

Division of Community Nutrition

<i>Subject:</i> Retail Store Contact with Local Agencies		<i>Policy:</i> VEN 03.0 - C	
<i>Reference:</i> N / A	<i>Effective:</i> August 12, 2013	<i>Supersedes:</i> August 1, 2008	

I. Policy:

Retail stores who contact the local agency for assistance shall be given the telephone number of their Vendor Liaison. The local agency shall contact the State WIC Office if they do not know which Vendor Liaison is assigned to their county / city. Retail stores shall be advised they can also find contact information in their Vendor Manual for the Virginia WIC Program.

II. Procedure(s):

- A. Retail stores shall not contact the local agency for assistance with issues related to WIC participants, allowable foods, supplies (i.e., food list, formula flyer, shelf labels, eWIC window decals, eWIC lane signage, lost eWIC cards, etc.) or eWIC reimbursements.
- B. For the majority of examples stated above, retail store personnel shall be directed to contact their assigned Vendor Liaison. It is highly recommended that local agency personnel shall not provide assistance to retail stores, since their actions and advice may not accurately reflect WIC Program policies and procedures.
- C. The one exception to these guidelines is if the retailer is calling to report an eWIC card was found in the store. Local agency personnel shall instruct the retail store to return the lost card to the corresponding addresses identified on the eWIC card.