
WIC Retailer Bulletin - March Newsletter

Virginia WIC Retailer Bulletin | March 2021

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Megan's Message

Happy New Year from the Virginia WIC Program! As we put 2020 behind us, we are looking forward to continued progress and successes in 2021. Because of the ongoing pandemic, the Virginia WIC Program continues to operate remote services for our participants. A new participant survey is being developed and will focus on these remote services. The results from the survey will help shape future services and improvements for the program.

Also on the horizon is the movement towards online shopping. USDA is funding a study that will be conducted by The Gretchen Swanson Center for Nutrition to research and test WIC online ordering. They have started collecting information and will be developing the roadmap for WIC to provide online shopping for participants. The study will be piloted in a few states however the states have not yet been selected. We will keep you updated as more information is provided but we are excited about the potential to offer this service to our participants in the future.

Thank you for your continued support of the Virginia WIC Program especially during these trying times.

Megan Nason, MS, RD
Virginia WIC Program Manager
Division of Community Nutrition
Megan.Nason@vdh.virginia.gov

Happy New Year from the VA State WIC Office!

A BIG THANK YOU to our Hardworking WIC Retailers from the VA STATE WIC Office.

There are over 820 authorized WIC retailers in Virginia. You are incredible people who are working tirelessly to meet the needs of all customers. These are difficult times for everyone. More than ever, our retailers play a vital role in meeting the nutritional needs of our participants. The Virginia WIC Program extends our most heartfelt gratitude for your hard work in keeping all us fed. Please know that the State WIC office and the local clinics have made adjustments to the way we do business and we are continuously enrolling new participants and serving our retailers every day. We are working remotely and the best way to contact the Vendor Team is by email, WIC_retailer@vdh.virginia.gov or call 804-864-7800.

Important message

Need to order WIC supplies? Go to: www.VirginiaWICretailers.com under Resources and use the Supply Request form.

Alex Acharya

WIC Vendor Manager

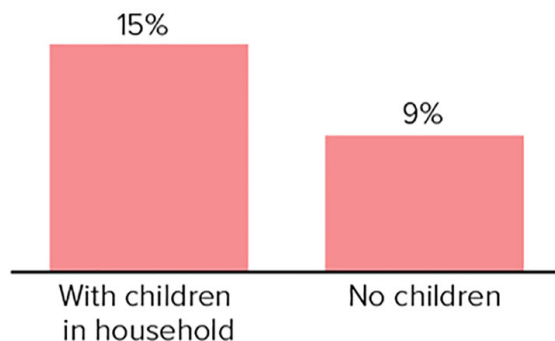
Alex.acharya@vdh.virginia.gov

WIC is Here For You

Hunger is a challenge for some Americans during this pandemic and WIC is here to help. WIC enrollment is increasing daily. If you know of someone who needs information about the WIC program, please encourage them to call WIC 1-888-942-3663.

For Nearly 1 in 6 Adults With Children, Household Lacked Sufficient Food in Last 7 Days

Share of adults reporting that their household sometimes or often did not have enough to eat



Note: Chart excludes individuals who did not respond to the question.

Source: CBPP analysis of Census Bureau Household Pulse Survey tables for January 6-18, 2021

We Need Your Feedback!

Please let us know how your WIC transactions are going. For example, have you had foods not go through that you think should be WIC approved? Or any other eWIC issues?

Let us know how it is going by emailing us at WIC_retailers@vdh.virginia.gov with item description and UPC.

WIC Inventory Shortage Issues

Retailers have faced many challenges keeping their stores stocked with essential products due to panic buying and freight truck delays. The Virginia WIC program has temporarily added a few new items to make the shopping experience better for the participants and our retailers. Please refer to our website www.VirginiaWICretailers.com or this [link](#) to see the temporary items that are available. If you are having difficulty in stocking the WIC approved items please Contact Brian Tun Brian.Tun@vdh.virginia.gov or anyone on the [Vendor Team](#) for assistance.

Annual Compliance

Annually, the Virginia WIC Program publishes a compliance and program integrity reminder. This document has important information for WIC stores and corporate contacts regarding the compliance monitoring functions performed by the WIC Program. We recommend that you carefully review all available resources mentioned in the document and on-line at [Resources – WIC Retailers](#).

IMPORTANT: If you have questions regarding your WIC authorization status please contact your corporate headquarters or [WIC Vendor Liaison](#).

Incident Reporting

The Retailer [Complaint and Incident Form](#) and [instructions](#) are located on Virginia WIC retailer's website. Please contact your WIC Vendor Liaison with any questions. For a complete Vendor team directory [click here](#).

Minimum Stock at a Glance

The State WIC office (SWO) has created an easy-to-read, one-page chart to help retailers understand the minimum stocking and shelf label requirements. Please refer to the policy document in the retailer manual for more details. [Click here](#) for direct link to entire document. See below a sample of the document:

Virginia WIC Minimum Stocking

The minimum stocking requirement (MSR) must be met at all times. The products must be in the store during normal business hours. Expired foods do not count toward the requirement.

Use the Approved Product List (APL) and the Approved Food List to determine approved brands, varieties, and UPCs that may be used to meet the MSR. View the official requirement document:

Item	Type	Size	Variety	Quantity	Shelf Label Required
Milk	1% OR Fat Free	Gallons, ½ gallons, quarts	2 sizes	5 gallons	Yes
Cheese	Sliced American	16 oz	-	1 pkg	Yes
	Block Cheddar			1 pkg	Yes
Eggs	Large, White A or AA	Dozen	-	2 pkg	
Beans	Dry	16 oz	-	2 pkg	
	Canned	15-16 oz	-	8 cans	
Peanut Butter	Any approved	16-18 oz	-	2 containers	Yes
Cereal	Non-whole grain	12-36 oz	-	24 oz total	Yes
	Whole grain	12-36 oz cold 11.8-12 oz hot	2 types	48 oz total	Yes
Frozen Juice	Single flavored: apple orange, grapefruit, grape	12 oz	2 flavors	2 containers total	Yes

This document can be used to prepare you for your next monitoring visit.

How to prepare for monitoring visits:

1. Be sure you have all products (review MSR)
2. Locate your store's WIC binder (3-ring binder) and inform staff of its location
3. Check all registers for WIC Food List 2020 and Formula Flyer
4. Check all mandatory WIC labels (MSR at a glance document and WIC Food List 2020 for product details)

Next Retailer Advisory Meeting (RAM)

The next Retailer Advisory Meeting is scheduled:

Thursday, April 22, 2021 at 2:00 PM

(phone lines will open at 1:50 PM)

Call in details are 866-845-1266 x 76976587

The agenda will be emailed prior to the call, please send an email request to Amy.Romero@vdh.virginia.gov to be added to the email list or agenda items. The meetings are scheduled quarterly and generally last around 30 minutes. This call provides an opportunity for SWO to have two-way, direct communication with you our retail partners. Minutes from previous meetings are available at the top of our Retailer [Resources](#) webpage.

If you have a topic that you would like covered please contact us. We welcome your participation.

ASK ALEX

Q. What is the current Food List?

Answer: 2020 Food List

This publication is updated every few years. You will receive communication from our office before a new publication is released. Please note our current edition is 2020 see picture below and Spanish version with red banner.



Q. What WIC literature do I need at the register?

Answer: WIC Food List 2020 and Infant Formula Flyer should be at each eWIC register.

Q. Where do I need to store the Cashier's Handbook?

Answer: Store it in your Retail Store Binder. **Please Note:** Only one copy needed at each store.

Q. Where should you store the WIC Retail Store binder?

Answer: WIC Retail Store binder should be stored in a central location in the store. It is a great reference for WIC questions. An Agency representative will ask to see it during a monitoring visit.

Q. How do I order WIC supplies?

Answer: [Retailer Supply Request Form](#) or [Web Form](#) or Document downloads can be found on our [WIC Resources website](#).

Alex Acharya

WIC Vendor Manager

Alex.Acharya@vdh.virginia.gov

Important Links

- [WIC Homepage](#)
- [WIC Retailer Homepage](#)
- [WIC Retailer Resources](#)
- [2020 Approved Food Product List](#)
- [Current Approved Product List](#)
- [Vendor Team Directory](#)
- [Commonwealth of Virginia WIC Regulations](#)
- Retailer Incident/Complaint form WIC #387
 - [Instructions](#)
 - [Form](#)
- Retailer Supply Request Form -
 - [Web Form](#)
 - [Paper Form](#)
- UPC Update Form
 - [Instructions](#)
 - [Form](#)
- Non-Discrimination Statement (<https://www.usda.gov/non-discrimination-statement>)

Goodbye winter, Spring is around the corner!



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