

Retailer Bulletin

2025 Fall Edition

Kailyn's Message

As summer fades into fall, we welcome a season of change and growth! With many updates taking place in the WIC program and staff changes, this bulletin will highlight the needed information to best serve WIC families. First, you will notice this message coming from a new name/face. I am Kailyn

Stanley, the acting program manager for Virginia WIC since Megan Nason stepped away. You may have noticed Robert "Bob" Altermatt's name pop up, as he is the acting vendor manager for the Virginia WIC program. We come to you with many years of WIC experience and look forward to strengthening the WIC program and partnership with vendors.



The new food rules have been released by United States Department of Agriculture (USDA) and will start to rollout in the next year. The first implementation of food rules will affect infant food packages and that will go live October 1, 2025. April 1, 2026, is when children and women's food package changes will go live. We will continue to provide training and guidance information to make sure this process is smooth.

We are grateful for your continued partnership in ensuring families have access to nutritious foods during this important time of transition.

Kailyn Stanley, MPH, RDN, CBS

Acting Virginia WIC Program Manager

VA/MD/DC WIC Dietetic Internship Program Director

Division of Community Nutrition

2026 Food List Updates

The submission period for the 2026 food list applications is now closed. The Virginia WIC Program appreciates all who submitted applications. We have begun reviewing the submitted food items for potential approval in the 2026 food list, which is scheduled for release in April.

In accordance with the USDA Food Package Rule changes, the updated food list will offer WIC participants more options and greater flexibility in their WIC purchases. As always, the new food list will be available in both electronic and paper formats for participants and WIC vendors.



Important Facts About Your Point of Sale (POS) System

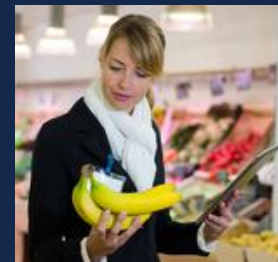
Stand beside POS users can print WIC redemption reports from the POS terminal at any time. If the machine doesn't function properly, the first attempt to resolve the problem should be to unplug the machine for a minute to let it reset itself. If this doesn't correct the problem, call Conduent's retailer helpline at **877-436-6057** or email eppic24@conduent.com. State WIC staff may not be able to solve technical issues related to the POS equipment that would be handled by Conduent.

Integrated POS users must contact your third-party processor (TPP) for issues related to WIC transactions and settlements. For POS equipment issues, contact your POS equipment provider or Value-Added Reseller (VAR) for assistance.

Contact Brian Tun, WIC-UPC Coordinator at Brian.Tun@vdh.virginia.gov with any questions.

Minimum Stock Made Simple

The Virginia WIC Program requires authorized retailers to stock minimum amounts and varieties of WIC approved foods and formula as a requirement of authorization. The purpose of these requirements is to ensure that authorized retailers have enough consistency, variety, and depth of stock to serve the needs of Virginia WIC program participants. Determining the minimum variety and quantity requirements, the program also considers participants' ability to purchase the full range of prescribed foods and formula to fully meet their supplemental nutrition needs.



WIC-authorized retailers are required to maintain minimum stocking requirements at all times during business hours. If a retailer has a problem purchasing the required foods and formula, they should contact the WIC Vendor team at the state office (804) 864-7800.

The Virginia WIC Program conducts routine monitoring visits at retailers to survey the levels of required minimum stocking among authorized retailers and to take corrective action, as appropriate.

A copy of the minimum stocking requirements is located online here.

A easy to read table of the minimum stocking requirements is also available online here.

Below is the current MSR — an easy-to-use **Minimum At-A-Glance** document.

Item	Type	Size	Variety	Quantity	Shelf Label Required
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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 oz. total	

Infant fruits	Single ingredient or combination	4 oz.	2 flavors	128 oz. 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	

On-Site Monitoring Reviews

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



Pass or Failed Result

1st Failed = Warning letter
 2nd Failed = \$100.00 fine and a third on-site review
 3rd Failed = Civil money penalty or disqualification

In preparation for our visit, locate your Retail Store Manual, verify you have in stock all required foods using the Minimum Stock at a glance chart above.

Retail Store Binder contents:

- 2024 Food Lists English & Spanish
- Infant formula flyers 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 the latest copy is available on [our website](#). Use the print option to print a copy or use [Supply Request Form](#) to order a printed copy.

Understanding the Purpose of WIC Monitoring Visits

The state agency monitors the authorized store's performance throughout the contract period to ensure the best-qualified stores are authorized. State or local representatives conduct announced and unannounced onsite 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

Retailer Advisory Meeting (RAM)

The RAM is a quarterly Webex session between VA WIC staff and WIC retailers.

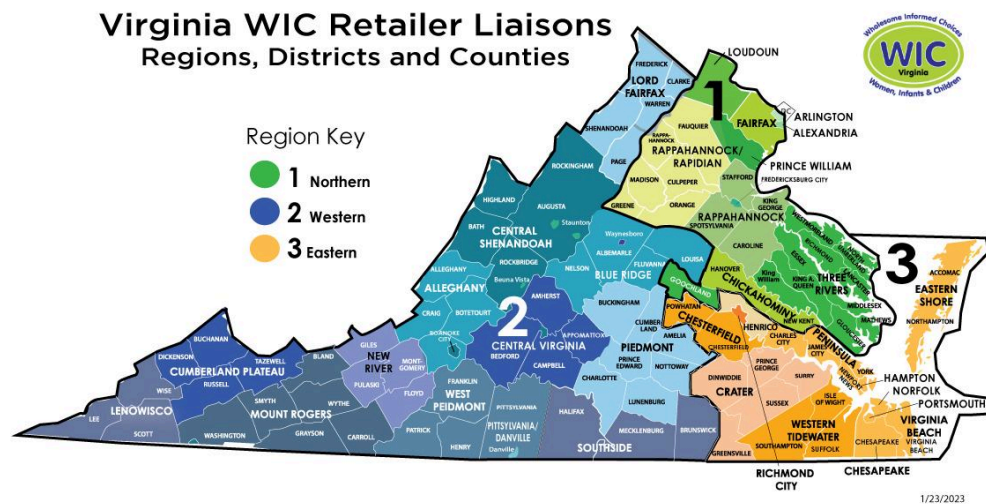
Our goal is for the meeting to be helpful and informative. While we always provide program updates and changes, we also want to hear what topics interest you most. Send Amy any questions, ideas, thoughts, anything related to WIC, and we will address them at the next meeting.

We can keep questions anonymous if you like; just let her know.

Email: Amy.Romero@vdh.virginia.gov

Previous RAM minutes were emailed and are available on [our website](#).

Next RAM: Thursday, October 16, 2025 @ 2:00 pm



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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).

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](#)

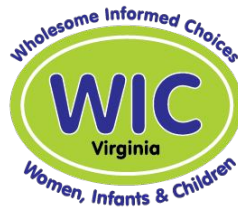
[Paper Form](#)

[UPC Update Form](#)

[Instructions
Form](#)

[Non-Discrimination Statement](#)

The Retailer Bulletin is a quarterly newsletter providing retailers with updates on supplemental nutrition for Women, Infants, and Children (WIC) program. Please submit any questions or comments via email WIC_Retailer@vdh.virginia.gov. A copy of this newsletter should be posted in areas accessible to employees. Printed copies should be placed in the Virginia WIC binder and retained for two years.



Virginia WIC (Women, Infants, and Children)
[Visit Our Website](#)

