
WIC Retailer Bulletin- January 2022

Virginia WIC Retailer Bulletin | January 2022

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Megan's Message

Happy New Year from the Virginia WIC Program! As we move into 2022, we are looking forward to many exciting projects. Our team is busy at work creating the next food list which we anticipate will be available in the spring of this year. There will be new additions to the food list with expanded options for our participants to include Greek yogurt, natural peanut butter, string cheese, organic infant foods and grits. The 2022 food list will include these options and will be available in print and electronic copies. The Virginia WIC program is also working on the release of the highly-anticipated participant mobile application. Testing is being finalized with anticipated release by the spring. The mobile application has been designed to help participants with their WIC shopping experience. Also, the Virginia WIC team is collecting responses to our participant survey to evaluate our services to include a focus on remote service operations. With the recent extension of the public health emergency declaration, the Virginia WIC waivers will be in place until mid-July 2022. We will continue to provide updates to these ongoing projects and look forward to the New Year!

Megan Nason, MS, RD

Virginia WIC Program Manager
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Article From Alex

Welcome to 2022! Virginia WIC anticipates the release of 2022 Food List, and the WIC participant mobile application later this year. These resources will assist participants in their WIC shopping experiences.

The last quarter of 2021, the complaints have increased. Shelf labels have been the majority of the complaints. Use Virginia WIC Stocking document for a [quick reference](#) and [2020 Food List](#) for category and product details to correct shelf labels. Custom labels should be ordered from your corporate contact. Stores that use the state shelf labels please use the Supply Request [form](#).

Alex Acharya,

Virginia WIC Vendor Manager

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Mapping Fresh Produce to Generic PLU

The VA WIC Program requires WIC authorized retailers with an integrated point of sale (POS) solution to map all of their fresh produce PLU (Price Lookup) codes to corresponding PLU codes assigned by the International Federation for Produce Standards (IFPS). Retailers are also allowed to map any or all fresh produce PLU codes to generic PLU 4469 or 44691. For example, fresh broccoli can be coded to PLU 40600 or generic PLUs 4469 or 44691.

The Virginia WIC Program **does not** allow:

1. GTINs (Global Trade Item Number)
2. Genetically-modified PLUs (prefix of 8)
3. Non-Standard and retailer assigned PLUs
4. Random weight UPCs (prefix of 2)
5. Non-standard and vendor specific UPCs (prefix of 4 or 9)

The Virginia WIC Program has included organic PLU codes (prefix of 9) to be used for fresh organic produce. Generic PLU (4469 or 44691) is not to be used for frozen or canned fruits and vegetables. Use UPC codes to process frozen or canned fruits and vegetables. You can submit your frozen or canned fruits and vegetables to be added on an Approved Product List (APL) by completing an [UPC Update Request form](#).

Retailers using Conduent issued stand-beside point-of-sale (POS) equipment are to manually enter an IFPS assigned PLU code when WIC customers purchase fresh produce. If you know the PLU for a particular product, you can enter the PLU manually in the POS. If you do not know the exact PLU, please manually enter generic PLU 4469 or 44691.

If you have any questions about the mapping process for fresh produce, please contact the UPC Coordinator at 804-864-7849 or email Brian.Tun@vdh.virginia.gov.

EWIC Training

Please be prepared to complete your annual WIC training in July 2022. We will send more information in spring regarding this training. The 2021 Annual training newsletter is available for quick reference on our website www.VirginiaWICretailers.com. This website also has links to the Cashier Training video and the Reauthorization video. These resources are available to assist your store in WIC training. Contact the WIC Vendor Team for assistance in WIC training.

Next Retailers' Advisory Meeting (RAM) 4/21/2022

The next Retailer Advisory Meeting is scheduled for Thursday, April 21, 2022 at 2:00 PM (1:50 PM open call). 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. The meetings are scheduled quarterly and generally last less than an hour and provide an opportunity for State WIC Office (SWO) to have two-way, direct communication with our Retailer partners. Minutes from previous meetings are available at the top of our Retailer Resources webpage.

New Retailer Manual Available

The Virginia WIC program has made several updates to the manual including a major layout overhaul as well as content changes. The manual is required to be on site or easily accessible via electronic device. For now, the manual can be found here: [Retail Store Manual - WIC Retailers \(virginia.gov\)](#). SWO will mail a printed copy later in the year. An email from SWO will notify you after the manuals have been shipped.

ASK ALEX

Q. When will the 2022 Food List be released?

Answer: The 2022 Food List starter packets will be shipped directly to WIC retailers starting this spring. More details will be released at the Retailer Advisory Meeting (RAM call) on Thursday, 4/21.

Q. What is the end date for the milk and egg waiver that was temporarily granted by USDA as a result of the shortage due to Covid-19 pandemic?

Answer: The milk and egg waiver will continue through at least mid-July. Look for more details in the spring.

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. If you are the only independent store in your peer group in your zip code, are you compared to the larger stores in your area for reimbursement?

Answer: No, your store is compared to stores in your peer group.

Alex Acharya

WIC Vendor Manager

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Quarterly FOCUS

EWIC Outages

As a WIC authorized vendor, your store is expected to be able to transact eWIC cards. If you experience an outage or an inability to take WIC cards for more than **72 hours**, and your POS provider or Third Party Processor (TPP) has been unable to fix the issue, please contact Brian.Tun@vdh.virginia.gov. See Retailer Manual section B-5, page 12 for more details. Although Virginia WIC is unable to fix the issue, we may be able to help resolve it. If your store uses Conduent issued stand-beside WIC only POS equipment, contact the retailer helpdesk at 877-436-6057 for assistance. Additionally, we may be able to notify WIC participants of any long-term potential outages and let them know when the store is able to take cards again.

Retailer Feedback Needed

The WIC team is busy creating the next food list which we anticipate will be available in the spring 2022. The 2022 Food List will be available in print and electronic copies. We would like feedback regarding your preferred format. Please send your feedback if you prefer paper vs. electronic copies and any other comments to Megan.Nason@vdh.virginia.gov

Thanks so much for your continued support of the Virginia WIC program.

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>)

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