



Retailer Bulletin

VDH VIRGINIA
DEPARTMENT
OF HEALTH

WIC Vendor Quarterly Newsletter

Winter - 2023

- | | |
|--|--|
| 1. Megan's Message | 7. WIC Shelf Labels |
| 2. Retailer Advisory Meeting_(RAM) | 8. Increased WIC Cash Value Benefits_(CVB) |
| 3. WIC Certified Retailer Trainer Workshop | 9. Egg Waiver Extended |
| 4. Contract Reauthorization | 10. Retailer Advisory Meeting_(RAM) |
| 5. Monitoring | 11. ASK ALEX |
| 6. Retail Store Manual | 12. Important Links |
| 7. WIC Shelf Labels | |



Megan's Message

Virginia WIC Program wishes everyone a Happy New Year!

2022 was a very busy year and we have no plans of slowing down this year. We are hopeful that 2023 will bring the end of the infant formula crisis and a transition period for the WIC program as we anticipate re-opening our doors to providing services in-person to our participants. The most recent information we have received from Abbott indicates our formula substitutions will remain in place through the end of February. The Public Health Emergency Declaration (PHED) was recently extended which keeps WIC waivers in place to allow remote service through mid-July. We will be working with our local WIC agencies and participants as we transition from remote services to in-person services this year. Positive feedback has been received with the new food list and the new included items and we are still anxiously awaiting the release of our WIC participant mobile app. We look forward to the progress this year will bring and thank you for your continued support!

Megan Nason, MS, RD

Virginia WIC Program Manager

Division of Community Nutrition

Megan.Nason@vdh.virginia.gov

Retailer Advisory Meeting (RAM) - WEBEX FORMAT

The RAM is a quarterly meeting with VA WIC staff and WIC retailers to give updates and answer questions. Previous meeting minutes were emailed and are available on the web: <https://www.vdh.virginia.gov/wic-retailers/resources/>

Next RAM: Thursday, April 20, 2023 at 2:00 pm.

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

WIC Certified Retailer Trainer Workshop

The WIC Program is offering the WIC Certified Trainer workshop webinars online in April 2023. The workshop's purpose is to certify company employees to conduct Virginia WIC retailer authorization training for the 2023 contract authorization and new store training. Additionally, they will also be able to provide the annual federally mandated training for WIC authorized stores.

Attendees must attend a Session Part 1 and Session Part 2 to complete the workshop training. The workshop is not required WIC training or intended for individuals that are currently authorized as a Virginia WIC Certified Retail Trainer. Registration instructions will be provided to corporate office contacts in the coming weeks. If you have any questions, please contact Ephraim Ewing at ephraim.ewing@vdh.virginia.gov.

Workshop Sessions

April 18, 2023

Session Part 1

9:00 AM

Session Part 2

1:00 PM

April 19, 2023

Session Part 1

9:00 AM

Session Part 2

1:00 PM

Contract Reauthorization

Effective September 30, 2023, the existing retailer agreements for Virginia WIC authorized retailers will expire. The new contract period will be October 1, 2023, through September 30, 2026. All authorized retailers must receive Contract Reauthorization Training and sign a new Retailer Agreement for the new contract period. Mandatory reauthorization training will be announced Spring 2023 to begin Summer of 2023. Please join us for Retailer Advisory Meeting or refer to the Spring edition of the Retailer bulletin for more details.

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. We are 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, shelf label complaints are rising. Please refer to shelf label article below for more details. WIC shelf labels should be routinely checked for accuracy. Let's work together to create a positive WIC shopping experience for your customers.

VA WIC Vendor Liaisons

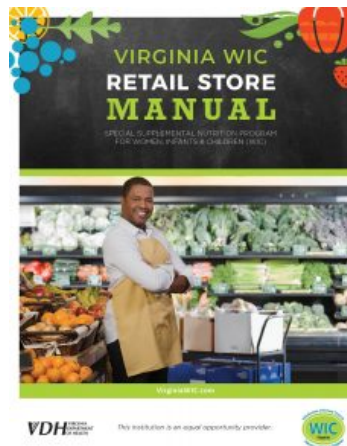
- Amy Romero Vendor Liaison, Northern Virginia
Amy.Romero@vdh.virginia.gov (804)864-7835
- Jennifer Trower Vendor Liaison, Eastern Virginia
Jennifer.Trower@vdh.virginia.gov (804)864-7278
- Ephraim Ewing Vendor Liaison, Western Virginia
Ephraim.Ewing@vdh.virginia.gov (804)864-7813

Retail Store Manual

The newest [retailer manual](#) is available on our webpage. In our last manual update, we said they would be printed and mailed. It's come to our attention that it may not be necessary to print. We would like to know if your store plans to access the manual on the web, if you print one for yourself, or if you prefer to use a printed copy from us. As a reminder it is mandatory to have access to this manual.

Email Amy Romero your thoughts/preferences:

Amy.romero@vdh.virginia.gov.



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 labels on the following items.

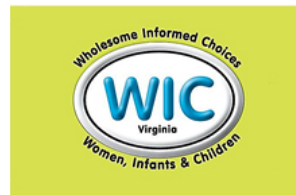
- Breakfast Cereals; whole grain and non-whole grain (all WIC approved brands).
- Cheeses; block, slice and string (all WIC approved brands).
- Juice; frozen, liquid and refrigerated.

- 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



Increased WIC Cash Value Benefits (CVB)

On December 30, 2022, President Biden signed the fiscal year 2023 omnibus package into law. This legislation extends the WIC fruit and vegetable Cash Value Benefit (CVB) increase through the full fiscal year. The increased amounts that began on October 1, 2022, have now been extended through September 30, 2023. As a reminder, those amounts are as follows:

- Children: \$25/month
- Pregnant & Postpartum Women: \$44/month
- Breastfeeding Women: \$49/month*

Please note all breastfeeding women (regardless of frequency) will receive \$49/month except in cases of fully breastfeeding multiples. Breastfeeding women that are fully breastfeeding with multiples will receive 1.5 times the package amount resulting in \$73.50/month. Please contact Alex Acharya with any questions about the CVB increase.



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Temporary 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 because of Covid-19. WIC participants who are issued eggs on their WIC benefit card can purchase any size of white or brown eggs.

The organic eggs are still under the waiver are:



| | |
|--------------|--|
| 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 |

The national public health emergency (PHE) has been extended through April 11, 2023, and all active WIC waivers under the Families First Coronavirus Response Act (FFCRA) are now set to expire on July 10, 2023 (90 days following the end of PHE). As a result, WIC participants are allowed to purchase organic eggs through July 10, 2023.

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

Approved Product List Downloadable Spreadsheet/APL Access

WIC authorized retailers can 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 \(APL\)](#).

REMINDERS:

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

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: Each store needs only one copy and 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.

Q. How often do I need to sign a new VA WIC Retailer Agreement?

Answer: Contract reauthorization for WIC authorized retailers is every three years. This year (2023) is the next contract reauthorization period.

Alex Acharya

WIC Vendor Manager

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>)

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