



# Virginia WIC Program

## 2023 Reauthorization Training





# Objectives

- Gain knowledge on each area required by federal requirements
- Ask and receive answers regarding the WIC program





# Expectations

- Watch, listen, and write down questions throughout. We will be pausing the recording to allow for interactive Q&A
- Use this training to refresh your knowledge
- Pass along relevant information to the rest of your staff





# Federal Training Requirements for Retailers

- Purpose of the Program
- Approved Foods/Food List
- Minimum Stocking Requirements
- Formula supplier/source
- eWIC Transaction Procedures
- Vendor Sanction System
- Vendor Complaint Process
- Claims Procedures
- Incentive item policies
- Program Changes/Updates





# The Purpose of the WIC program

- The Special Supplemental Nutrition Program for Women, Infants & Children
- Federal health program funded by a grant from USDA
- Promotes optimum health and nutrition for pregnant women, new mothers, infants, and children up to age five





## Authorized Retailers' Role

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- Comply with the WIC Retailer Agreement and the Retailer Procedure Manual
- Provide participants with a variety of WIC approved foods
- Ensure WIC customers receive the correct foods and quantity



# Approved Food List



# Fruits and Vegetables

Organic and Non-Organic; Fresh, Frozen,  
and Canned





# Whole Grains

Whole Wheat Bread  
Tortillas (Whole Wheat and Corn)  
Whole Wheat Pasta  
Brown Rice

*16 oz is the only approved size*



# Legumes & Canned Fish

## Legumes:

- Dried Peas, Beans, Lentils
- Canned Beans

And

- Peanut Butter

*Most cardholders are prescribed \*all authorized\* so may choose any allowed legume variety*

## Canned Fish:

- Tuna water packed
- Salmon, Alaskan or Pink



# Milk, Eggs, Cheese, Yogurt

- **Milk:** Cow, Specialty milk
- **Eggs:** Large A-AA white or brown one dozen carton
- **Cheese:** 16 oz block or sliced non-wrapped
- **Yogurt:** 32 oz plain or vanilla flavor



# Breakfast Cereal

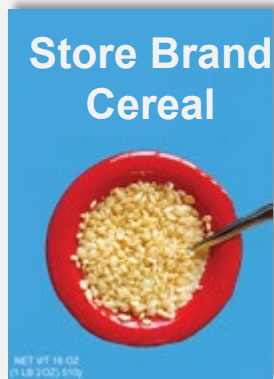
**Cereal Basics:** Wheat, Rice, Corn, Barley, Oats

**Manufactured:** Flaked, Puffed, Shredded, Granular

**WIC Groups:** Whole Grain and Non Whole Grain

**Container Size:** Cold cereal = 12-36 oz

Hot cereal = 11.8 oz or larger



# Juice

- Frozen concentrate – 12 oz
- Non-refrigerated - 64 oz
- Refrigerated – 64 oz

Approved varieties: Orange, Grapefruit, Apple, and Grape



# Infant Food

- Infant Food (Fruits and Vegetables)
- Infant Cereal
- Infant Food (Meat)



# Infant Formula



Powder	12.4 oz.	12.4 oz.	12.0 oz.
Concentrate	13.0 oz.	13.0 oz.	n/a
Ready to Feed	32.0 oz.	32.0 oz.	32.0 oz.





# Exempt Infant Formula

## Exempt Infant Formula and WIC-Eligible Nutritionals



### Enfamil Nutramigen

- 12.6 oz. powder with Enflora LGG\* (UPC 300871239418)
- 13 fl. oz. concentrate\* (UPC 300870498014)
- 32 fl. oz. ready-to-feed\* (UPC 300875115640)



### Similac Alimentum

- 12.1 oz. powder\* (UPC 070074647128)
- 32 fl. oz. ready-to-feed\* (UPC 070074575131)



### Enfamil EnfaCare

- 12.8 oz. powder\* (UPC 300870019448)



### Similac Neosure

- 13.1 oz. powder\* (UPC 070074574318)



### PediaSure

- 8 fl. oz. ready-to-feed, 6 pack\*  
(multiple flavors, multiple UPCs)



### PediaSure with Fiber

- 8 fl. oz. ready-to-feed, 6 pack\*  
(multiple flavors, multiple UPCs)







# Approved Product List (APL)

## ***SCAN EVERYTHING!***

- APL is a database containing thousands of WIC approved items listed by individual Universal Product Codes (UPCs) or Price Look Up Codes (PLUs)
- Fruits & Vegetables PLU 4469 or 44691
- The APL is updated to your POS daily
- Manual overrides are not allowed
- Reporting Problems



\*If an approved item does not scan as an approved item, please report product information including 12-digit UPC code and a picture of the product to store management and ask that they pass along to the State WIC office.



# Recap

- **What Is WIC:** Federally Funded; promotes optimum health and nutrition and Pregnant and post-partum women, infants, and children up to age 5
- **Retail Stores' Role:** Comply with agreement and manual, offer variety of WIC approved foods
- **Approved food list:** Each section has details on what is approved, what is not allowed, and most sections include pictures of brands
- **Approved Product List (APL):** Contains a list of specific products allowed with their UPC or PLU codes





[WIC\\_retailer@vdh.virginia.gov](mailto:WIC_retailer@vdh.virginia.gov)





# Performance Guidelines

- **Minimum Stocking Requirements:** Identifies which foods and in what quantities are required by all approved retailers to have in stock at all times
- **Signage & Shelf Labels:** Identifies the foods that are allowed
- **eWIC Transaction:** Handling eWIC transactions, eWIC receipts, voids and errors





# Minimum Stocking Requirement


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- Cereal
- Cheese
- Eggs
- Infant Cereal
- Infant Food
- Infant Formula
- Juice
- Milk
- Legumes:  
beans, peas, lentils,  
peanut butter
- Whole Grain Products:  
Bread, Brown Rice
- Cash Value Benefit:  
fruits and vegetables canned,  
fresh, and frozen



Minimum Stocking Requirement must be met at all times

# Minimum Stock at a Glance

Item	Type	Size	Variety	Quantity	Shelf Label Required
<b>Milk</b>	1% OR Fat Free	Gallons, ½ gallons, quarts	2 sizes	5 gallons	Yes
<b>Cheese</b>	Sliced American Block Cheddar	16 oz.	-	1 pkg	Yes
				1 pkg	Yes
<b>Eggs</b>	Large, White A or AA	Dozen	-	2 pkg	
<b>Beans</b>	Dry	16 oz.	-	2 pkg	
	Canned	15-16 oz.	-	8 cans	
<b>Peanut Butter</b>	Any approved	16-18 oz.	-	2 containers	Yes
<b>Cereal</b>	Non-whole grain	12-36 oz.	-	24 oz. total	Yes
	Whole grain	12-36 oz. cold 11.8-12 oz. hot	2 types	48 oz. total	Yes
<b>Frozen Juice</b>	Single flavored: apple orange, grapefruit, grape	12 oz.	2 flavors	2 containers total	Yes
<b>Refrigerated/shelf stable juice</b>	Single flavored: apple, orange, grapefruit, grape	64 oz.	2 flavors	2 containers total	Yes
<b>Whole Grains</b>	Whole wheat bread	16 oz.	-	1 pkg	
	Brown rice			1 pkg	
<b>Infant cereal</b>	Rice	8 oz.	-	3 pkg	
<b>Infant vegetables</b>	Single ingredient or combination	4 oz.	2 flavors	128 ounces total	
<b>Infant fruits</b>	Single ingredient or combination	4 oz.	2 flavors	128 ounces total	
<b>Infant Formula</b>	Similac Advance Powder	12.4 oz.	-	9 containers	
<b>Fruits and Vegetables (cash value benefit)</b>	Fruit subcategories: canned, fresh, frozen	-	4 types of fruit AND 2 subcategories	\$20.00 total	
	Vegetable subcategories: canned, fresh, frozen			\$20.00 total	

# Shelf Labels

- Required for some Food Categories
    - Required for all WIC approved items within a category
  - Optional for other Food Categories, but
    - Label all items in the category
  - OR
  - Label no items in the category
- Must use either :
    - SWO supplied shelf label, or
    - State approved store labels
    - Not both



State Issued

Approved Store Examples





# Shelf labels required on:

- Milk
- Cheese
- Eggs
- Peanut Butter
- Cereal
- Juice





# Window Decals & Lane Signage Requirements

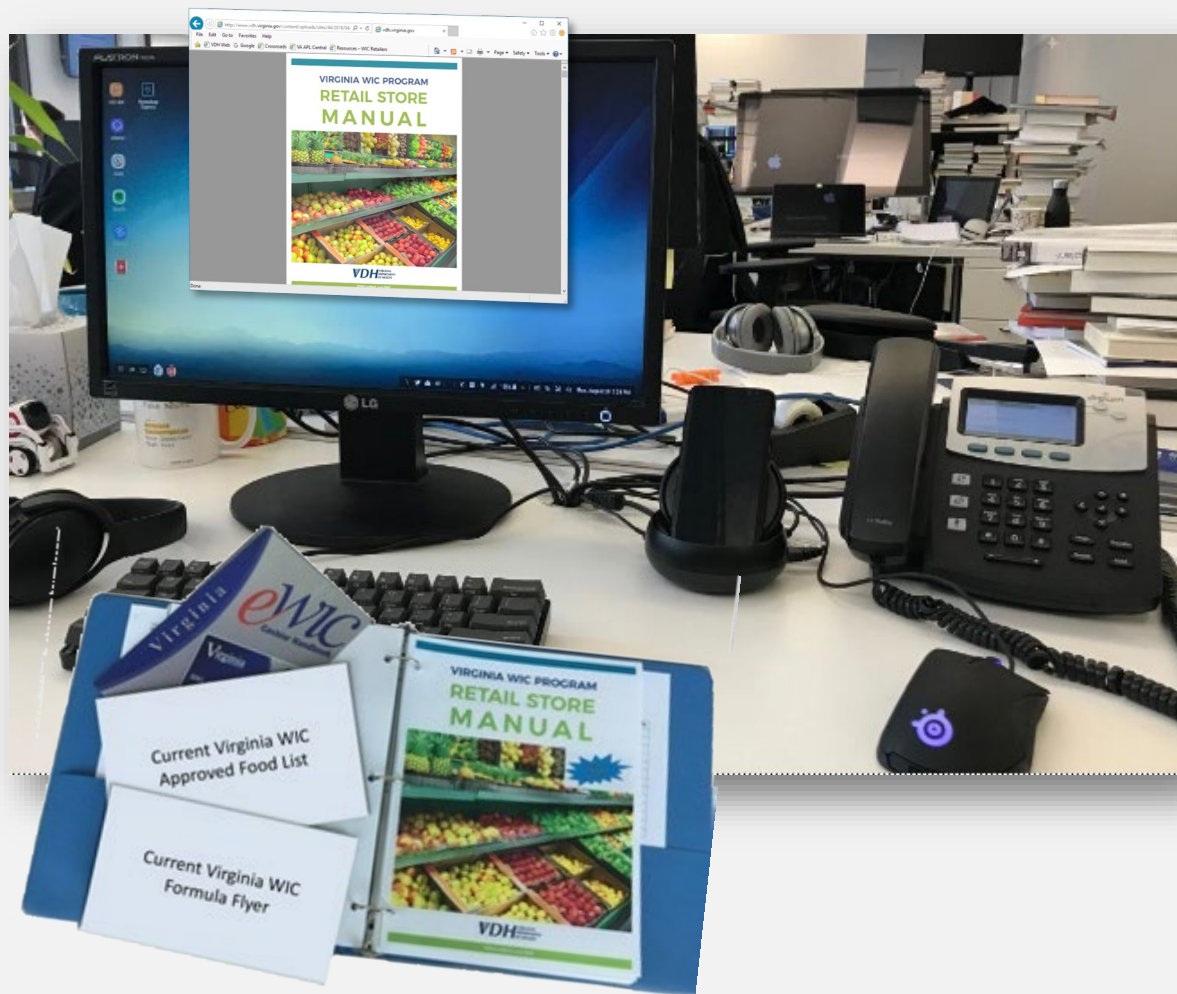


Window decal required at front entrance of store

Lane signage required if only **some** checkout lanes are able to accept eWIC



# Retailer Resources



Each store is required to have:

A Retail Store Manual

WIC Food Lists

Formula Flyers

Cashier Handbook



# Handling the eWIC Transaction



- Coupons and customer loyalty cards
- Cardholder swipes card and enters pin
- eWIC Benefit Balance Inquiries
- Cashier scans foods/formulas
- UPCs and the APL
- System approves/denies transaction
- Receipt information
- eWIC Cashier Handbook



STORE NAME  
 ADDRESS  
 PHONE

STORE ID: 12345  
 CLERK ID: 996  
 CARD: \*\*\*\*\* 00007  
 AUTH CODE: 20758

DATE: MM/DD/YY      Time: HH:MM

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QTY	UOM	DESCRIPTION	PRICE
18.00	OZ	CHEERIOS	4.99
2.50	\$\$\$	GRAPES	2.50
1.50	\$\$\$	BROC CUTS	0.77
TOTAL ITEMS SOLD		-3	
PUCHASE SUBTOTAL			8.26
DISCOUNT APPLIED			0.00
APPROVED PURCHASE TOTAL			8.26
BALANCE DUE			0.00

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WIC END BALANCE		
QTY	UNITS	DESCRIPTION
1	POUND	CHEESE SLICE
1	DOZEN	EGGS - ALL AUTHORIZED
54	OUNCE	CEREAL - ALL AUTHORIZED ADULT
10	\$\$\$	FRUITS AND VEGETABLES

Benefits expire at MIDNIGHT ON  
 MM/DD/YY

List of WIC items purchased

Total number of WIC items sold

WIC purchase subtotal

Any discounts that have been applied

Total price of all items purchased

List of WIC benefits left for the customer, including type, quantity and package units allowed

The last date WIC food items are available to the shopper

# 1 Beginning Benefit Balance

Benefits customer **CAN** use for this purchase

# 2 WIC Foods Purchased

Benefits customer **USED** for this purchase

# 3 Ending Benefit Balance

**REMAINING** benefits available next time customer shops



Welcome to My Grocery Store!  
125 Oak Street  
Mytown, NC

PET DAIRY 1% MILK	2.99
LRG GRADE A EGGS WHT	2.49
RUSSETT POTATOES 10LB	4.69
PURINA CAT CHOW 13LB	12.78
Tax Paid	0.61
BALANCE DUE	23.56
ewic	10.17

total number of items sold = 4

eWIC Beginning Balance  
PAN: \*\*\*\*\*0590 State: NC

QTY	UOM	Description
1.00	DOZ	Dozen Eggs
1.00	GAL	Milk, 1% Skim, 1/2 Gal
1.00	CTR	Legumes
14.50	OZ	Breakfast Cereal
2.00	CTR	Juice -48 oz
11.00	\$\$\$	Fruits and Vegetables Cash Va

eWIC Benefits Redemption

1 GAL	Skim/Non Fat or 1% Milk
	PET DAIRY 1% MILK
4.69 \$\$\$	Fruits and Vegetables Cash Va
	RUSSETT POTATOES 10LB
1.00 DOZ	Eggs
	LRG GRADE A EGGS WHT

eWIC Ending Balance  
PAN: \*\*\*\*\*0590 State: NC

QTY	UOM	Description
0.00	DOZ	Dozen Eggs
0.00	GAL	Milk, 1% Skim, 1/2 Gal
1.00	CTR	Legumes
14.50	OZ	Breakfast Cereal
2.00	CTR	Juice -48 oz
6.31	\$\$\$	Fruits and Vegetables Cash Va

Benefits Expire at MIDNIGHT on 9/25/2017

CASHIER NAME: Retail System  
STORE: 09958 REGISTER: 002 CASHIER: 0700  
TICKET#: 0008 1SEP2017 11:05:24

**My Groceries Quick Mart**  
3280 Happy Rd  
Mytown, NC

Date: 9/1/2017 Time: 4:52 pm  
Retailer: 2000003 User: 1000  
Terminal: 00001103 Sequence: 0317

**WIC PURCHASE**  
Card Account: xxxxxxxxxxxx1317  
Vendor ID: 08840  
Settlement Date: 9/1/2017  
Reference Number: 230820170317

Total Requested: 14.95

Benefit Summary:

2.00	GAL	FARM FRESH SKIM MILK	
		Item #: 143423523456	
		2.00 @ \$1.99	3.98
36.00	OZ	GEN MILLS CERRIOS	
		Item #: 897767856878	
		2.00 @ \$3.99	7.98
2.99	\$\$\$	Archer Farms Apples	
		Item #: 234156897777	
		2.99 @ \$1.00	2.99
		WIC SUBTOTAL	14.95
		WIC TOTAL	14.95

ITEMS PURCHASED: 5

REMAINING WIC BENEFITS:

2.00	DOZ	Eggs Grade A Large White
2.00	GAL	Skim/Non Fat or 1% M
1.00	CTR	Beans/Peas or Peanut
0.00	OZ	Breakfast Cereal
2.00	CTR	Juice 48 oz fl/12 oz C
6.31	\$\$\$	Fruits and Vegetables

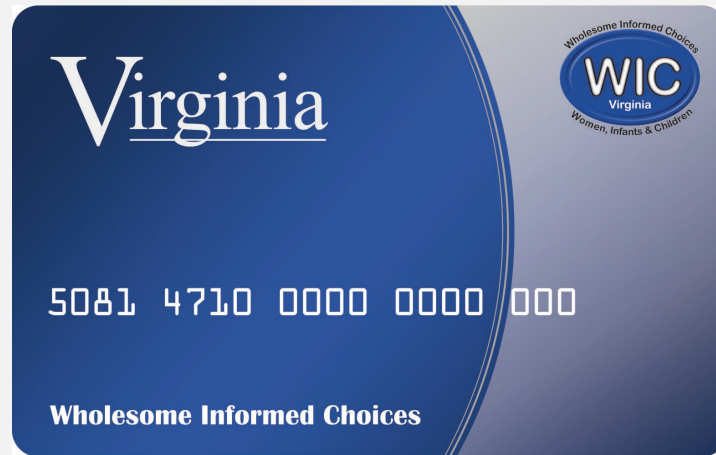
WIC BENEFITS EXPIRE ON: 9/25/2017

RESULT: APPROVED  
AUTH NUMBER: 125478  
TRACE NUMBER: 170317

CARDHOLDER COPY



# Split Tender Transactions



**eWIC cardholders may use other forms of payment with Cash Value Benefit transactions!**



# Voiding eWIC Transactions



A. Retailers can cancel at the WIC customer's request:

- a single WIC food item
- a method of payment
- the entire transaction

*All rules of voiding transactions must be followed*

B. A void must be performed:

- prior to completing the transaction and tendering WIC
- prior to the next transaction

*When this process is completed, the WIC customer's benefits will remain on the card*

C. Cash back can never be given to a WIC customer, even if a void is unsuccessful



# Possible POS Problems

A food item can be declined if:

- It is not an authorized WIC food item
- It is not available on the WIC customer's benefit balance
- Insufficient quantities of the WIC food item on the WIC cardholder's benefit balance
- The current WIC benefit period has ended
- Retailer POS software has out of date APL records (not flagged as WIC item)







# Handling POS Problems

- Understanding Error Messages
- Points of Contact
- Report Reimbursement Issues to State WIC Office
- Communications and Reporting





# Recap

- **Minimum Stocking Requirements:** Identifies which foods and in what quantities are required by all approved retailers to have in stock at all times
- **Signage & Shelf Labels:** Identifies the approved foods and types of foods allowed
- **eWIC Transactions:** Handling eWIC transactions, eWIC receipts, voids and errors





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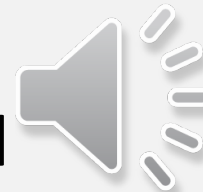
# Complaints & Incidents

The Complaint and Incident form is used to report any WIC issues related to WIC participants and their transactions. The form can be found on our retailer website: [www.VirginiaWICRetailers.com](http://www.VirginiaWICRetailers.com)



# Program Integrity and Monitoring

- On-Site Monitoring Reviews
- Formula Audits
  - Required to purchase from approved supplier
  - Approved suppliers are on the WIC retailer resources webpage
  - Keep records for 12 months
- Compliance Buys
- Vendor Sanctions – review vendor manual





# Vendor Claims

- A Vendor Claims assessment is a requirement for a retailer to repay the Virginia WIC Program for an erroneous or unauthorized reimbursement





# Incentive Items

- Virginia WIC retailers will not offer or provide any incentives to lure eWIC customers



# Conflict of Interest

## Definition

- “Circumstances that create a risk that professional judgments or actions regarding a primary interest can be unduly influenced by a secondary interest”
- “It is a *risk*, a condition... not necessarily a behavior or the existence of a biased judgment or action”

Richard Smith, Editor, BMJ

20/09/14

## Conflict of interest

A conflict of interest is deemed as where any employee of ABC Ltd. Receives any gift from either a partner, customer, supplier or competitor whether that is in goods, money or kind.

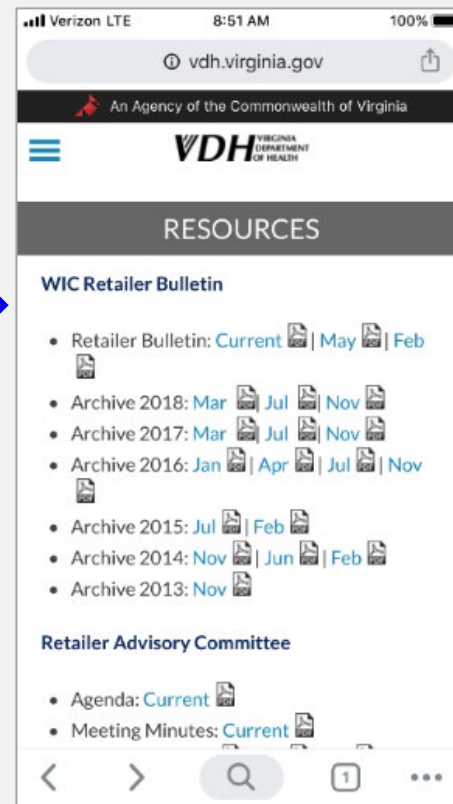
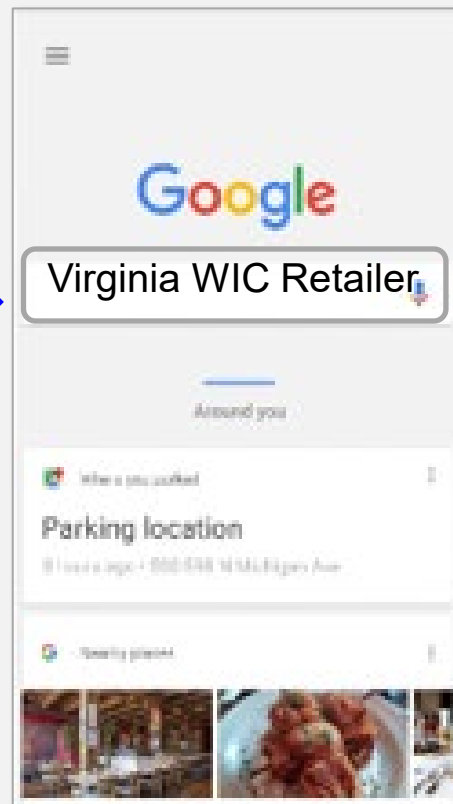
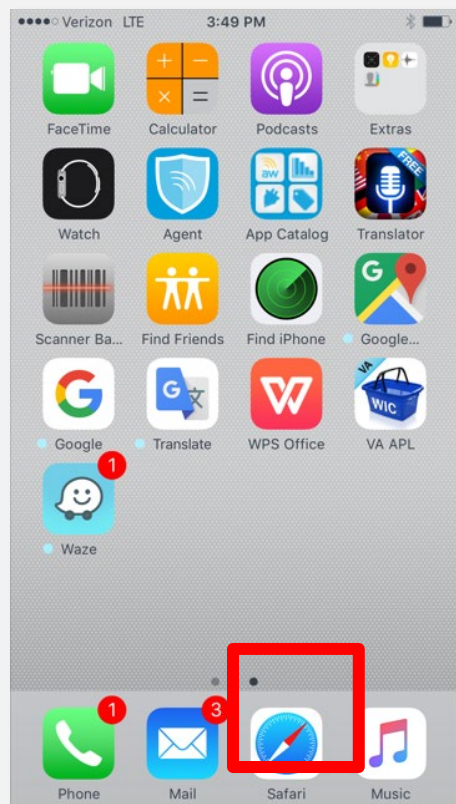




# Access to Resources



- Access retailer resources web page using mobile device
- Accompanied store representative can use their mobile device



# Training Resources



[www.VirginiaWICRetailers.com](http://www.VirginiaWICRetailers.com)





# Communication Requirements



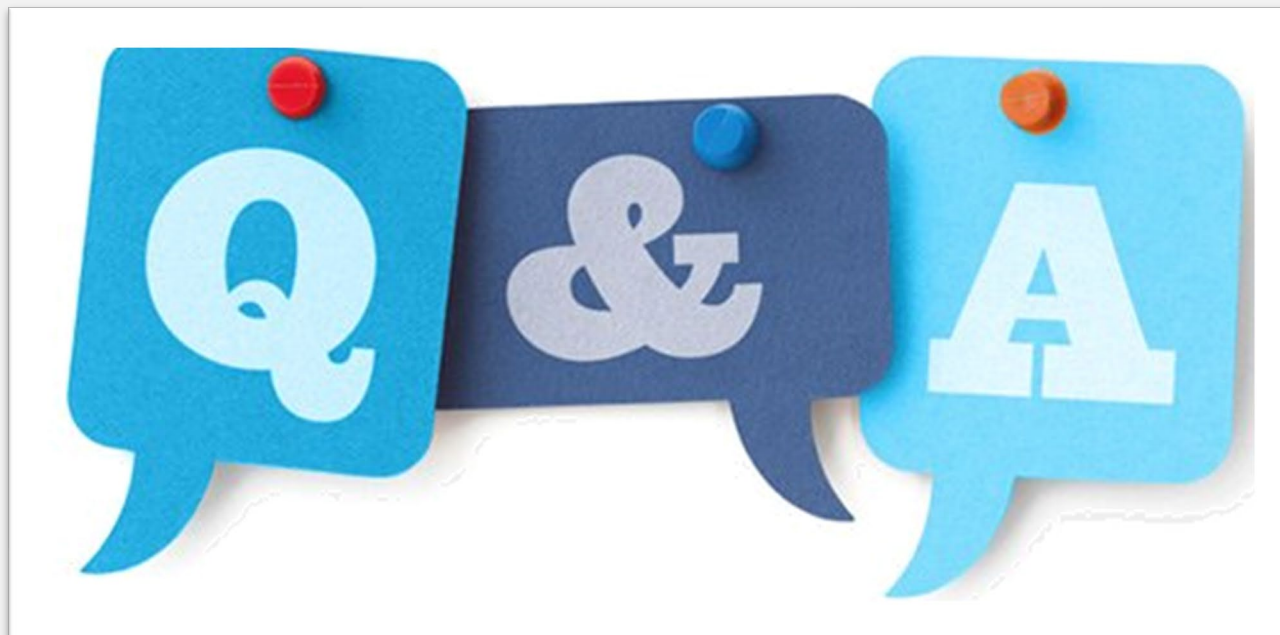




# summary

- Review Objectives
- Review Expectations
- Next Steps
  - Pass along info to staff
  - Sign and return a new retailer agreement





[WIC\\_retailer@vdh.virginia.gov](mailto:WIC_retailer@vdh.virginia.gov)





**THANK YOU!**

**CONTACT US IF YOU HAVE ANY  
QUESTIONS**

**[WIC\\_Retailer@vdh.virginia.gov](mailto:WIC_Retailer@vdh.virginia.gov)**

