



# Retailer Bulletin



## Megan's Message

The Virginia WIC Program would like to wish you a happy fall season! As summer ended, the WIC clinics transitioned back to providing in-person services to our participants. The COVID-19 related waivers that were in place, officially expired in August.

On September 30, 2023, Congress passed, and President Biden signed, a last-minute Continuing Resolution (CR), extending government funding through November 17, 2023, and narrowly avoiding a government shut-down. While that bill did not include the supplemental funding for WIC that the White House requested, it did provide some flexibility in allowing the USDA to sustain the increase in program participation. With this short-term resolution, however, additional funding legislation - either another Continuing Resolution or a full-year appropriations package - will need to be advanced before the new November 17, 2023, funding deadline.

WIC regulations require that the monthly Cash Value Benefit (CVB) be adjusted annually for inflation. With the Continuing Appropriations Act, 2024 passed, the inflation adjusted monthly CVBs have increased to the following levels:

\$26 for child participants,  
\$47 for pregnant and postpartum participants, and  
\$52 for fully and partially breastfeeding participants.

This increased benefit is a positive change that provides additional benefits for our participants to receive more fruits and vegetables each month. Virginia WIC would like to thank you for all your support, and we look forward to our continued partnership.

### **Megan Nason, MS, RD**

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



## End of Eggs and Milk Waivers

The Virginia WIC program has been operating pre-COVID procedures since August 10, 2023, after the ending of eggs and milk waivers under the Families First Coronavirus Response Act (FFCRA) on August 9, 2023 (90 days following the end of public health emergency declaration).

## CHANGES Effective August 10, 2023, for MILK

If WIC participants are prescribed Whole Milk, they CAN purchase regular and lactose-free whole milk.

If WIC participants are prescribed Low-Fat/Fat-Free Milk, they can ONLY purchase skim (fat-free), 1% regular or lactose-free milk and soy milk.

2% milk, 2% lactose free milk are NO longer approved without prescription.

UHT (Ultra-High Temperature) whole milk is NO longer approved without prescription.

## CHANGES effective August 10, 2023, for 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.     |

**IMPORTANT NOTE:** 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 Please contact Brian Tun at [Brian.Tun@vdh.virginia.gov](mailto:Brian.Tun@vdh.virginia.gov) .

## Why WIC Monitors Retail Stores

The state agency monitors authorized store's performance throughout the contract period to ensure the best-qualified stores are authorized. State or local representatives conduct announced and unannounced on-site reviews of WIC authorized stores to determine compliance with applicable Federal and State regulations and provide program assistance regarding the store. The three common types of monitoring are:

- On-site Monitor Reviews
- Compliance Buys
- Formula Audits





## On-Site Monitoring

- Minimum Stocking Requirement
- Required Shelf Labels
- Prices Posted
- Required Food List & Retail Manual

### Pass or Fail Result:

- 1st Fail = Warning Letter and a 2nd on-site review
- 2nd Fail = \$100 fine and a 3rd on-site review
- 3rd Fail = Civil Money Penalty or Disqualification

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
- Directory of WIC Staff
- 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](http://VirginiaWICretailers.com). Use the print option to print a copy or use [Supply Request Form](#) to order a printed copy.

## 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<br>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      |                      |

## 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



## Bank Account Changes

If your store's bank account changes, you must ensure that your third-party processor gets the change immediately, since that's how you get your daily WIC reimbursement. For many, this will be Conduent (formerly known as Xerox), call (877) 436-6057 to start the process.

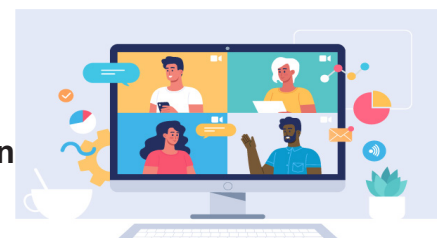
After you have initiated the change with Conduent, fill out the ACH form for the state WIC office. Follow the instructions on the form. This form can be found on our website under “Resources” and then under “Forms”. Please note that a state office employee may contact the primary contact for your store via phone to ensure that the change is approved and initiated by the store and not a fraudulent activity.

## IMPORTANT! Retailer Advisory Meeting (RAM)

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

Please join us.

Email [ephraim.ewing@vdh.virginia.gov](mailto:ephraim.ewing@vdh.virginia.gov) for log in information and a copy of the meeting agenda.



Contact Jennifer Trower 804-864-7278 with any technical issues.

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/>

## Ask Alex ?



### Q. When State WIC representative visits my store, what should I do?

**Answer:** Locate WIC binder, answer questions, and be available to sign once the visit is completed. See the Monitoring article for more details.

### 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 website](#). 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 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?

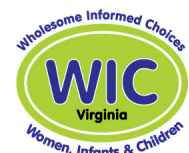
**Answer:** Each store needs only one copy, and it should be stored in the WIC Retail Store binder.

### Q. What categories have mandatory shelf labels?

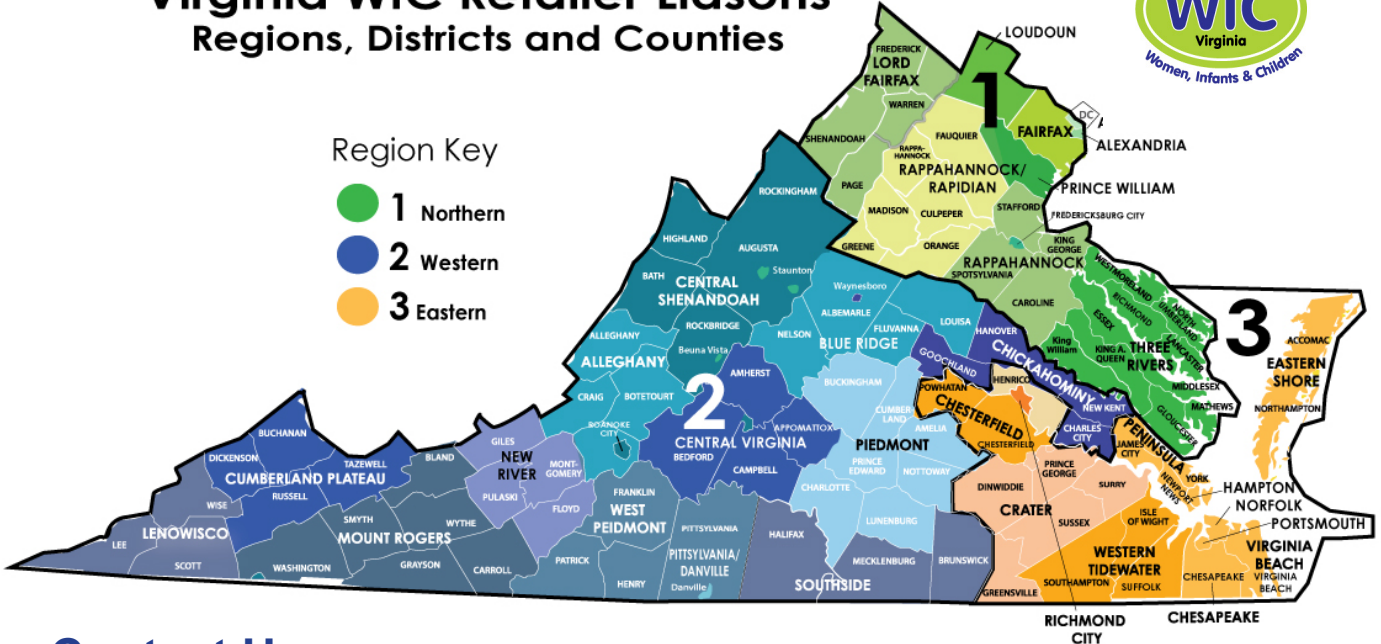
**Answer:** Refer to the Signage and Shelf Labels document for details.

**Mandatory labels:** Breakfast Cereal, Cheese (slice and block), Juice (frozen and liquid), Milk (1% and fat free), Yogurt, and Peanut Butter.

# Virginia WIC Retailer Liasons Regions, Districts and Counties



- Region Key
- 1 Northern
  - 2 Western
  - 3 Eastern



## Contact Us

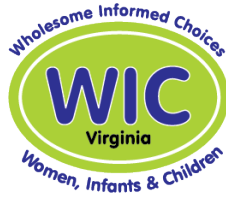
The Vendor Compliance Team has three geographical areas that support local WIC retailers within state health districts.

### 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



- [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](#)



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