

Retailer Bulletin



WIC Vendor Quarterly Newsletter



Megan's Message

Happy New Year from the Virginia WIC Program

The new year is typically a time of reflection and hope for new beginnings. Looking back on 2023, the Virginia WIC Program experienced a large transition period with both the ending of the infant formula crisis and the re-opening of the WIC clinics to providing services in-person to our participants. We are now full steam ahead into 2024 and are looking forward to the continued progress and modernization efforts of the program. New projects on the horizon will look to improve outreach, technology, the WIC participant shopping experience, and initiate efforts to investigate online shopping opportunities for the WIC program. The State WIC Office team is also currently working on the release of the 2024 Virginia WIC Food List and a new formula flyer. These resources will be provided to participants and to retailers this spring both electronically and hard copies. We want to thank you for your support and look forward to our continued collaboration to provide services and benefits to the WIC participants of Virginia.

Megan Nason, MS, RD
Virginia WIC Program Manager
Division of Community Nutrition
Megan.Nason@vdh.virginia.gov



Are You Ready for a WIC Monitoring Visit?

In preparation for a unannounced monitoring visit, please verify **all** the required foods on the Minimum Stock Requirement (MSR) by using the chart below and locate your WIC Retail store binder. In 2023, we have documented the items below as the most out of stock items during VA WIC monitoring visits.

1. Whole wheat bread – 16 oz. size
2. Frozen juice – 12 oz.
3. Infant Rice cereal – 8 oz. size approved without prescription.

Minimum Stock At-A-Glance

The minimum stocking requirement (MSR) must be met at all times.

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	



Whole Wheat Bread – 16 oz. size

The WIC Program requires retailers to always stock an approved 16-ounce Whole Wheat bread. Bread delivery routes play an important role in ensuring your store maintains the stocking requirement.

Sometimes you may face delivery issues, including a shortage in ordered WIC approved 16-ounce Whole Wheat bread. This could present an issue of not meeting the required quantities your store must have at all times when open to the public. Selling a variety

of 16-ounce Whole Wheat bread can help ensure you meet the WIC stocking requirement and increase sales. The top three 16-ounce 100% Whole Wheat breads purchased by Virginia WIC participants are:

Brand Name*	UPC Number	Units Purchased by WIC 12-month Avg.
Nature's Own Whole Wheat w/Honey Bread - 16 oz	72250043199	11,713
Sara Lee 100% Whole Wheat Bread - 16oz	72945611030	9,070
Schmidt's Old Thyme 100% Whole Wheat Bread - 16 oz.	71010120040	9,042

*Refer to [Approved Product List \(APL\)](#) for more bread options.

Strategic Tips to Help Minimize Issues with Bread Deliveries

Manage inventory levels: Ensure enough bread is ordered to fulfill customer purchases and meet the WIC stocking requirements between delivery days.

Delivery Schedule:

Bread routes typically operate on a specific schedule, know your delivery schedule. Timeliness and reliability are essential to ensure you meet the minimum stocking requirement throughout the delivery schedule.

Vendor Interaction:

During deliveries, interact with the route driver, building relationships and addressing any concerns or special requests.

Merchandising and Display:

Route drivers are often responsible for merchandising and displaying bakery products at retail locations. This may involve arranging products on shelves, utilizing bread displays, ensuring proper labeling, and pricing, and maintaining a clean and appealing presentation.



Frozen Juice – 12 oz. size

- 100% juice WIC approved flavors - Grapefruit, Orange, Apple, and Grape
- Quantity 2 containers
- 2 flavors needed



Infant Cereal– 8 oz. size

- Rice flavor only
- BRANDS; Cottontail, and Comforts
- Quantity 3 containers

Important Note:

Listed above are the most out of stock Minimum Stocking Requirement (MSR) items in 2023. Refer to the chart and [Minimum Stocking Requirement](#) document for full details of all documented needed to PASS a VA WIC monitoring visits.

Administrative Action for Failed Minimum Stocking Visits

The Virginia WIC Program (“The Program”) conducts various compliance activities per federal guidelines. One activity is unannounced on-site monitoring reviews to check the minimum stock of WIC foods required to be present in the store when the store is open for business to the public.

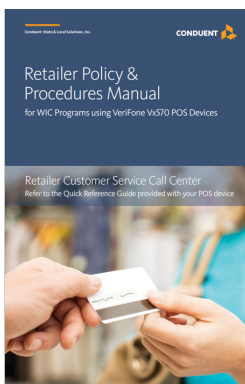
On-site monitoring reviews take place during normal business hours including weekends, holidays, and evenings. Monitoring may be completed by the State WIC Office, Local Agencies, and other trained staff. During these unannounced reviews, these Agency Representatives will review the following areas for compliance:

- Record inventory levels of the items subject to the WIC Minimum Stocking Requirement.
- Collect shelf prices and compare against actual redemptions from the payment system.
- Review WIC items for accurate and consistent use of the “Wholesome Informed Choices” or custom WIC shelf labels.
- Review of the contents of the WIC retailer binder and other materials located at cash registers.
- If a store fails 3 times in 12 months, this may result in disqualification from the Program or the possibility of a civil money penalty (CMP). *(Continued next page)*

The following is an expanded outline on the process for administrative action for failing the minimum stocking requirement 3 times in 12 months:

- For a 1st fail, The Program will document the failed visit with a warning letter with notice of the action needed to correct the issue(s) and that another visit will take place within 90 days.
- For the 2nd fail, The Program will document the failed visit with a letter with notice of the action needed to correct the issue(s) and that another visit will take place within 90 days. **The store will also receive a monetary penalty of \$100.00.**
- For the 3rd fail within 12 months, the store will be **disqualified from The Program and will also be reported to SNAP. Disqualification from WIC may result in disqualification from SNAP.** After the notice of disqualification, the store may request The Program to conduct an Inadequate Participant Access Study to see the impact of the store's disqualification on our WIC Participants to shop for WIC benefits. The study may allow the Program to assess a Civil Money Penalty in lieu of disqualification.

If you have any questions, please contact alex.acharya@vdh.virginia.gov or at (804) 864-7811.



Do you have a WIC Stand-Beside system?

NEW updated WIC Retailer Procedures Manual and Quick Reference Guide for VeriFone Vx570 Point-of-Sale Device

The current State eWIC processor, Conduent State and Local Solutions, delivers an electronic benefits transfer (EBT) method for WIC Participants to access their WIC food benefits through Point-Of-Sale (POS) devices.

Conduent has developed this POS procedures manual and quick reference guide to provide the information needed to understand and receive WIC payments for food benefits provided to eligible participants. All WIC retailers who process WIC transactions using Conduent issued VeriFone Vx570 POS equipment are required to use the links below to access the POS procedures manual and the quick reference guide.

For additional technical assistance and customer support, please contact **Conduent Retailer Help Desk at 1-877-436-6057**

- [Retailer POS Procedures Manual](#)
- [VeriFone Vx570 POS Quick Reference Guide](#)



Retailer Advisory Meeting (RAM)

The RAM is a quarterly meeting with VA WIC staff and WIC retailers to give updates and answer questions. RAM minutes will be emailed. Previous meeting minutes are available on the [WIC Retailer Resource webpage](#).

**Next RAM: Thursday, April 18, 2024,
at 2:00 pm**

Please consider joining us. Email Amy.Romero@vdh.virginia.gov to be added to the email list for the webinar and a meeting agenda. Contact Jennifer Trower 804-864-7278 with any technical issues.

Ask Alex ?



Q. When will we get new food lists?

Answer: Spring 2024, the food list is published every two years.
More information to follow.

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 or Email** 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 WIC materials should I have at each eWIC register?

Answer: Current (2022) Food List

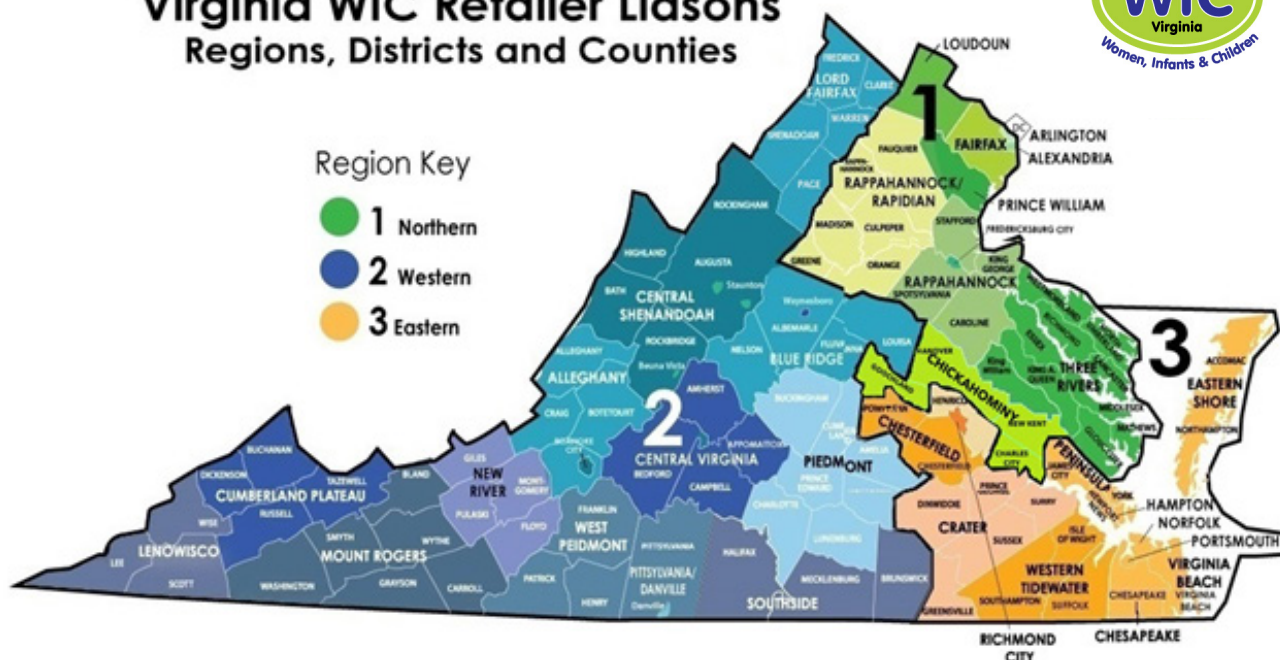
Q. Where do I find the latest WIC program updates?

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.

Contact Us



Virginia WIC Retailer Liasons Regions, Districts and Counties



Region Key

- 1 Northern
- 2 Western
- 3 Eastern

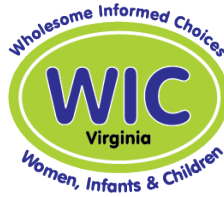
The Vendor Compliance Team has three geographical areas that support local WIC retailers within state health districts.

VA WIC Vendor Compliance Team Liasons

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



- [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](#)



Virginia WIC (Women, Infants, and Children)

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