



Retailer Bulletin



Megan's Message

Summer has arrived which typically brings on sun, fun and relaxation. Virginia WIC is moving full steam ahead through this season preparing for the reopening of the WIC clinics. The August deadline for reopening is quickly approaching and we are excited to welcome back our participants to in-person services.

The annual participant survey has opened, and Virginia WIC is participating in a multi-state approach this year. The survey will be live from July 5th, 2023, through September 5th, 2023, and will be provided through an online platform. Participants will be asked questions on a variety of topics including the WIC shopping experience. After the survey closes, data will be analyzed by an outside vendor and compared with other WIC state agencies.

Food applications have closed for the next Virginia WIC Food List and the project is on track for release in spring of 2024. Additionally, the WIC mobile app has made progress with the security update work with anticipated release of fall 2023. We look forward to these projects and many others we have on the horizon. Thank you for your continued support and partnership. We hope you can enjoy the summer fun!

Megan Nason, MS, RD
Virginia WIC Program Manager
Division of Community Nutrition
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Reauthorization Training Update

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 complete Contract Reauthorization Training and sign a new Retailer Agreement for the new contract period.

Use this link for more information <https://www.vdh.virginia.gov/wic-retailers/virginia-wic-retailer-2023-reauthorization/>.

When your WIC contact information changes please notify WIC_retailers@vdh.virginia.com because important notices and training updates are sent regularly.

Thank you for your continued support of the WIC Program.

Alex Acharya
WIC Vendor Manager Alex.Acharya@vdh.virginia.gov



WIC Food List

The current food list for the VA WIC program is 2022 Food list. Please put a copy at each WIC approved register. The food list is published every two years. The next food list will be released Spring 2024. Additional copies of the Food List and other WIC supplies can be ordered using the Retailer [Supply Request Web form](#).

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

The Status of Eggs and Milk Waivers



The national public health emergency (PHE) declaration has ended on May 11, 2023. Therefore, all active WIC waivers including eggs and milk waivers under the Families First Coronavirus Response Act (FFCRA) are expiring on **August 9, 2023** (90 days following the end of PHE). As a result, the Virginia WIC Program will resume to pre-Covid procedures after August 9, 2023.

CHANGES effective August 10, 2023, for EGGS and MILK

Eggs

WIC participants are no longer allowed to purchase the following **organic** eggs. The Virginia WIC Program continues to allow one dozen any size grade A or AA white or brown eggs (small, medium, large, extra-large, and jumbo but no cage-free or free-range eggs).

036800133334	Full Circle Organic Grade A Large Brown Eggs-1 doz.
041497097869	Weis Quality Organic Large Brown Eggs - 1 doz.
072036630612	Harris Teeter Organic Grade A Large Brown Eggs - 1doz.
698264000418	Alderfer Organic Large Brown Eggs - 1 doz.
698264000616	Alderfer Grade A Organic Jumbo Brown Eggs - 1 doz.

Milk

If WIC participants are prescribed Whole Milk, they can purchase regular and lactose-free whole milk. UHT (Ultra-High Temperature) whole milk is no longer allowed without prescription.

If WIC participants are prescribed Low-Fat/Fat-Free Milk, they can purchase skim (fat-free), 1% regular or lactose-free milk and soy milk. 2% milk, 2% lactose free milk and UHT milk are no longer allowed without prescription.

Cashiers should scan all eggs and milk items first to see if they can go through instead of telling WIC participants that they are not WIC approved.

Please contact your WIC vendor liaison or Brian Tun, UPC Coordinator at: Brian.Tun@vdh.virginia.gov if you have any questions regarding the eggs and milk waivers.



Monitoring

The Virginia WIC Program has resumed official store monitoring visits. Our primary focus during these visits will be to check WIC approved shelf labels and items on the WIC Minimum Stocking chart below. In preparation for our visit, please verify you have in stock all required foods using the chart below and locate your WIC Retail store binder and verify the following contents:

[2022 Food Lists English & Spanish](#)

[Cashier's Handbook in your binder](#)

[Vendor Team Directory](#)

[Performance Guidelines: Minimum Stocking Requirement document](#)

[Performance Guidelines: Signage and Shelf Labels document](#)

Retail Store Manual (An electronic version of latest copy is available on our website

VirginiaWICretailers.com. Use the print option to print a copy or use [Supply Request Form](#) to order a printed copy.

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Virginia WIC Minimum Stocking

The minimum stocking requirement (MSR) must be met at all times. The products must be in the store during normal business hours. Expired foods do not count toward the requirement. Use the Approved Product List (APL) and the Approved Food List to determine approved brands, varieties, and UPCs that may be used to meet the MSR.

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

Refer to Performance Guidelines: Minimum Stocking Requirement document for more details.

WIC Shelf Labels

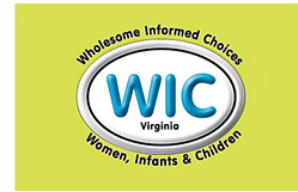
With the introduction of the new WIC approved food list in July 2022 all stores are required to use either State WIC Office supplied “Wholesome Informed Choices” or an approved custom shelf labels on the following items.

- 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



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. Web-X meeting



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, October 19, 2023, at 2:00 pm.

Please consider joining us. Email Amy.Romero@vdh.virginia.gov for log in information and a copy of the meeting agenda.

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.



- [WIC Homepage](#)
- [WIC Retailer Homepage](#)
- [WIC Retailer Resources](#)
- [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>)
Virginia WIC (Women, Infants, and Children)



Virginia WIC (Women, Infants, and Children)

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