

Spring WIC Retailer Bulletin

Virginia Department of Health, Office of Communications sent this bulletin at 05/10/2024 06:30 AM EDT

2024 Spring Edition

[View as a webpage](#)



This newsletter is published quarterly. In this publication you will find important information for the VA WIC program from the WIC Program Manager, Vendor Manager, and the VA WIC Vendor Team. If you would like information that is not covered, please email Jennifer.Trower@vdh.virginia.gov.

WIC Vendor Quarterly Newsletter

Megan's Message



Happy Spring!

The Spring season is a great reminder of how wonderful change can be. The Virginia WIC Program is fully embracing all the change that is forthcoming. The long-awaited new food rules for the WIC food packages have been published. The WIC food packages are periodically reviewed to ensure they are meeting the nutritional needs of our participants and are in line with the most current science. The goal of the new food rules will be to allow more choices and flexibility for WIC participants as well as accommodate special dietary needs as well as personal and cultural food preferences. These new food packages will be implemented within the next two years.

The WIC 2024 Food List and Retail Formula Flyer have been printed and shipped to our storage warehouse. The team at the State WIC Office will be working over the next few weeks to get food lists and formula flyers to our local agency clinics and the authorized retailers. Electronic versions are available already on our webpage in English and Spanish. There have been no major changes to the 2024 food list outside of updated pictures and products. Look out for your shipment of the paper copies within the next sixty days.

As always, we thank you for your support to the Virginia WIC Program and look forward to our continued partnerships.

Megan Nason, MS, RD

Virginia WIC Program Manager

Division of Community Nutrition

Megan.Nason@vdh.virginia.gov

2024 New WIC Food List and Retail Formula Flyer Update

The electronic version of the [2024 WIC Food List and Retail Formula Flyer](#) (English and Spanish versions) are now available on our website.



[UPC information](#) for all newly added items may be found on our website or this link: <https://www.vdh.virginia.gov/content/uploads/sites/44/2024/04/New-UPCs-Added-in-2024-Food-List.xlsx>

Both the new 2024 WIC Food List and Retail Formula Flyer have been printed. A starter packet will be shipped directly to your store within the next sixty days. **Be sure to look for a brown envelope with the green label above.**

Please remember to scan items to confirm that they are WIC approved before denying the item.

It is important that you take the following steps:

1. Discard all the 2022 WIC Food Lists remaining at your store.
2. Place copies of the new 2024 WIC Food List and Retail Formula Flyer at each eWIC register.
3. Place copies of the new 2024 WIC Food List and Retail Formula Flyer in your Retailer Store binder.
4. Provide training to your cashiers and store personnel so all are aware of the new 2024 WIC food list.
5. Order additional WIC Food Lists (English or Spanish), if needed: VirginiaWICRetailers.com
6. Ensure **"Wholesome Informed Choices"** (WIC) shelf labels or custom labels are posted for all foods that have this requirement (use the WIC shelf label icon in the Food List).

Please contact your assigned Vendor Liaison if you have any questions.

WIC Retailer Supplies Are Free!

The Virginia WIC Program now offers an easy and fast way to order WIC Retailer Supplies online. The webform allows you to order approved food lists, window decals and many useful tools to train your staff.

Before ordering consider this checklist:

- A.** Is your WIC window decal faded or cracked from sun exposure?



B. Does your store have the current Food List at all eWIC registers?



C. Is your store's WIC vendor manual accessible and up to date?

D. Does your store need more state issued WIC shelf labels (green)?

If the answer is yes to any of the above questions, submit a [request form](#) at no cost with free shipping.

<https://www.vdh.virginia.gov/wic-retailers/retailer-supply-request-form/>

WIC Compliance Update

All WIC approved food items are eligible for a supply validation. The below process is specific to Infant Formula and other items that follow a similar process. Federal regulations require the WIC Program to ensure that authorized stores only sell Infant Formula purchased from an approved supplier/distributor. To achieve the desired outcome, State Agency staff will:

1. Review selected stores' contract Infant Formula purchasing records
2. Confirm that the supplier identified by the store is authorized by VA WIC*
3. Compare formula redemptions to total Infant Formula sales
4. Complete a beginning and ending physical inventory of Infant Formula at selected stores

*Additional details may be found at; [Resources – WIC Retailers](#)

WIC authorized stores are required to maintain at least twelve months of their latest Infant Formula purchase records from all sources and make them available to the State Agency upon request. As part of the Supply Validation, the latest four months of Infant Formula purchase records will be reviewed. The additional eight months of records may be required. It is critical that you ensure your store complies with this requirement and can produce these purchasing records within the timeframes of Supply Validation period. A copy of the 2024 [Compliance letter](#) can be found on our website.

Contact Robert.Altermatt@vdh.virginia.gov with any questions on this article.



Monitoring Visits

When a WIC representative from the comes to conduct an unannounced store monitoring visit the primary focuses are validating the WIC Minimum Stocking and WIC shelf labels. In preparation for the visit, please verify you have all required foods in stock using the chart below and

locate your WIC Retail Store binder. Each Retail Store binder should have:

- Current Food Lists English and Spanish

Current Food List English and Spanish

- Retail Formula Flyer
- Cashier's Handbook
- Directory of WIC Staff
- Retail Store Manual (An electronic version 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.

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.

Important note: Mandatory shelf labels are identified in the last column.

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	

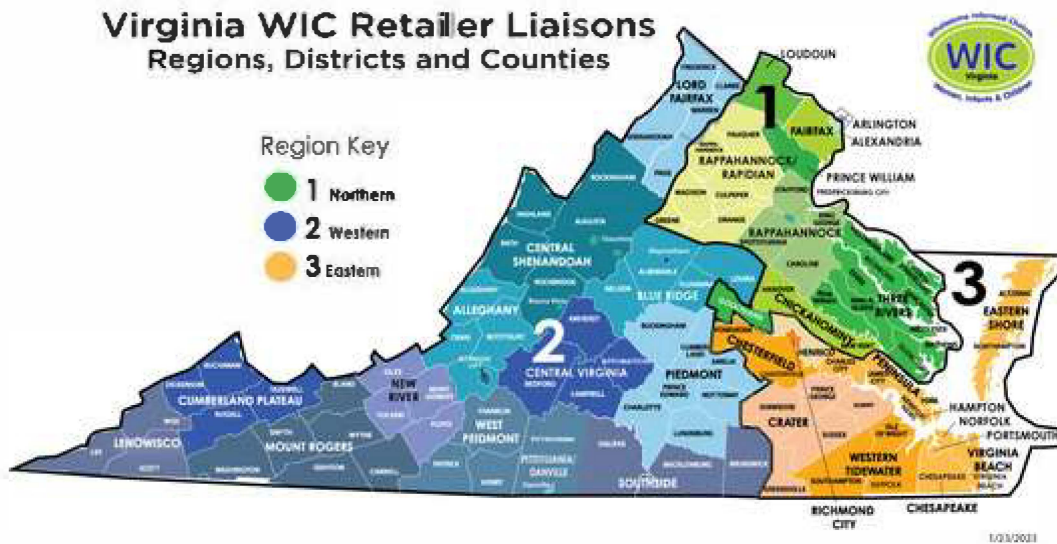
Specific Cheese Guidelines for Minimum Stocking Requirements:

The cheese subcategory is the area of the Minimum Stocking Requirements (MSR) that has the most questions.

Sliced cheese - only 16 oz American (NOT individually wrapped) **must** be used to meet the minimum stocking requirement. (blended cheese food or cheese products are not allowed) More information can be found in the current Food List.

Blocked cheese, even though other varieties such as mozzarella are approved; **only** 16oz **cheddar** can be used to meet the MSR.

If you are unsure about an item, send a picture of the label and the UPC to wic_retailer@vdh.virginia.gov. Your vendor liaison will verify the product.



Feel free to contact the VA WIC Liaisons with any questions. Let's work together to create a positive WIC shopping experience for your customers.

VA WIC Vendor Liaisons

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

Retailer Advisory Meeting (RAM) – WEBEX FORMAT

The RAM is a quarterly meeting with VA WIC staff and WIC retailers to give updates and answer questions about the VA WIC program. Previous meeting minutes are available on the web: <https://www.vdh.virginia.gov/wic-retailers/resources/>

Next RAM: Thursday, July 18, 2024, 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. Where do I find the latest WIC program updates?

Answer: [The WIC Retailer Resources](#) web page contains the latest training materials, manuals and the Approved Product List (APL) which is 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 Food List (2024) and Retail Formula flyer

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. Do I need to sign a new VA WIC Retailer Agreement this year?

Answer: Contract reauthorization for WIC authorized retailers is every three years. All WIC authorized retailers signed the current agreement in 2023. The next year to renew the agreement is 2026.

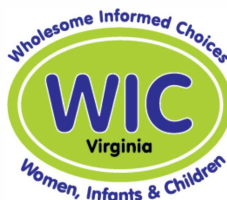


Important Links

- [WIC Homepage](#)
- [WIC Retailer Homepage](#)
- [WIC Retailer Resources](#)
- [2024 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)
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