Virginia WIC Program
2020 Reauthorization Training

Objectives
• Gain knowledge on each area required by federal requirements
• Ask and receive answers regarding the WIC program

Expectations
• Watch, listen, and write down questions throughout. We will be pausing the recording to allow for interactive Q&A
• Use this training to refresh your knowledge
• Pass along relevant information to the rest of your staff

Federal Training Requirements for Retailers
• Purpose of the Program
• Approved Foods/Food List
• Minimum Stocking Requirements
• Formula supplier/source
• eWIC Transaction Procedures
• Vendor Sanction System
• Vendor Complaint Process
• Claims Procedures
• Incentive item policies
• Program Changes/Updates
The Purpose of the WIC program

- The Special Supplemental Nutrition Program for Women, Infants & Children
- Federal health program funded by a grant from USDA
- Promotes optimum health and nutrition for pregnant women, new mothers, infants, and children up to age five

Authorized Retailers’ Role

- Comply with the WIC Retailer Agreement and the Retailer Procedure Manual
- Provide participants with a variety of WIC approved foods
- Ensure WIC customers receive the correct foods and quantity

Approved Food List

Fruits and Vegetables

Organic and Non-Organic; Fresh, Frozen, and Canned
**Whole Grains**

- Whole Wheat Bread
- Tortillas (Whole Wheat and Corn)
- Whole Wheat Pasta
- Brown Rice

16 oz is the only approved size

**Legumes & Canned Fish**

**Legumes:**
- Dried Peas, Beans, Lentils
- Canned Beans
- Peanut Butter

**Canned Fish:**
- Tuna water packed
- Salmon, Alaskan or Pink

Most cardholders are prescribed *all authorized* so may choose any allowed legume variety.

**Milk, Eggs, Cheese, Yogurt**

- **Milk:** Cow, Specialty milk
- **Eggs:** Large A-AA white one dozen carton
- **Cheese:** 16 oz block or sliced non-wrapped
- **Yogurt:** 32 oz plain or vanilla flavor

**Breakfast Cereal**

**Cereal Basics:** Wheat, Rice, Corn, Barley, Oats

**Manufactured:** Flaked, Puffed, Shredded, Granular

**WIC Groups:** Whole Grain and Non Whole Grain

**Container Size:** Cold cereal = 12-36 oz

Hot cereal = 11.8 oz or larger
Juice

- Frozen concentrate – 12 oz
- Non-refrigerated – 64 oz
- Refrigerated – 64 oz

Approved varieties: Orange, Grapefruit, Apple, and Grape

Infant Food

- Infant Food (Fruits and Vegetables)
- Infant Cereal
- Infant Food (Meat)

Infant Formula

<table>
<thead>
<tr>
<th>Powder</th>
<th>Concentrate</th>
<th>Ready to Feed</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.4 oz.</td>
<td>13.0 oz.</td>
<td>32.0 oz.</td>
</tr>
<tr>
<td>12.4 oz.</td>
<td>13.0 oz.</td>
<td>32.0 oz.</td>
</tr>
<tr>
<td>12.0 oz.</td>
<td>n/a</td>
<td>32.0 oz.</td>
</tr>
</tbody>
</table>

Exempt Infant Formula

- Enfamil Nutramigen® 12.4 oz. powder
- Similac Alimentum® 22 oz. powder
- Enfamil Enfamil EntCare 10.8 oz. powder
- Similac Neocate® 15 oz. powder
- Pediasure® 8 oz. powder
- Pediasure® with Fiber 8 oz. powder

Exempt Infant Formula and WIC-Eligible Nutritional
- Enfamil Nutramigen® (UFC 20507123444)
- Similac Alimentum® (UFC 07007467052)
- Enfamil Enfamil EntCare (UFC 30067096468)
- Similac Neocate® (UFC 07007262385)
- Pediasure® (multiple flavors, multiple UFCs)
- Pediasure® with Fiber (multiple flavors, multiple UFCs)
Approved Product List (APL)

*SCAN EVERYTHING!

- APL is a database containing thousands of WIC approved items listed by individual Universal Product Codes (UPCs) or Price Look Up Codes (PLUs)
- Fruits & Vegetables PLU 4469 or 44691
- The APL is updated to your POS daily
- Manual overrides are not allowed
- Reporting Problems

*If an approved item does not scan as an approved item, please report product information including 12-digit UPC code and a picture of the product to store management and ask that they pass along to the State WIC office.

Recap

- **What Is WIC:** Federally Funded; promotes optimum health and nutrition and Pregnant and post-partum women, infants, and children up to age 5
- **Retail Stores’ Role:** Comply with agreement and manual, offer variety of WIC approved foods
- **Approved food list:** Each section has details on what is approved, what is not allowed, and most sections include pictures of brands
- **Approved Product List (APL):** Contains a list of specific products allowed with their UPC or PLU codes

Performance Guidelines

- **Minimum Stocking Requirements:** Identifies which foods and in what quantities are required by all approved retailers to have in stock at all times
- **Signage & Shelf Labels:** Identifies the foods that are allowed
- **eWIC Transaction:** Handling eWIC transactions, eWIC receipts, voids and errors

Q&A

WIC_retailer@vdh.virginia.gov
Minimum Stocking Requirement

- Cereal
- Cheese
- Eggs
- Infant Cereal
- Infant Food
- Infant Formula
- Juice
- Milk
- Legumes: beans, peas, lentils, peanut butter
- Whole Grain Products: Bread, Brown Rice
- Cash Value Benefit: fruits and vegetables canned, fresh, and frozen

Minimum Stocking Requirement must be met at all times

Minimum Stock at a Glance

<table>
<thead>
<tr>
<th>Item</th>
<th>Type</th>
<th>Size</th>
<th>Variety</th>
<th>Quantity</th>
<th>Shelf Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milk</td>
<td>1% or 0% Fat Free</td>
<td>Gallons, ½ gallons, quarts</td>
<td>2 sizes</td>
<td>5 gallons</td>
<td>Yes</td>
</tr>
<tr>
<td>Cheese</td>
<td>Whole</td>
<td>Block, Sliced</td>
<td>16 oz.</td>
<td>-</td>
<td>1 Ib</td>
</tr>
<tr>
<td>Eggs</td>
<td>Large</td>
<td>Whole</td>
<td>18 oz.</td>
<td>-</td>
<td>2 Ib</td>
</tr>
<tr>
<td>Beans</td>
<td>Dry, Split</td>
<td>11.1 lb.</td>
<td>-</td>
<td>5 items</td>
<td>Yes</td>
</tr>
<tr>
<td>Peanut Butter</td>
<td>Any approved</td>
<td>16 oz. - 18 oz.</td>
<td>-</td>
<td>2 containers</td>
<td>Yes</td>
</tr>
<tr>
<td>Cereal</td>
<td>Non-whole grain</td>
<td>12 oz. - 36 oz.</td>
<td>-</td>
<td>24 oz. total</td>
<td>Yes</td>
</tr>
<tr>
<td>Infant cereal</td>
<td>Rice</td>
<td>8 oz.</td>
<td>-</td>
<td>3 pkg</td>
<td>Yes</td>
</tr>
<tr>
<td>Infant vegetables</td>
<td>Single ingredient or combination</td>
<td>4 oz.</td>
<td>-</td>
<td>2 flavors</td>
<td>Yes</td>
</tr>
<tr>
<td>Infant fruits</td>
<td>Single ingredient or combination</td>
<td>4 oz.</td>
<td>-</td>
<td>2 flavors</td>
<td>Yes</td>
</tr>
<tr>
<td>Fruits and Vegetables</td>
<td>Cash value benefit</td>
<td>8 oz.</td>
<td>-</td>
<td>2 flavors</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Shelf Labels

- Required for some Food Categories
  - Required for all WIC approved items within a category
- Optional for other Food Categories, but
  - Label all items in the category OR
  - Label no items in the category
- Must use either:
  - SWO supplied shelf label, or
  - State approved store labels
- Not both

Shelf labels required on:

- Milk
- Cheese
- Eggs
- Peanut Butter
- Cereal
- Juice
Window Decals & Lane Signage Requirements

Window decal required at front entrance of store

Lane signage required if only some checkout lanes are able to accept eWIC

Conduent Help Desk – 1.877.436.6057

Retailer Resources

Each store is required to have:
- A Retail Store Manual
- WIC Food Lists
- Formula Flyers
- Cashier Handbook

Handling the eWIC Transaction

- Coupons and customer loyalty cards
- Cardholder swipes card and enters pin
- eWIC Benefit Balance Inquiries
- Cashier scans foods/formulas
- UPCs and the APL
- System approves/denies transaction
- Receipt information
- eWIC Cashier Handbook
**VOIDING eWIC TRANSACTIONS**

A. Retailers can cancel at the WIC customer’s request:
   - a single WIC food item
   - a method of payment
   - the entire transaction

All rules of voiding transactions must be followed

B. A void must be performed:
   - prior to completing the transaction and tendering WIC
   - prior to the next transaction

When this process is completed, the WIC customer’s benefits will remain on the card

C. Cash back can never be given to a WIC customer, even if a void is unsuccessful

**POSSIBLE POS PROBLEMS**

A food item can be declined if:
- It is not an authorized WIC food item
- It is not available on the WIC customer’s benefit balance
- Insufficient quantities of the WIC food item on the WIC cardholder’s benefit balance
- The current WIC benefit period has ended
- Retailer POS software has out of date APL records (not flagged as WIC item)
**Handling POS Problems**

- Understanding Error Messages
- Points of Contact
- Report Reimbursement Issues to State WIC Office
- Communications and Reporting

**Recap**

- **Minimum Stocking Requirements**: Identifies which foods and in what quantities are required by all approved retailers to have in stock at all times
- **Signage & Shelf Labels**: Identifies the approved foods and types of foods allowed
- **eWIC Transactions**: Handling eWIC transactions, eWIC receipts, voids and errors

**Complaints & Incidents**

The Complaint and Incident form should be used for any WIC issues related to WIC participants and their transactions. The form can be found on our retailer website: [www.VirginiaWICRetailers.com](http://www.VirginiaWICRetailers.com)
Program Integrity and Monitoring

- On-Site Monitoring Reviews
- Formula Audits
  - Required to purchase from approved supplier
  - Approved suppliers are on the WIC retailer resources webpage
- Keep records for 12 months
- Compliance Buys
- Vendor Sanctions – review vendor manual

Vendor Claims

- A Vendor Claims assessment is a requirement for a retailer to repay the Virginia WIC Program for an erroneous or unauthorized reimbursement

Incentive Items

- Virginia WIC retailers will not offer or provide any incentives to lure eWIC customers

Conflict of Interest

**Definition**
- “Circumstances that create a risk that professional judgments or actions regarding a primary interest can be unduly influenced by a secondary interest”
- “It is a risk, a condition... not necessarily a behavior or the existence of a biased judgment or action”
Access to Resources

- Access retailer resources web page using mobile device
- Accompanied store representative can use their mobile device

www.virginiaWICretailers.com

Training Resources

- WIC Approved Food List
- Minimum Stocking Requirements
- Retailer Bulletin
- Retail Store Manual

www.VirginiaWICRetailers.com

Virginia WIC Retailer Locations

Regions, Districts, and Counties

Communication Requirements

WIC_Retailer@vdh.virginia.gov
2020 Contract Reauthorization Documentation and Reporting

- Each store will need to submit a training reporting form documenting today’s training, and must include the attending store representative’s full name, position, store name, and WIC ID.

- Each independent store and each corporate entity will need to complete and return a newly signed retailer agreement.

  New agreements will be emailed/mailed later this summer.

summary

- Review Objectives
- Review Expectations
- Next Steps

THANK YOU!
CONTACT US IF YOU HAVE ANY QUESTIONS
WIC_Retailer@vdh.virginia.gov