered infant formula by market area, pre- and postchange in WIC contract holder, 1994-2000**

Market area	Time of change <sup>1</sup>	Old contract holder	Pre-change price	Post-change price	Dollar change in price	New contract holder	Pre-change price	Post-change price	Dollar change in price
			<i>Dollars</i>	<i>Dollars</i>			<i>Dollars</i>	<i>Dollars</i>	
Albany	5	Ross	1.80	1.86	0.06	Mead Johnson	1.88	1.95	0.07
Atlanta	4	Ross	1.97	1.98	0.01	Mead Johnson	1.88	1.97	0.08
Atlanta	19	Mead Johnson	2.64	2.65	0.02	Ross	2.56	2.59	0.03
Boston	4	Mead Johnson	2.20	2.24	0.05	Wyeth	1.98	1.94	-0.04
Boston	10	Wyeth	1.94	1.96	0.01	Mead Johnson	2.28	2.32	0.04
Buffalo/Rochester	5	Ross	2.08	2.10	0.02	Mead Johnson	1.98	2.07	0.08
Charlotte	4	Wyeth	1.85	1.91	0.06	Mead Johnson	2.26	2.29	0.02
Chicago	9	Wyeth	2.28	2.31	0.03	Ross	2.60	2.75	0.15
Dallas/Ft Worth	20	Ross	2.73	2.76	0.03	Mead Johnson	2.91	2.96	0.06
Denver	8	Ross	2.18	2.20	0.02	Mead Johnson	2.26	2.27	0.01
Des Moines	20	Ross	2.61	2.77	0.16	Mead Johnson	2.74	2.97	0.23
Detroit	10	Wyeth	2.00	2.21	0.21	Ross	2.39	2.42	0.04
Grand Rapids	10	Wyeth	1.90	1.86	-0.04	Ross	2.02	2.05	0.03
Green Bay	10	Wyeth	2.18	2.17	-0.01	Ross	2.68	2.74	0.07
Harrisburg/Scranton	20	Mead Johnson	2.67	2.67	0.01	Ross	2.53	2.57	0.04
Hartford/Springfield	4	Mead Johnson	2.29	2.32	0.02	Wyeth	2.03	2.09	0.05
Hartford/Springfield	10	Wyeth	2.14	2.15	0.01	Mead Johnson	2.38	2.45	0.07
Houston	20	Ross	2.55	2.55	0.00	Mead Johnson	2.50	2.59	0.09
Indianapolis	10	Wyeth	2.05	2.22	0.17	Ross	2.32	2.35	0.04
Indianapolis	24	Ross	2.38	2.44	0.06	Mead Johnson	2.58	2.73	0.15
Jacksonville	5	Ross	2.26	2.34	0.08	Mead Johnson	2.26	2.36	0.10
Jacksonville	21	Mead Johnson	2.69	2.80	0.12	Carnation	1.91	2.01	0.09
Knoxville	23	Mead Johnson	2.71	2.76	0.05	Ross	2.52	2.56	0.03
Little Rock	4	Ross	2.41	2.48	0.07	Mead Johnson	2.45	2.48	0.03
Los Angeles	7	Ross	2.45	2.36	-0.09	Mead Johnson	2.37	2.48	0.11
Miami/Ft Lauderdale	5	Ross	2.28	2.35	0.07	Mead Johnson	2.26	2.34	0.08
Miami/Ft Lauderdale	21	Mead Johnson	2.72	2.81	0.09	Carnation	1.92	2.04	0.12
Milwaukee	10	Wyeth	2.15	2.17	0.01	Ross	2.75	2.76	0.01
Minneapolis/St Paul	20	Ross	2.58	2.46	-0.12	Mead Johnson	2.69	2.65	-0.04
Nashville	23	Mead Johnson	2.76	2.73	-0.03	Ross	2.55	2.75	0.20
Oklahoma City	10	Wyeth	2.06	2.17	0.12	Mead Johnson	2.53	2.55	0.02
Omaha	24	Ross	2.67	2.67	0.00	Mead Johnson	2.61	2.73	0.12
Orlando	5	Ross	2.26	2.35	0.09	Mead Johnson	2.26	2.35	0.09
Orlando	21	Mead Johnson	2.71	2.87	0.16	Carnation	1.93	2.03	0.10
Peoria/Springfield	9	Wyeth	2.00	2.01	0.00	Ross	2.36	2.48	0.12
Pittsburgh	20	Mead Johnson	2.64	2.71	0.07	Ross	2.50	2.49	-0.01
Providence	4	Mead Johnson	2.21	2.23	0.02	Wyeth	2.06	2.06	0.00
Providence	10	Wyeth	2.07	2.13	0.06	Mead Johnson	2.23	2.32	0.09
Raleigh/Greensboro	4	Wyeth	1.85	1.94	0.08	Mead Johnson	2.26	2.29	0.03

See notes at end of table.

Continued—

**Appendix table B-3—Average retail price of soy-based powdered infant formula by market area, pre- and postchange in WIC contract holder, 1994-2000—Continued**

Market area	Time of change <sup>1</sup>	Old contract holder	Pre-change price	Post-change price	Dollar change in price	New contract holder	Pre-change price	Post-change price	Dollar change in price
			<i>Dollars</i>	<i>Dollars</i>			<i>Dollars</i>	<i>Dollars</i>	
Sacramento	7	Ross	2.39	2.37	-0.02	Mead Johnson	2.44	2.46	0.02
San Antonio/ Corpus Christi	20	Ross	2.59	2.60	0.01	Mead Johnson	2.59	2.58	-0.01
San Diego	7	Ross	2.37	2.36	-0.01	Mead Johnson	2.35	2.42	0.07
San Francisco/Oakland	7	Ross	2.36	2.37	0.01	Mead Johnson	2.38	2.40	0.03
Syracuse	5	Ross	2.04	2.08	0.04	Mead Johnson	2.02	2.10	0.07
Tampa/St Petersburg	5	Ross	2.25	2.31	0.06	Mead Johnson	2.26	2.34	0.08
Tampa/St Petersburg	21	Mead Johnson	2.77	2.84	0.06	Carnation	1.90	2.00	0.09
Tulsa	10	Wyeth	2.15	2.10	-0.05	Mead Johnson	2.65	2.67	0.03
Average (35 market areas— excludes shaded areas)			2.40	2.44	0.04		2.30	2.37	0.06
Average (all 47 market areas)			2.32	2.35	0.04		2.34	2.40	0.06

Note: shaded lines represent market areas in which Wyeth lost the WIC contract in 1996. Averages are based on unweighted data.

<sup>1</sup>Calendar year quarter since 1st quarter 1994.

**Appendix table B-4—Average retail price of soy-based liquid concentrate infant formula by market area, pre- and postchange in WIC contract holder, 1994-2000**

Market area	Time of change <sup>1</sup>	Old contract holder	Pre-	Post-	Dollar	New contract holder	Pre-	Post-	Dollar
			change price	change price	change in price		change price	change price	change in price
			<i>Dollars</i>	<i>Dollars</i>					<i>Dollars</i>
Albany	5	Ross	1.95	1.99	0.04	Mead Johnson	1.90	2.13	0.23
Atlanta	4	Ross	2.37	2.45	0.08	Mead Johnson	2.36	2.46	0.10
Atlanta	19	Mead Johnson	3.06	3.06	0.01	Ross	2.95	3.00	0.04
Boston	4	Mead Johnson	2.41	2.44	0.03	Wyeth	2.43	2.46	0.03
Boston	10	Wyeth	2.45	2.50	0.04	Mead Johnson	2.47	2.50	0.03
Buffalo/Rochester	5	Ross	2.34	2.42	0.07	Mead Johnson	2.42	2.48	0.06
Charlotte	4	Wyeth	2.40	2.48	0.08	Mead Johnson	2.55	2.57	0.02
Chicago	9	Wyeth	2.85	2.85	0.00	Ross	2.72	3.07	0.35
Dallas/Ft Worth	20	Ross	2.85	3.03	0.18	Mead Johnson	3.34	3.45	0.11
Denver	8	Ross	2.56	2.56	0.00	Mead Johnson	2.57	2.57	0.00
Des Moines	20	Ross	2.85	3.01	0.15	Mead Johnson	3.28	3.29	0.01
Detroit	10	Wyeth	2.64	2.74	0.10	Ross	2.74	2.80	0.05
Grand Rapids	10	Wyeth	2.50	2.44	-0.06	Ross	2.29	2.36	0.07
Green Bay	10	Wyeth	2.80	2.85	0.04	Ross	2.96	3.08	0.13
Harrisburg/Scranton	20	Mead Johnson	3.04	3.02	-0.02	Ross	2.93	2.97	0.04
Hartford/Springfield	4	Mead Johnson	2.57	2.57	0.01	Wyeth	2.46	2.54	0.08
Hartford/Springfield	10	Wyeth	2.64	2.66	0.02	Mead Johnson	2.70	2.79	0.09
Houston	20	Ross	2.86	2.94	0.08	Mead Johnson	2.86	2.95	0.09
Indianapolis	10	Wyeth	2.64	2.99	0.35	Ross	2.51	2.60	0.09
Indianapolis	24	Ross	2.70	2.96	0.26	Mead Johnson	2.48	2.86	0.38
Jacksonville	5	Ross	2.59	2.65	0.05	Mead Johnson	2.56	2.66	0.11
Jacksonville	21	Mead Johnson	3.21	3.28	0.08	Carnation	2.12	2.22	0.10
Knoxville	23	Mead Johnson	3.12	3.18	0.06	Ross	2.96	3.04	0.07
Little Rock	4	Ross	2.56	2.49	-0.06	Mead Johnson	2.58	2.54	-0.04
Los Angeles	7	Ross	2.80	2.73	-0.07	Mead Johnson	2.78	2.82	0.04
Miami/Ft Lauderdale	5	Ross	2.57	2.69	0.12	Mead Johnson	2.54	2.69	0.15
Miami/Ft Lauderdale	21	Mead Johnson	3.32	3.35	0.03	Carnation	2.10	2.30	0.21
Milwaukee	10	Wyeth	2.78	2.77	0.00	Ross	3.07	3.08	0.01
Minneapolis/St Paul	20	Ross	2.97	2.88	-0.10	Mead Johnson	3.06	3.14	0.07
Nashville	23	Mead Johnson	3.24	3.22	-0.02	Ross	3.03	3.29	0.26
Oklahoma City	10	Wyeth	2.65	2.65	0.01	Mead Johnson	2.70	2.82	0.12
Omaha	24	Ross	3.15	2.98	-0.17	Mead Johnson	2.97	3.16	0.19
Orlando	5	Ross	2.59	2.69	0.10	Mead Johnson	2.54	2.70	0.16
Orlando	21	Mead Johnson	3.19	3.30	0.11	Carnation	2.17	2.32	0.15
Peoria/Springfield	9	Wyeth	2.72	2.54	-0.18	Ross	2.37	2.66	0.29
Pittsburgh	20	Mead Johnson	2.80	2.87	0.07	Ross	2.79	2.84	0.04
Providence	4	Mead Johnson	2.39	2.36	-0.03	Wyeth	2.49	2.54	0.05
Providence	10	Wyeth	2.58	2.63	0.06	Mead Johnson	2.53	2.67	0.14
Raleigh/Greensboro	4	Wyeth	2.40	2.50	0.09	Mead Johnson	2.56	2.61	0.05

See notes at end of table.

Continued—



**Appendix table B-4—Average retail price of soy-based liquid concentrate infant formula by market area, pre- and postchange in WIC contract holder, 1994-2000—Continued**

Market area	Time of change <sup>1</sup>	Old contract holder	Pre-change price	Post-change price	Dollar change in price	New contract holder	Pre-change price	Post-change price	Dollar change in price
			<i>Dollars</i>	<i>Dollars</i>			<i>Dollars</i>	<i>Dollars</i>	
Sacramento	7	Ross	2.75	2.72	-0.03	Mead Johnson	2.71	2.74	0.03
San Antonio/ Corpus Christi	20	Ross	2.87	2.86	-0.02	Mead Johnson	3.03	2.95	-0.08
San Diego	7	Ross	2.72	2.66	-0.06	Mead Johnson	2.73	2.79	0.06
San Francisco/Oakland	7	Ross	2.70	2.70	0.00	Mead Johnson	2.68	2.73	0.04
Syracuse	5	Ross	2.27	2.28	0.01	Mead Johnson	2.31	2.39	0.08
Tampa/St Petersburg	5	Ross	2.54	2.66	0.12	Mead Johnson	2.55	2.69	0.13
Tampa/St Petersburg	21	Mead Johnson	3.23	3.31	0.08	Carnation	2.14	2.25	0.11
Tulsa	10	Wyeth	2.77	2.71	-0.06	Mead Johnson	2.94	3.06	0.12
Average (35 market areas— excludes shaded areas)			2.74	2.78	0.04		2.63	2.72	0.09
Average (all 47 market areas)			2.72	2.76	0.04		2.64	2.74	0.10

Note: shaded lines represent market areas in which Wyeth lost the WIC contract in 1996. Averages are based on unweighted data.

<sup>1</sup>Calendar year quarter since 1st quarter 1994.