
Communications and Resources: Crossroads Vendor Portal

Effective Date: June 1, 2014

Supersedes: New

These guidelines define how authorized retailers and new applicants are to use Crossroads Vendor Portal.

I. Crossroads Vendor Portal

A. Crossroads Vendor Portal has the following capabilities:

1. Submit a new store application;
2. Submit price survey information, if requested; and
3. Manage account access.

B. The State WIC Office will notify authorized retailers if prices need to be submitted or updated. Otherwise, eWIC benefit redemptions are used to complete price competitiveness reviews.

C. Crossroads Vendor Portal is the only option for submitting new store applications and price surveys. Paper forms are not used by the WIC Program.

References:

- State WIC Regulation 12VAC5-195-280. Enrollment procedures.