
WIC Retailer Bulletin

Virginia WIC Retailer Bulletin | October 2021

[View this email in your browser](#)



VDH VIRGINIA
DEPARTMENT
OF HEALTH

WIC Vendor Quarterly Newsletter

- [1. Megan's Message](#)
- [2. Reauthorization Training Update](#)
- [3. WIC Certified Retail Trainer Workshop](#)
- [4. Infant Formula Contract](#)
- [5. Approved Product List](#)
- [6. Temporary Eggs Waiver End Date Extended](#)
- [7. Customer Service / Recent Complaints](#)
- [8. Monitoring](#)
- [9. Compliance](#)
- [10. 2022 Food List Update](#)
- [11. What to Do When Things Go Wrong](#)
- [12. Next Retailer Advisory Meeting \(RAM\)](#)
- [13. ASK ALEX](#)
- [14. Important Links](#)



Megan's Message

Happy fall! As we are winding down the calendar year, Virginia WIC is moving forward full steam ahead with numerous initiatives. A new Virginia WIC Food List will be released in 2022 which will expand options for our participants. This is anticipated to be released in the spring in both print and electronic versions. Additionally, we are excited for the upcoming release of our WIC phone app that will allow participants the ability to scan food items at the store to verify if it is a Virginia WIC approved food prior to check-out. The app will also have a store locator that can provide the location of the nearest WIC approved vendors. Participants will also have access to their current WIC benefits and nutrition education information.

The temporary increased Cash Value Benefit (CVB) that was provided to women and children participants for the months of June, July, August and September was successful in allowing participants to purchase increased amounts of fruits and vegetables. As the increased CVB project wrapped at the end of September, new legislation was passed for another increased CVB. This new temporary increased CVB

will provide participants with differing amounts of funds based on their category type. Virginia WIC is working on getting this implemented and will provide more information once available.

It has been another difficult year for many families, programs and companies as we navigate through the continued pandemic and its consequences. Virginia WIC is focused on continuing to provide the best services possible to our participants especially during the times of most need. We thank you for all your support of the WIC program and our participants and appreciate your continued partnership. We would not be able to serve the women, infants and children within the Commonwealth without your help. Have a great holiday season and here is to 2022!

Megan Nason, MS, RD

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

Reauthorization Training Update

Thanks again to all WIC authorized stores for completing the 2021 Annual Training on time. Job well done! The results have been recorded and submitted to the United States Department of Agriculture (USDA) and with that we are in compliance with training for 2021.

Also, store email addresses should be updated as needed to meet compliance requirements. WIC notices and training updates are sent regularly.

Thank you for your continued support of the WIC Program.

Alex Acharya

WIC Vendor Manager
Alex.acharya@vdh.virginia.gov

WIC Certified Retail Trainer Workshop

Congratulations to all participants for successfully completing the WIC Certified Retail Trainer workshop held September 14-16, 2021. This year's WIC Certified Retail Trainer workshop was the program's first online virtual classroom for this certification. Twenty six individuals from nine WIC authorized multi-store companies completed the workshop.

After this certification, the trainer is authorized to conduct Virginia WIC retail store training. This training is in accordance with state regulation 12VAC5-195-520 Training and Education the WIC Program. Please refer to the Virginia WIC retailers for future training dates.

Infant Formula contract

Abbott Nutrition will continue to be used as the Virginia WIC Program's infant formula rebate contractor. A new contract is effective November 1, 2021. Authorized stores will see no immediate changes with the new contract. The Virginia WIC Program will continue to prescribe the various primary infant formula products, such as, Similac Advance powder, concentrate and ready -to-feed formulas. There is no change to the retailer minimum stocking requirement of nine containers for the Similac Advance powder infant formula.

Similac Advance • 12.4 oz. powder (UPC 070074559582) • 13 fl. oz. concentrate (UPC 070074569741) • 32 fl. oz. ready-to-feed* (UPC 070074533643)	Similac Soy Isomil • 12.4 oz. powder (UPC 070074559643) • 13 fl. oz. concentrate (UPC 070074569765) • 32 fl. oz. ready-to-feed* (UPC 070074559681)
Similac Sensitive • 12.6 oz. powder (UPC 070074575414)	Similac Spit-Up • 12.0 oz. powder* (UPC 070074509600) • 32 fl. oz. ready-to-feed* (UPC 070074567310)
Similac Total Comfort • 12.0 fl. oz. powder* (UPC 070074626000)	
<i>* Product may be purchased only when a doctor's prescription is provided and approved by the Virginia WIC program.</i>	

Please contact Ephraim Ewing at Ephraim.Ewing@vdh.virginia.gov with questions about the Infant Formula Contract.

Approved Product List Downloadable Spreadsheet/APL Access

WIC authorized retailers are able to access the daily WIC approved product list (APL) in an Excel format from the Virginia WIC retailer webpage below:

<https://apps.vdh.virginia.gov/content/uploads/sites/44/2017/02/VAAPL.xlsx>

Or simply click the following link:

[Current Approved Product List \(APL\)](#)

REMINDER – The APL file should be downloaded and integrated with your Point of System daily.

Temporary Eggs Waiver End Date Extended

Due to the COVID-19 crisis, USDA has authorized the program to allow additional sizes of eggs. The Virginia WIC temporary eggs waiver has been extended until December 31, 2021.

The egg waiver allows for one dozen **medium, large, extra-large and jumbo sizes of white or brown, regular or organic eggs** to be temporarily added to Virginia WIC approved foods. [Click here for details.](#)

BUY:

- Medium, Large, Extra-Large or Jumbo size eggs
- White or Brown
- Regular or Organic

DON'T BUY:

- Cage Free
- Free Range
- Fat/Cholesterol Altering Eggs (Egg land's Best)

Please contact Brian Tun at brian.tun@vdh.virginia.gov with questions about the WIC Approved Product List.

Customer Service / Recent Complaints

The Virginia WIC Program maintains a system of receiving, documenting and investigating all complaints and incidents submitted by retailers. Authorized retailers, corporate contacts, and support staff can use the Retailer Complaint and Incident Form to report suspected abuse and potential violations experienced

while serving eWIC cardholders. The Retailer Complaint and Incident Form and instructions can be downloaded from the Virginia WIC retailer webpage: <http://www.vdh.virginia.gov/wic-retailers/resources/>

Contact your assigned Vendor Liaison for immediate assistance or guidance in the complaint or incident submission process. See Important Links section for Vendor Team directory.

Monitoring

Due to the COVID-19 pandemic the USDA has suspended store monitoring visits. The Virginia WIC Program will give you notice before we resume with the unannounced store visits. During our unofficial visits we have noticed several label violations. We are aware of the difficult and very busy times but please be mindful that we have an important service to offer our customers. As a result, store complaints are rising. Let's work together to create a positive experience for all your customers. See the [Signage and Shelf Labels document](#) for more shelf label details.

Compliance

In compliance with USDA standards, the Virginia WIC Program performs various types of monitoring reviews of authorized stores to comply with USDA standards. Two common types of monitoring are Supply Validations and Compliance Buys.

Supply Validation

- WIC Compliance officer will send an announcement letter via Certified Mail or hand delivered letter to your store. The letter will define the WIC approved food items and the time frame of the validation.
- WIC Compliance staff will visit your store twice. At each visit:
 - A store team member will be asked to accompany the compliance staff.
 - There will be a physical count of the selected items.
- WIC authorized stores are required to supply WIC with copies of purchase invoices for a period before the validation and during the validation period. Failure to provide the requested documents may result in a monetary fine or suspension from the WIC program.

Compliance Buys

- Compliance buys take place covertly during store hours.
- WIC Staff will make observations in the store and purchase preselected items using a WIC EBT card.

All violations will be sent to the store via Certified Mail.

Please contact Robert Altermatt at Robert.Altermatt@vdh.virginia.gov with questions about compliance.

2022 Food List Update

Applications for 2022 the Food List are now closed. The Virginia WIC Program would like to thank food distributors/manufacturers who submitted the applications and product images. Currently, the food applications are being screened and reviewed by the WIC Nutrition Team. The 2022 WIC Food List is expected to be delivered in early summer 2022.

What to Do When Things Go Wrong... Incident Reporting

We encourage authorized retailers to report any incidents/problems related to eWIC cardholders, by completing the [Retailer Incident/Complaint form WIC #387](#) and [instructions](#) which are downloadable from our [Resources](#) page on our website. Keeping us informed of these incidents as they happen allows us to address them in a timely manner and perhaps reduce repeat occurrences. Whenever any of the following incidents occur with a WIC participant it needs to be reported:

If the participant:

- tries to purchase ineligible food items with eWIC food benefits. Include in your complaint the details, e.g. Brand, food item, and most importantly, the UPC.
- returns or tries to return WIC food items for ineligible exchange, store credit, or cash.
- tries to purchase excess Cash Value Benefits, and/or did not understand the additional payment requirement.
- does not understand how to use eWIC benefit card (e.g., PIN, eligible or available food items, spend dates, etc.).

Next Retailer Advisory Meeting (RAM)

The RAM is a quarterly conference call with VA WIC staff and WIC retailers to give updates and answer questions. Previous RAM minutes were emailed and are available on the web:

<https://www.vdh.virginia.gov/wic-retailers/resources/>

Next RAM: Thursday, Oct 21, 2021 at 2:00 pm.

Call 1-866-845-1266 code 76976587

Please consider joining us. Email amy.romero@vdh.virginia.gov if you have questions or want to be added to the distribution list.

ASK ALEX

Q. If milk has a one-day sale price, does the (Stand Beside equipment) need to reflect the sale price?

Answer: Yes, the sale price should be submitted for reimbursement. The current price should be charged to the WIC program. Please see Sanction Section violation C3.

Q. Where do I find the latest WIC program updates?

Answer: The [WIC Retailer Resources web page](#) contains the newest training materials, manuals and Approved Product List (APL) available for download. Access retailer information all in one convenient place [Virginia WIC Retailers web site](#). See the [Notices and Updates](#) section for recent updated information.

Q. Where can I get more Food lists and other WIC materials?

Answer:

- **Online** Supply form on VA WIC website under Resources
- **Print** Supply form and follow the instructions
- **Call** your WIC Vendor Liaison ([Click here](#) for the directory)

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. What WIC materials should I have at each eWIC register?

Answer: Current 2020 Food List and Infant formula flyer.

Q. Where should I store the Cashier's Handbook?

Answer: It should be stored in the WIC binder.

Q. What categories have mandatory shelf labels?

Answer: Refer to the [Signage and Shelf Labels document](#) for details.

Mandatory labels: Breakfast Cereal, Cheese (slice and block), Juice (frozen and liquid), Milk (1% and fat free), Yogurt, and Peanut Butter.

Alex Acharya

WIC Vendor Manager

Alex.Acharya@vdh.virginia.gov

Important Links

- [WIC Homepage](#)
- [WIC Retailer Homepage](#)
- [WIC Retailer Resources](#)
- [2020 Approved Food 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>)

Happy Fall!



Copyright © 2020 Virginia Department of Health, WIC, All rights reserved.

This institution is an equal opportunity provider.

[Why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

Virginia Department of Health · 109 Governor Street · 8th Floor · Richmond, VA 23219 · USA
