



## Virginia WIC Retailer Advisory Meeting Minutes

**Date: January 19, 2023**

**Time: 2:00 PM**

**Location: webex**

State WIC Office Attendees: Megan Nason, Alex Acharya, Brian Tun, Jennifer Trower, Ephraim Ewing and Amy Romero.

Facilitator: Amy Romero

Recorder: Brian Tun

- The meeting began at 2:00pm
- Megan Nason (Program Manager) provided an update for the WIC Division
  - On December 23, 2022, Congress did pass the spending package that included the fundings for WIC programs and for the extension of increased cash value benefits (CVB) through September 30, 2023. While the budget has been passed, we are still currently waiting for our allocation and anticipate receiving it soon.
  - CVB increased amounts will continue to be \$25/month for children, \$44/month for pregnant and post-partum women and \$49/month for breastfeeding women until at least the end of September 2023. Breastfeeding women that are fully breastfeeding with multiples will receive 1.5 times the package amount resulting in \$73.50/month. These are the funds that participants can use on fresh, frozen or canned fruits and vegetables.
  - USDA released the proposed new food rules to update the WIC food package for a 90-day public comment period, which will run through February 21, 2023. The proposed rule and comment option can be located here: [Regulations.gov](https://www.regulations.gov). All members of the WIC community—including WIC staff, participants, and community partners—are strongly encouraged to submit a public comment and have your voice heard.
  - The public health emergency declaration (PHED) has been extended again through April 13, 2023. All active WIC waivers granted under the Families First Coronavirus Response Act (FFCRA) are now set to expire on July 10, 2023 (90 days following the end of the PHE) and we will be expected to return to normal operations after this date.
  - Abbott is extending the rebates to offer on competitive substitute products for another month (when Similac is not available). This extension will cover competitive substitute products redeemed on/prior to February 28, 2023. As a result, those covered products under the rebate offer will be deactivated from APL file on March 1, 2023. Abbott is also extending rebates for alternate sizes and forms of Similac products for redemptions made through April 30, 2023. WIC Participants will be communicated with those changes in various ways.
  - Additional information referenced to be included: The following formulas will also no longer be available retails after February 28-
    - EleCare Infant
    - PurAmino Infant

- Gerber Extensive HA
- Larger sizes of specialty formulas (listed below):
  - Nutramigen 19.8 oz powder (UPC- 300871239456)
  - Nutramigen 27.8 oz powder (UPC 300875122228)
  - Similac Alimentum 2 fl. oz. 8-pack RTF (UPC 070074676388)
  - Similac NeoSure 22.8 oz powder (UPC 070074669243)
  - Similac NeoSure 2 fl. oz. 8-pack RTF (UPC 070074114842)
  - Parent's Choice Hypoallergenic 19.8 oz powder (UPC 681131346795)
  - Parent's Choice Hypoallergenic 27.8 oz powder (UPC 681131406734)
  - Signature Care Hypoallergenic 19.8 oz powder (UPC 021130166169)
- Reminder that Similac Spit-up has been discontinued
- WIC retailers are asked to prioritize in stocking of those contracted Similac products and make sure that shelf labels for those substitute formula products be removed when these products are deactivated in March. A detailed information on the formula products update will be posted on our web site: [Infant Formula Substitutions - WIC Retailers \(virginia.gov\)](#)
- Alex Acharya (Vendor Team Manager) provided an update for the vendor team
  - Shelf Labels: Please continue to use WIC shelf labels for certain WIC food items that are required. Many participants have reported lack of labels in certain stores and these labels are very important because they help in locating approved items.
  - Certified Retail Trainer workshop (Ephraim Ewing): The Virginia WIC Program will be hosting a WIC Certified Retail Trainer workshop online in April 2023. (A detailed instruction and a registration form for the Certified Retail Trainer workshop are attached to these meeting minutes on the next page). **The registration deadline is March 10, 2023.**
  - Contact Ephraim at [Ephraim.Ewing@vdh.virginia.gov](mailto:Ephraim.Ewing@vdh.virginia.gov) or phone 804-864-7813 for more information about the workshop or for a list of currently authorized Virginia WIC Certified Retail Trainers.
- The Date for the next meeting is April 20, 2023 at 2:00pm.

Train the Trainer information:

The Virginia WIC Program will be hosting a WIC Certified Retail Trainer workshop online in April 2023. The workshop is intended to train your company employee so that they may become a “**Virginia WIC Certified Retail Trainer**”. Certified trainers are authorized to deploy and certify the 2023 contract authorization training, new store training and annual training. The workshop is a two part webinar sessions, each session will be three hours in length. The trainees must attend a Part 1 session and a Part 2 session to complete their certification.

The workshop is not required WIC store training or intended for individuals that are currently authorized WIC Certified Retail Trainer. Please contact me for a list of currently authorized Virginia WIC Certified Retail Trainers. Below is the workshop sessions schedule that individuals can register to attend:

<b>Workshop Schedule – April 2023</b>	
<b>Part 1 Session</b>	<b>Part 2 Session</b>
Tue. 18 <sup>th</sup> 9:00 AM	Wed. 19 <sup>th</sup> 9:00 AM
Tue. 18 <sup>th</sup> 1:00 PM	Wed. 19 <sup>th</sup> 1:00 PM

**Registration Form:** This email contains an **attached registration fill form**, each person you’ve selected to participate must complete the form, save and then email to:

[Ephraim.Ewing@vdh.virginia.gov](mailto:Ephraim.Ewing@vdh.virginia.gov)

**Registration Due by:** REGISTRATION DEADLINE IS MARCH 10, 2023

There is no registration fee; After submitting the registration form participants will receive a email containing the hyperlinks to access their sessions log-in webpage prior to the workshop start date.

**Attendance:** A maximum of five (5) trainees per corporation are allowed to attend the scheduled workshop. Exceptions may be granted by the Vendor Compliance Manager, however, any exception request must be submitted before March 10, 2023. If you or trainees have any questions about the workshop please contact me by telephone or email.

**Workshop Materials:** A workshop binder will be US Postal mailed to the participants physical mailing address (*home, store or office*) submitted in the registration form. An email is sent to participant when the binder is shipped.

If you or others have questions please contact me by email or telephone. You can contact me to request your companies current certified trainer list.

Regards,

Ephraim Ewing, Virginia WIC Program

Division of Community Nutrition, Virginia Department of Health

109 Governor Street, 8th Floor| Richmond, VA 23219-2448

Phone: 804.864.7813

WIC Retailer Resources: <http://www.vdh.virginia.gov/wic-retailers/resources/>