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## Megan's Message

### Happy Fall from the Virginia WIC Program!

As the seasons change, a sense of accomplishment combined with anticipation typically emerges. The last few season changes may have felt more like survival for many of us. As we have worked together through the COVID-19 pandemic, infant formula recall and subsequent shortage, this season change is especially exciting as we look towards the future.



On October 13, the national public health emergency (PHE) was extended through January 11, 2023. Accordingly, all active WIC waivers granted under Families First Coronavirus Response Act (FFCRA) are now set to expire on April 11, 2023 (90 days following the end of the PHE). As we are planning for the re-opening of our WIC clinics to in-person services on that same timeline, we have released our Joy-Love-Happiness media campaign. The Virginia WIC program collaborated with a marketing agency to include social media, billboards, radio and video ads throughout the state.

President Biden recently signed a continuing resolution into law extending federal funding through December 16, 2022. With the funding extension, the increased Cash Value Benefit (CVB) for our WIC participants was included. WIC participants will now receive \$25/month for children, \$44/month for pregnant and postpartum women, and \$49/month for breastfeeding women. This increased benefit is a positive change that provides additional benefits for our participants to receive more fruits and vegetables each month.

The formula shortage has seen gradual improvements as the months have gone on. Recent reports confirm increased WIC redemptions and stock of products on the retail shelves. Abbott recently indicated they have discontinued the production of their powdered Similac Spit-Up. Due to this, Virginia WIC is no longer accepting new prescriptions for this product. The allowable substitute products are still in place until the end of November (for Similac Spit-Up) and all other formula substitutions will be allowable until December 31, 2022. The UPCs for these products will be deactivated at those times.

Virginia WIC would like to thank you for all your support. Your partnership is essential to making the Virginia WIC Program a success and we look forward to the continued collaboration.

**Megan Nason, MS, RD**  
*Virginia WIC Program Manager*  
*Division of Community Nutrition*  
[Megan.Nason@vdh.virginia.gov](mailto:Megan.Nason@vdh.virginia.gov)

## Article From Alex

### Reauthorization Training Update

Thanks to all WIC authorized stores for completing the 2022 Annual Training. The results have been recorded and submitted to the United States Department of Agriculture (USDA) and all VA WIC authorized stores are in compliance with WIC training for 2022.

When your WIC contact information changes please notify me because important notices and training updates are sent regularly.

Thank you for your continued support of the WIC Program.

**Thanks,**

**Alex Acharya,**  
*Virginia WIC Vendor Manager*  
*Division of Community Nutrition*  
[Alex.Acharya@vdh.virginia.gov](mailto:Alex.Acharya@vdh.virginia.gov)

## 2022 WIC Food List

We are pleased to inform you that the new [2022 WIC Food List](#) has been finalized and a starter package has been mailed to each store. Additional copies can be ordered using the Retailer [Supply Request Web form](#).

[2022 WIC Food List](#) have updated pictures and new products. All items from the 2020 food list has remained the same. See below the categories with items recently added:



Category	Description
Fruits and Vegetables	any container size including a single serving size (fresh, frozen and canned)
Infant Foods	fruits/vegetables or combination and meats - Organic infant foods, infant meats (2 oz. or 4 oz. multi-packs infant foods and 2.5 oz. multi-packs infant meats)
Infant Cereal	organic infant cereals
<b>Peanut Butter</b>	natural peanut butter (selected brands)
Eggs	any size white or brown eggs (medium, large, extra-large or jumbo)
<b>Yogurt</b>	Greek yogurt (vanilla & plain flavors)
<b>Hot Breakfast Cereal</b>	instant grits original hot cereals (11.8 oz. or larger)
<b>Cheese</b>	mozzarella string cheese (16 oz. only)

**POST MANDATORY WIC SHELF LABELS in all categories in red.**

SCAN all items and let the system do the work for you.

Next steps:

1. Replace 2020 WIC Approved Food List with the new 2022 Food List at each register that accepts WIC transactions.
2. Place a copy of the 2022 WIC Approved Food List in your VA WIC Retail Store Binder.
3. Train cashiers and store personnel on the new items.
4. Order additional WIC Approved Food Lists or Spanish food lists, if needed: [Supply Request Form](#)
5. Ensure “**Wholesome Informed Choices**” (WIC) shelf labels or custom labels are posted for all foods that have this requirement (use the label “new” icon in the food list to assist in identifying new products).

Refer to the **New UPCs Added in 2022 WIC Food List** for more details of the new products. This file is located on our website [www.VirginiaWICretailers.com](http://www.VirginiaWICretailers.com) under Store and Supplemental Food Info section.

Contact your assigned Vendor Liaison if you have any questions pertaining to the next steps or about WIC approved food changes.

**VA WIC Vendor Liaisons**

- **Amy Romero** Vendor Liaison, Northern Virginia  
[Amy.Romero@vdh.virginia.gov](mailto:Amy.Romero@vdh.virginia.gov) (804)864-7835
- **Jennifer Trower** Vendor Liaison, Eastern Virginia  
[Jennifer.Trower@vdh.virginia.gov](mailto:Jennifer.Trower@vdh.virginia.gov) (804)864-7278
- **Ephraim Ewing** Vendor Liaison, Western Virginia  
[Ephraim.Ewing@vdh.virginia.gov](mailto:Ephraim.Ewing@vdh.virginia.gov) (804)864-7813

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## 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.

**REMINDERS:**

- The APL file should be downloaded and integrated with your Point of System daily.
- All UPC changes MUST be submitted immediately with UPC picture and nutritional information to [Brian.Tun@vdh.virginia.gov](mailto:Brian.Tun@vdh.virginia.gov).

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## 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. VA WIC is currently conducting unofficial store visits. During these 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.



## WIC Shelf Labels

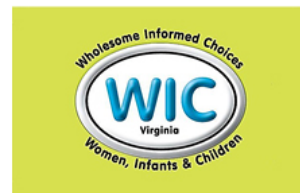
With the introduction of the new WIC approved food list in July 2022 all stores are required to use either State WIC Office supplied “Wholesome Informed Choices” or an approved custom shelf label on the following items.

- Breakfast Cereals; whole grain and non-whole grain (all WIC approved brands).
- Cheeses; block, slice and string (all WIC approved brands).
- Juice; frozen, liquid and refrigerated.
- Milk; 1%, skim and fat free (gallon, half gallon and quart sizes).
- Peanut butter

Stores have the option of broadening the use of WIC shelf labels on other WIC approved foods as long as they use the labels consistently on all WIC eligible brands within a food category, such as whole wheat breads, baby foods, etc.

Shelf labels are very important to identify WIC-approved foods. WIC cardholders are trained to look for standard or custom shelf labels when shopping. If you need to order additional “Wholesome Informed Choices” shelf labels, or want additional information on shelf labels, please contact your assigned Vendor Liaison. You can use a Retailer Supply Request Form (see link on back cover), or directly below to request additional WIC shelf labels. See the [Signage and Shelf Labels document](#) for more shelf label details.

### State Issued



### Approved Examples



## 2023 WIC Certified Retailer Training Workshop

In preparation for the 2023 WIC retailer contract reauthorization, The WIC Program will be offering their WIC Certified Retail Trainer workshop in spring 2023.

This is an eight hour online training divided in 2 sessions. Upon completion of this specialized workshop attendees are enabled to conduct Virginia WIC retailer authorization training within their organization.

This workshop has been created for companies owning four or more WIC authorized stores. This workshop is not intended for individuals who have attended a WIC certified trainer workshop previously.



Please contact Ephraim Ewing at [Ephraim.Ewing@vdh.virginia.gov](mailto:Ephraim.Ewing@vdh.virginia.gov) with questions regarding the Certified Trainer Workshop.

## Egg Waiver Extended

The current WIC Food List (2022) now allows one dozen any size grade A or AA white or brown eggs (small, medium, large, extra-large and jumbo). Therefore, these eggs are no longer under the temporary eggs waiver as a result of Covid-19. WIC participants who are issued eggs on their WIC benefit card can purchase any size of white or brown eggs.



The eggs that are still under the eggs waiver are organic eggs. These eggs include:

036800133334	FULL CIRCLE ORGANIC GRADE A LARGE BROWN EGGS-1 DOZ
041497097869	WEIS QUALITY ORGANIC LARGE BROWN EGGS - 1 DOZ
072036630612	HARRIS TEETER ORGANIC GRDE A LARGE BRWN EGGS- 1DOZ
698264000418	ALDERFER ORGANIC LARGE BROWN EGGS - 1 DOZ
698264000616	ALDERFER GRADE A ORGANIC JUMBO BROWN EGGS - 1 DOZ

WIC participants are allowed to purchase organic eggs until the end of the eggs waiver period which is expected to be extended until January 2023.

Please contact Brian Tun at [Brian.Tun@vdh.virginia.gov](mailto:Brian.Tun@vdh.virginia.gov) with questions about the WIC Approved Product List.

## Retailer Advisory Meeting (RAM) - NEW WEBEX FORMAT

The RAM is a quarterly meeting 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, January 19, 2023 at 2:00 pm.

Please consider joining us. Email [Amy.Romero@vdh.virginia.gov](mailto:Amy.Romero@vdh.virginia.gov) if you have questions or want to be added to the agenda 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:** There are 3 ways to order WIC materials.

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

**Answer:** Current (2022) Food List

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

**Answer:** It should be stored in the WIC Retail Store 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](mailto:Alex.Acharya@vdh.virginia.gov)

## Important Links

- [WIC Homepage](#)
- [WIC Retailer Homepage](#)
- [WIC Retailer Resources](#)
- [Infant Formula Recall Substitutes](#)
- [2022 Approved Food List](#)
- [Current Approved Product List](#) (under Store and Supplemental Food Info section)
- [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>)

Find Us on [Facebook-@VirginiaWIC](#) and [Instagram -@VirginiaWIC](#)

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