

Peer Group Descriptions

- I. In general, the following definitions apply to Utah WIC peer grouping. Exceptions can be made at the discretion of state agency management:
 - a. Peer group 1: Large national chains including large supermarkets and supercenters.
 - b. Peer group 2: Large regional chains including mid-sized and large supermarkets.
 - c. Peer group 3: Small and mid-sized local chains including mid-sized and large supermarkets.
 - d. Peer group 4: Independent stores in urban and suburban areas.
 - e. Peer group 5: Independent small stores in remote rural areas.
 - f. Peer group 6: Above 50% vendors (WIC only stores) Utah does not authorize these stores.