

Virginia WIC Program - Retailer Advisory Meeting

April 23, 2015

Time: 10:00 am – 12:00 pm

Site Facilitator for Norfolk: Lindsey Nichol ([Lindsey Nichol@vdh.virginia.gov](mailto:Lindsey.Nichol@vdh.virginia.gov)) Site Facilitator for Richmond: Allan Astley (Allan.Astley@vdh.virginia.gov); Site Facilitator for Christiansburg: Ephraim Ewing (Ephraim.Ewing@vdh.virginia.gov); and emergency meeting contact (Jessica Owen Day at: 804-389-8020).

What:	Who:
Agenda Review/Rules of the Road*	Allan Astley, Meeting Facilitator
Introductions/Expectations	Allan Astley, Vendor Liaison
Review Next Steps from January 22, 2015 Retailer Advisory Meeting	All
Division Director Update <ul style="list-style-type: none"> • WIC Program Participation • WIC Program Dashboard • Integrity Audits, i.e., APA, Abbott Nutrition, USDA, etc • Smartphone app for cardholders - update 	Michael Welch, Division Director
Administrative issues – Food Application/List Process <ul style="list-style-type: none"> • Evaluation Status • Refrigerated Juices • What changes are under consideration for the WIC Approved Food List (2015)? • Questions and Next Steps? 	Presenter - TBD
UPC Coordinator Issues – General UPC Update <ul style="list-style-type: none"> • Reminder – Potatoes products • How to submit UPC Request Update Form? • What supporting documentation is needed? • Questions 	Brian Tun, UPC Coordinator
Xerox Point of Contact <ul style="list-style-type: none"> • Introduction: When to contact Russell Trahan, Xerox? • FTP and APL Availability • Questions 	Russell Trahan, Xerox Corporation
Miscellaneous Issues: <ul style="list-style-type: none"> • Lactose Free/Lactose Reduced Milk • Non Competitive Redemptions and Administrative Actions • Crossroads eWIC NTEs and Adjusted Payments update • WIC Shelf Labels and Milk – what is required? • Minimum Stocking Requirement Change • Monitoring Visits and Local Agency Staff • Similac Spit-Up Formula – Availability • Train-the-Trainer (new trainers) and refresher training sessions 	Sheila Brewer, Vendor Compliance Manager
Benefits/Concerns/Next Steps	All Site Facilitators

**When conference line is muted, questions can be sent to:
WIC_Retailer@vdh.virginia.gov**

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Meeting's Objectives:

- 1) Update retailers on policy and procedural changes affecting WIC authorized retail stores.
- 2) Facilitate two-way communications between retailers and the Virginia WIC Program.

Rules of the Road

- ◆ Start and End on time
- ◆ Participate
- ◆ Stay Focused
- ◆ Be Candid and Open
- ◆ No idea is Bad
- ◆ Headline & build
- ◆ Listen Fully
- ◆ Avoid Killer statements and gestures
- ◆ Share the spotlight with others
- ◆ Respect confidentiality....build trust
- ◆ Avoid side conversations
- ◆ Build Teamwork...while having ***FUN***

****Note: A break will occur at 11:15 am. Meeting will resume at 11:30 am.***

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Division Director Update (Michael Welch):



As of October 1, 2014 the state was fully converted from paper food instruments to eWIC benefit cards. The eWIC Transaction Profile for the past 12 months is as follows:

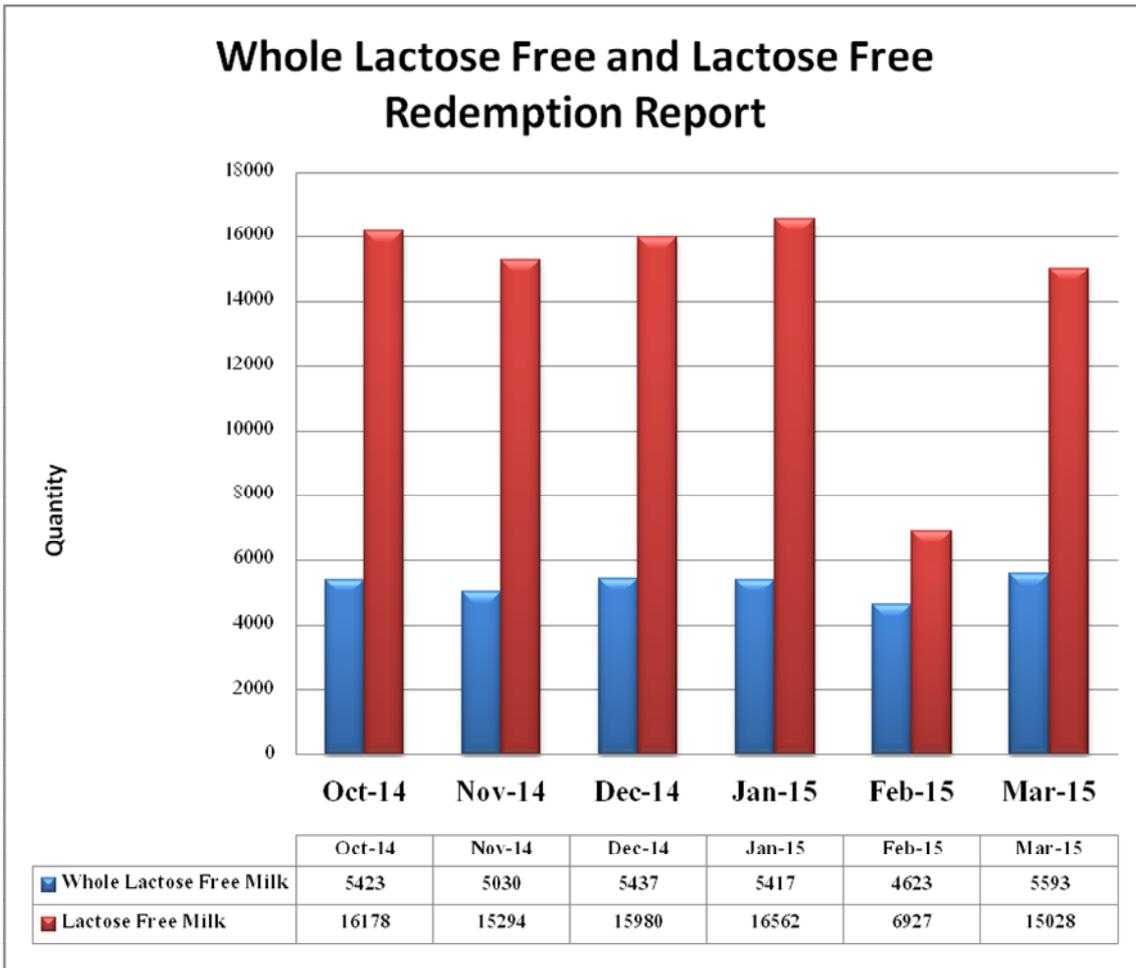
Processing Month	Units/Quantity of items sold	WIC Dollars Paid
March 2015	2,263,918	\$7,342,595
February 2015	1,868,730	\$6,196,179
January 2015	2,273,593	\$7,360,273
December 2014	2,278,126	\$7,535,752
November 2014	2,208,241	\$7,196,986
October 1, 2014	2,384,815	\$7,744,299
September 2014	2,300,328	\$7,433,696
August 2014	2,339,580	\$7,593,104
July 2014	2,281,725	\$7,509,620
June 2014	1,812,460	\$6,193,862
May 2014	1,251,199	\$4,555,983
April 2014	578,883	\$2,254,077

- ❖ Begun using system generated NTEs for all peer groups/categories/subcategories as of October 1, 2014.

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Issues associated with cardholders being able to purchase Lactose Free/Lactose reduced milk:

- Availability at stores
- Attempting to purchase an unapproved product, based upon fat content
- Attempting to purchase an unapproved product, based upon the UPC
- Confusion about converting milk to multiples of .5, i.e., 3 gallons = 6 ½ gallons
- Significant number of complaints received by local agencies and State WIC Office



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Lactose Free Milk on VA APL		
Whole Milk		
UPC	Description	Qty
011110853332	Kroger Whole Lactose Free Milk	½ gallon
011166701052	Richfood Vit D Whole Milk-Lact Free	½ gallon
021130071890	Lucerne Lactose Free Whole Vitamin D Milk	½ gallon
035826046826	Food Lion 100% Lact Red Whole	½ gallon
041303025680	Essential Everyday Lact Free Vit D Milk	½ gallon
041383090363	Lactaid Lact Free Whole Milk	½ gallon
041383090738	Lactaid Whole Milk	96 ounces
078742086743	GV Lactose Free Whole Milk	½ gallon
688267034909	Giant Lactose Free Whole Milk	½ gallon
036800111547	Food Club Lactose Free Whole Milk	½ gallon
1% Low Fat Milk		
UPC	Description	Qty
011110892829	Kroger 1% Low Fat Lactose free milk	½ gallon
021130071708	Lucerne Lactose Free 1% Low Fat Milk	½ gallon
041383090226	Lactaid Lactaid 1% Lowfat Milk	½ gallon
041383090714	Lactaid 1% Low Fat Lactose Free Milk	96 ounces
041383090752	Lactaid 1% Lact Free Milk	Quart
078742036410	Great Value 1% Lactose Free Milk	½ gallon
688267140723	Giant Low Fat Lactose Free 1% Milk	½ gallon
688267156120	Giant 1% Lactose Free Milk	Quart
Fat Free (Skim) Milk		
UPC	Description	Qty
011110853141	Kroger Lactose Free Skim Milk	½ gallon
021130071913	Lucerne Lactose Fat Free Milk	½ gallon
035826036438	Food Lion N/F Lact Free	½ gallon
036800111523	Food Club Lactose Free Fat Free	½ gallon
036800111530	Food Club Lactose Free Fat Free	½ gallon
041303025659	Essential Everyday Lactose Free Skim Milk	½ gallon
041383090189	Lactaid Lactaid FF Milk	Quart
041383090431	Lactaid FF Milk	½ gallon
041383090707	Lactaid FF Milk	96 ounces
078742086781	GV Lactose Fat Free Milk	½ gallon
688267031342	Giant Fat Free Lactose Free Milk	½ gallon
688267038129	Giant Lact Free NF Milk	Quart

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2% Reduced Fat Milk		
UPC	Description	Qty
021130071647	Lucerne Lactose Free 2% Reduced Fat Milk	Quart
021130071906	Lucerne Latose Free 2% Reduced Fat Milk	½ gallon
035826046819	Food Lion 2% L/F 100% Lact Free	½ gallon
011110825568	Kroger 2% Lactose Free Reduced Fat Milk	½ gallon
041303025673	Essential Everyday 2% Lactose Free Milk	½ gallon
041383090103	Lactaid 2% Reduced Fat Milk	½ gallon
041383090424	Lactaid 2% Red Fat	Quart
041383090721	Lactaid 2% Reduced Fat Lactose Free Milk	96 ounces
078742086767	GV Lactose Free 2% Milk	½ gallon
688267031359	Giant 2% Lactose Free Milk	½ gallon

Next Steps:

- Do you sell any Lactose Free/Lactose Reduced milk that is not on the Approved Product List (APL)?
- How to get your store brand or other brands added to the APL?

Non Competitive Redemptions and Administrative Actions (Sheila Brewer)

- Bi-monthly evaluation will be done – all WIC authorized stores
- Eight (8) foods are evaluated. Store’s redemption for 8 items is compared to stores assigned to their peer group. These eight foods consist of: 1 gallon of reduced fat milk (1% or skim), 1 pound of Whole Wheat Bread, 1 dozen eggs, 1 8 ounce container of Gerber Infant Cereal, 64 ounces of Liquid Juice (Apple), 1 container of Peanut Butter, 1 container of Similac Advance (12.4 ounces) powdered formula, and 1 Pound of Sliced Cheese.
- Stores that had 4 or more items where the redemption level was more than a certain percentage above the peer group average received written warning letters.
- First evaluation done using January and February redemptions – 10 out of 842 stores identified with non competitive redemption levels.
- Identified stores received a written warning letter in March.
- Next evaluation will be done based upon March and April redemptions.
- Long term future direction: plan to bill stores for the difference between peer group averages for items versus redemption amount paid. Will look at the models in place in Texas and Florida WIC Programs to develop a long term strategy for recouping funds.
- Effective date for this future change – to be determined.
- Using various types of approaches will continue to analyze redemption data and identify outliers. administrative actions to be taken – TBD.

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ACH Payment Adjustments – March (2015) (Sheila Brewer)

- This issue affected all stores.
- NTEs were set too low for many food items, i.e., canned beans, milk, etc
- This outcome occurred due to a technical issue experienced and corrected in Crossroads.
- For a brief period of time, the NTEs were purposely set too high.
- NTE errors corrected to a more realistic level during March
- Internal report will be generated this month and ACH adjustments will be processed for all stores affected.
- Questions about ACH payments received via Xerox Corporation, contact Jessica Owen Day, Vendor Liaison.

Wholesome Informed Choices (WIC) Shelf Labeling Requirement (Sheila Brewer)

- Whole Milk (any container size) – no
- Reduced Fat Milk (2%) (any container size) – no
- Soy Milk (selective brands as identified on the WIC Approved Food List – no
- Lactose Free Milk (whole or reduced fat) – no
- Reduced Fat Milk (1%) – **yes**
- Reduced Fat Milk (skim/fat free) – **yes**

Minimum Stocking Requirement (MSR) Change (Sheila Brewer)

- The changes identified below became effective as of April 1, 2015
- No MSR for whole milk (all container sizes)
- No MSR for Reduced Fat Milk (2%) (all container sizes)
- MSR exists for Reduced Fat Milk (1% or fat free only)
- Must have two different container sizes for Reduced Fat Milk, i.e., quarts, ½ gallons or gallons.

Monitoring Visit and APL Central update (Sheila Brewer)

- As of July 1, 2015 local agency monitors (trained) will resume completing store stocking visits.
- In June State WIC Office will train 45-50 local agency monitors
- Local agency monitors will use customized monitoring app, plus iPhone devices.
- Stores that have been non compliant in meeting the MSR – more likely to be identified with these additional resources being used.
- What are the penalties associated with non compliance in meeting the MSR?

Additional Contract Formulas and Medical foods purchases at retail stores (Sheila Brewer)

As of October 1, 2015 the following proposed changes are under consideration:

- Similac Total Comfort powdered Formula - yes
- Pediasure with Fiber - yes
- **Similac Spit-up** (070074509600/12.3 oz Powder)
- **Similac Spit-up** (070074567311/32 fl oz RTF)
- **Is Similac Spit-up formula both forms readily available at retail stores?**

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Train-the-Trainer workshops – new trainers (Sheila Brewer)

- Training sessions to be held May 21-22, 2015 and September 23-24, 2015.
- Space is still available for both sessions
- Contact Freda Bolling, Vendor Liaison to register for these training sessions.
- Train-the-Trainer refresher session – schedule to be released first week in May

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Materials/Supplies Needed

Easel paper/board

Markers

Tape

Charged cell phone

Handout Materials:

- Agenda Handout (10 copies)
- Working with WIC Retailer bulletin (February 2015 edition) (5 copies)
- January 22, 2015 Retailer Advisory Meeting Minutes (2 copies)
- Minimum Stocking Requirement Guidelines (effective 4/1/2015) (1 copy)
- Signage and Shelf Labels (effective 4/1/2015) (1 copy)
- UPC Update Request Form and instructions (2 copies)
- Train-the-Trainer Workshops (letter dated February 13, 2015) (1 copy)

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Benefits:

Concerns:

Next Steps:

