

Virginia WIC Retailer Advisory Meeting Minutes

Date: April 17, 2025

Time: 2:00 PM EST

Location: Webex

State WIC Office Attendees: Paula Garrett, Megan Nason, Bob Altermatt, Brian Tun, Ephraim Ewing, Jennifer Trower

Facilitator: Amy Romero

- The meeting began at 2:00pm

Paula Garrett (Program Director) provided an update for the Division

- We are operating under a year long continuing resolution; WIC was level-funded. The program received an anomaly to increase food dollars to ensure benefits continue even with rising prices. If funding is not enough, we may need to look at caseload management, and worse case scenario, waiting lists.
- Working with Voyatech looking at employing a new participant app including store GPS, and scanning UPCs to see if an item is approved for them. We can suggest new products for inclusion, and will be able to upgrade as we move forward.

Megan Nason (Program Manager) provided an update for the WIC Program

- Announced Bob Altermatt as interim Vendor Manager.
- There was a participant increase with COVID, and now with a return back to in person services, saw a steep decline and another dip recently. 104,000 in January, working on remote option of collecting required information.
- Online shopping; working on options and possible pilot.
- Food rules; expanding options as stores. New food applications in May including possible expanded options with more flexibility. Deadline April 2026.

Bob Altermatt (Acting Vendor Team Manager) provided an update for the vendor team

- The retailer bulletin just went out, please contact Jennifer Trower if you didn't get it. (Jennifer.trower@vdh.virginia.gov)
- Annual training coming in June, be on the lookout!
- Reminder to let us know when MSR items have supply issues. We will be as flexible as possible in these circumstances.
- Shelf labels must be maintained. Check the monthly and let us know if you need help or have questions.

Miscellaneous

- Any reminded attendees to order any supplies using the online form at www.virginiawicretailers.com

The Date for the next meeting is July 17, 2025 at 2:00pm EST.