

**Virginia WIC Program**  
**Retailer Advisory Meeting Minutes**  
**Meeting Date: July 14, 2016**

**Retail Attendees**

Megamart Alexandria

**State WIC Office Attendees**

Alex Acharya, Al Astley, Freda Bolling, Paula Garrett, Jennifer Trower, Brian Tun, Mike Welch

**Conference Call Attendees**

Ahold, DECA Dahlgren, Giant of PA, Grant's Supermarket, Hometown Market, Kroger Foods Corporate Office, Old Town Supermarket, Publix, Safeway, Save-A-Lot, Shoppers Food Warehouse Corporate Office, Todos Supermarket, Virginia Retailer Merchant Association, Wal-Mart

**Division Director Update (Michael Welch, Division Director)**

- Since July 2015, the Virginia Breastfeeding Law has been in effect. This law protects a women's right to breastfeed anywhere in public and makes it a misdemeanor to not allow breastfeeding. We have had some complaints that the law is being violated and want to inform supermarkets about the law so that you can develop a way to handle complaints from customers.
- Virginia WIC is the defendant in the infant formula bid process, which recently went before a judge. We expect the judge's decision any day now. If we win, IFB goes into effect immediately. The extended contract with Abbott ends October 31, 2016.
- The Child Nutrition Act is being debated in Congress for reauthorization.
- The Act includes changes in milk consumption and pilot studies in alternative food delivery systems
- Next week, there is an EBT user meeting in Alexandria about how to implement EBT. Discussions will include the iPhone app and dealing with EBT Final Rule.
- WIC participation levels are steady in the state, although lower than in the past.
- Sheila has been out since May; no expected return date yet.

**Similac Alimentum – Product Changes (Paula Garret, WIC Program Manager)**

- The product size has been changed by the producer from 16oz. to 12.1oz. Make sure you have enough formula to maintain MSR if you have not begun stocking the 12.1oz. size.
- We need to know if this new size is on your shelves already so that we can put the product on EBT cards. If it is not available yet, we need to know if the 12.2oz. size will be on shelves by August 1<sup>st</sup>.
- Retailers need to contact Paula Garrett ([paula.garrett@vdh.virginia.gov](mailto:paula.garrett@vdh.virginia.gov)) with this information.

### Annual Training (Alex Acharya, Acting Vendor Compliance Manager)

- Annual training is a federal requirement and this year we will be sending out an electronic bulletin via email. Store managers need to verify that they have read this bulletin and if managers have more than one store, the bulletin needs to be sent to all store managers to be read. For these retailers with multiple stores, a spreadsheet linked in the email needs to be returned to VDH verifying that all stores have read the bulletin.
- More information on this verification process will be included in the bulletin email, which will be sent out by August 1. If the email is not received by then, email Al Astley ([allan.astley@vdh.virginia.gov](mailto:allan.astley@vdh.virginia.gov)).
- Trainer Refresher Sessions are mandatory for retailers that have trainers for their stores. There are going to be two webinars and several onsite training sessions available. Details about these dates were sent out via email in June and will be on the WIC website.
- New retailer training will take place in September 2016.
- Retailers are required to have a physical Retailer Manual on hand at all store locations. We are discussing the possibility of having an electronic version of the manual instead and need to know if this will be a problem for any stores. Please contact Alex Acharya at [alex.acharya@vdh.virginia.gov](mailto:alex.acharya@vdh.virginia.gov) if your store(s) would have any obstacles viewing web materials, downloading, or sharing an electronic version of the manual during store hours for reference or if there would be no problem.

### Miscellaneous Issues (Alex Acharya, Acting Vendor Compliance Manager)

- Cashiers and Program Integrity – Both the House and Senate stress WIC program integrity and working to eliminate fraud. Therefore, we are creating a DVD for integrity training and currently have a screen writer working on the script.
- Thank you to stores that helped out by providing valuable comments.

### Benefits

- New formula size

### Concerns

- Sheila's absence

### Next Meeting

- October 13, 2016