

Retailer Bulletin

2025 Spring Edition

Megan's Message

As we welcome spring, we're excited to share some important updates from the WIC State Office. Our State WIC Office teams have been working together to implement upcoming changes that will enhance the WIC shopping experience for participants and vendors.



We are in the process of working through the new food rules and completing the application for additional food options. These changes are scheduled for April 2026 release. They will provide participants with more choices and greater flexibility in their WIC-approved purchases. To support this transition, a new food list will be created and made available in both electronic and paper formats for participants and vendors.

Looking ahead, we are exploring the possibility of online shopping for WIC. While we are still in the early research stages, we recognize the potential benefits of increased accessibility and convenience for both participants and vendors. We'll keep you updated as we progress in this area.

We are also excited to share that we are collaborating on the development of a new mobile app for WIC participants. This app aims to enhance the shopping experience by providing a user-friendly way to manage benefits, check approved foods, and streamline the process. More details will be shared as the project advances.

Your continued collaboration plays a vital role in the success of the WIC program. We appreciate your dedication to serving WIC families and look forward to working together to implement these exciting changes. Thank you for all you do!

Megan Nason, MS, RD

Virginia WIC Program Manager
Division of Community Nutrition

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Annual Training Newsletter Coming in June 2025

Annual training for WIC authorized retailers will be June 2025 through July 2025. According to the United States Department of Agriculture (USDA) Federal regulation 246.12, **each** WIC-authorized store must designate a manager or representative to complete and verify their annual retailer training.

Steps for completing annual training:

1. Retailers will receive the Annual Training Edition 2025 bulletin through email. A copy will also be available on our website virginiawicretailers.com.
1. Read the annual training retailer bulletin in its entirety. Inform and train cashiers and other staff on program requirements and updates.
1. Acknowledge that you have completed your annual retailer training by following the instructions in the email.

More information will be available in the Retailer Bulletin Summer edition that will be released in May 2025.

Order your WIC Supplies Online

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:



Is your WIC window decal faded or cracked from sun exposure?



Does your store have the current food list at all eWIC registers?



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



Does your store need more state issued WIC shelf labels (green)? **All customs labels must be ordered from your store's home office.**

If the answer is yes to any of the above questions, submit a WIC retailer supply order at no cost with free shipping.

vdh.virginia.gov/wic-retailers/retailer-supply-request-form

WIC Compliance

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
1. Confirm that the supplier identified by the store is authorized by VA WIC*
1. Compare formula redemptions to total infant formula sales
1. Complete a beginning and ending physical inventory of infant formula at selected stores

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 annual [Compliance letter](#) can be found on our website.

The WIC Program uses an independent investigative company that assigns "secret shoppers" to conduct undercover buys. The secret shopper completes at least two buys as part of the compliance investigative process. Investigations begin without notifying the store. If violations are observed with the first buy the store will receive written notice of violations before additional buys take place. After receiving written notification corrective action must be taken to prevent these types of violations from re-occurring. Failure to take corrective action may lead to a documented pattern of program violations and could result in store disqualification from WIC and / or Supplemental Nutritional Assistance Program (SNAP). Please review our updated Sanction Schedule at:

*Additional details can be found in this link: [Resources – WIC Retailers](#)

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



Customer Service for WIC Cash Registers

For questions or issues regarding your State issued single-function (WIC only) stand-beside point of sale (POS) equipment, please contact WIC Retailer Help Desk at 1-877-436-6057.

For questions or issues regarding your integrated multi-function POS system, please contact your IT department, POS system provider, or third-party payment processor (TPP).

WIC Approved Product List (APL) Downloadable Spreadsheet/APL file Access

WIC authorized retailers can access the daily WIC approved product list (APL) in an Excel format from the Virginia WIC retailer webpage below:

[Current Approved Product List \(APL\)](#)

WIC Eligible Eggs

Virginia WIC is monitoring egg availability closely to ensure your store can offer options for WIC customers. WIC approved eggs have a variety of sizes, grades, and colors. Please remind your cashiers and WIC customers of these egg options.



WIC ELIGIBLE EGGS

Egg Type:

Conventional

Egg Grade:

AA, A

Egg Color:

White or Brown

Egg Size:

Jumbo, Extra Large, Large, Medium, Small

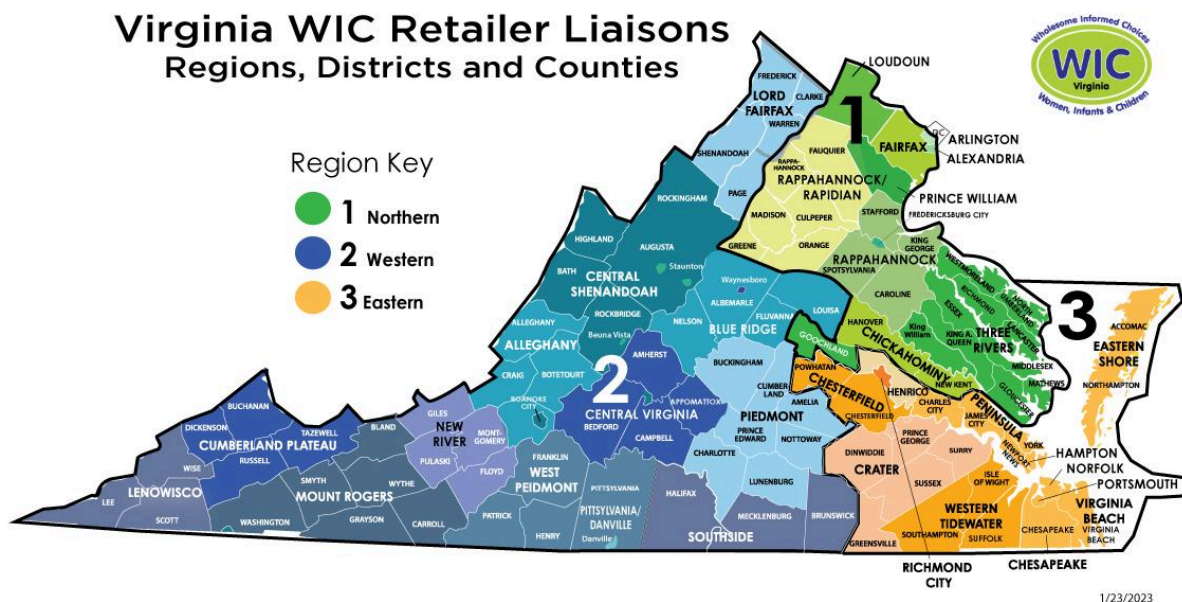
Our office asks that you notify the vendor team if you have any issues with sourcing WIC eligible eggs. Please visit our online approved products list (APL) for a listing of approved egg universal product codes (UPCs).

Not to Exceed (NTE) and Cost Containment

All vendors are assigned to a peer group based on store type, location, and sales volume. Peer groups are used to automatically calculate and regularly recalculate the amount WIC will pay your store above the statewide average for each specific item. The maximum allowable price WIC will pay for an item is called the Not to Exceed (NTE) price and is set by Universal Product Code (UPC) and your peer group. NTEs are used to ensure cost containment which is required by federal law and helps us to serve as many clients as possible.

At the register, if the scanned price is higher than the NTE, the difference will be recorded, and the payment will be limited to the NTE amount.

If you find that WIC reimbursements are not keeping pace with market costs, you can submit documentation to VA WIC office. Please send your reconciliation records showing the amount requested, amount paid, and the UPC to amy.romero@vdh.virginia.gov. The VA WIC program will use these documents as part of the larger body of evidence to inform any payment adjustment decision and NTEs as a whole.



VA WIC Vendor Liaisons

Amy Romero

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Jennifer Trower

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

Call your WIC Vendor Liaison ([Click here](#) for the directory).

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: vdh.virginia.gov/wic-retailers/resources

Next RAM: Thursday, April 17, 2025 @ 2:00 pm

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

Ask VA WIC?

Where do I find the latest WIC program updates?

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.

What WIC materials should I have at each eWIC register?

Current Food List and Retail Formula flyer

Where should I store the Cashier's Handbook?

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

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

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](#)

The Retailer Bulletin is a quarterly newsletter for retailers about the Supplemental Nutrition Program for Women, Infants, and Children (WIC). Submit questions and comments to WIC_Retailer@vdh.virginia.gov. Please post a copy of this newsletter in areas employees have access to this information. Print newsletters and keep copies in your VA WIC binder for two years.



Virginia WIC (Women, Infants, and Children)

[Visit Our Website](#)

