

**Virginia WIC Program  
Retailer Advisory Meeting Minutes  
Meeting date: October 13, 2016**

In-person Attendees: Alex Acharya, Al Astley, Freda Bolling, Paula Garrett, Amy Romero, Brian Tun, all from the State WIC Office

Organizations represented via call-in: Ahold, Dahlgren Commissary, Fort Myer Commissary, Farm Fresh, Food Lion, Global Food, Grant's, Kroger, Old Town Market, Reid's, Wal-Mart.

Division Director Update (Paula Garrett, WIC Program Manager)

- The Infant Formula Rebate Contract is still in negotiation, and cannot be commented upon until the final contract is signed.
- Due to Sheila Brewer's passing last month, her vacated position is in the process of being filled. Alex will continue to serve as the acting Vendor Compliance Manager until the position is filled permanently.
- The WIC Office is looking at expanding the eligible food items to include national brands in order to increase participation and provide current participants more food choices. Items under consideration are national brands of cheese, peanut butter & cereal, as well as all varieties of beans, plain and vanilla yogurt, and whole grain pasta.

WIC Program Update (Paula Garrett, WIC Program Manager)

- A three-year, \$460K infrastructure grant has been awarded for a mobile WIC unit to operate in the Tidewater area. This effort has been named "WIC on Wheels" and is a co-operative effort with the Virginia Co-operative Extension, Peninsula Health District, and WIC Authorized retailers. This effort will provide a mobile WIC clinic that can be parked at a WIC authorized retail store and be able to train and enroll prospective WIC clients into the WIC program, allowing them to receive WIC benefits and shop for WIC items on-the-spot. We expect this service to be launched late Spring or early Summer of 2017, with additional information being provided as the project matures.

Vendor Compliance Update (Alex Acharya, Acting WIC Vendor Compliance Manager)

- The requirement for a WIC authorized store to have the WIC Retailer Manual available whenever the store is open can now be satisfied by either printed or electronic format. For Store Monitoring Reviews, no finding will result as long as the current Retailer Manual is available in your store's Retailer Binder, or can be brought up electronically.
- 100% of the WIC authorized retailers completed and certified their annual training. Thank you for your support in satisfying this federally mandated requirement.
- The current three-year WIC contract with all WIC authorized stores expires September 30, 2017. Reauthorization training for all stores will be conducted next July or August. More details are forthcoming, but this training is required to be interactive.
- A new cashier training DVD has been scripted and is being recorded. The training will consist of several five-minute videos to assist with teaching new and existing cashiers about the WIC Program.

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- First Data (one of our WIC Third Party Providers) has announced that they will be testing their new circuit failover equipment on 11/13/16 at 2:00 AM Central Time (3:00 AM Eastern). The testing is expected to take five minutes, but all data traffic will be interrupted during that timeframe.

**Certified Trainers Update (Freda Green-Bolling, WIC Vendor Liaison)**

- Recent training sessions has resulted in 62 certified trainers who are now authorized to conduct retailer training on Virginia WIC for new stores. The two-day training required to become a certified trainer will be offered twice a year.
- Certified trainers will need to provide interactive training for the contract reauthorization training required before October 2017. More details to come.

**Miscellaneous Issues (Al Astley, WIC Vendor Liaison)**

- The same bulk emailing facility used to distribute the July WIC Retailer eBulletin was used to distribute the announcement and handouts for this meeting. As a result of switching to this new delivery process, some emails were inadvertently omitted. If you did not receive the invitation for today's meeting and you would like to be invited to future meeting, please provide your name, email address and company you represent to [allan.astley@vdh.virginia.gov](mailto:allan.astley@vdh.virginia.gov), or [WIC\\_Retailer@vdh.virginia.gov](mailto:WIC_Retailer@vdh.virginia.gov).

Benefits: "WIC on Wheels"

Concerns: Sheila Brewer's passing

Next Meeting: Thursday January 19, 2017