



Retailer Bulletin

2026 Fall Edition

A Message from Michelle



I'd like to give a big virtual hello to all our vendors statewide! I took over the WIC Program Manager position in June 2026, which was previously occupied by Megan Nason. I'm excited to join Virginia WIC and look forward to getting to know you all over the coming years. Before joining Virginia WIC, I worked with the Texas WIC and Texas Title V State agency programs. I've seen firsthand how important our vendors are to the WIC experience, and the effort it takes to be part of this program. I am grateful to you all, and for the work you do to keep staff trained, products available, and to keep the shopping experience a positive one.

I look forward to picking up the work that Megan was leading. The start of federal fiscal year 2027 offers us opportunities to focus on increasing WIC participation and fostering a positive experience for participants enrolled in the program. We are working on making our much-anticipated enhancements a reality. Upcoming improvements include the VAWIC2GO Shopping app with a UPC scanning functionality, new approved foods release and the opportunity to develop a peer shopping pilot on the horizon. We will keep you updated on all the changes to come.

Thank you for all you do!

Michelle Littlejohn MS RD

WIC Program Manager

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2026 Vendor Reauthorization

Thanks to all our vendors for completing the required 2026 VA WIC Reauthorization Training. We appreciate your time, participation, and continued partnership with the VA WIC program. You are all set with your training requirements through **June 2027**.

The new contract period will begin October 1, 2026, and continue through September 30, 2029.

Thank you for your continued commitment to serving our WIC participants. We look forward to working with you throughout the new contract period.

Business Email Addresses REQUIRED!

It is important that all authorized vendors maintain an active email account that is monitored no less than once a week and capable of receiving WIC contract and program information. VA WIC sends all vendor communications via email, so it is important to check your email regularly for program and policy updates. If your business or primary contact email changes, please let us know immediately so that we can update it in our system. Corporate store contact email addresses are required for all corporate chain stores. Independent store email addresses should be the store owner or authorized person for the store. Send all changes to WIC_Retailer@vdh.virginia.gov or contact your **vendor liaison**.



WIC Food List

The next food list will be released in 2027. All retailers will be issued a starter packet of the VA WIC Food Lists. Please place a copy at each WIC approved register. The food list is published every two years.

Additional copies of food lists and other WIC supplies can be ordered using the Retailer **Supply Request Web form**.

Infant Formula Rebate Contract

Abbott Laboratories, Inc was awarded the Virginia WIC infant formula rebate contract effective November 1, 2026. Abbott Laboratories will continue to serve as the Virginia WIC Program's infant formula rebate contractor. Authorized stores will see no immediate changes under the new contract. The Virginia WIC Program will continue to prescribe the primary contracted infant formula products that include, Similac Advance powder, concentrate, and ready-to-feed formulas. There is also no current change to the retailer's minimum stocking requirement of nine containers of Similac Advance powder 12.4-ounce infant formula.



eWIC Transaction Item Limit



There is a transaction limit of **50 items** when purchasing foods with the eWIC card. In general, this number won't be exceeded but it can occur if the cashier scans each item individually instead of scanning one item and entering a quantity (especially if scanning each individual container of infant fruits/vegetables).

If the transaction exceeds 50 items, the cashier may receive a message indicating that the maximum number of unique WIC items was exceeded. The cashier can then remove food items to get 50 items or less. After this transaction is complete, you can start a new transaction to buy the other items. For example, Jenna had 62 WIC items, she can purchase 50 in first transaction and 12 in the second transaction. The store's system will require the participant to swipe the eWIC Card again and re-enter their PIN. Please remember your store's Point of Sale (POS) may operate differently.

UPC Update Request Procedures



Sample information needed when submitting UPCs or PLUs

New or seasonal products added to your store's inventory may not be Virginia WIC approved. WIC retail stores, manufacturers, and wholesale suppliers can request updates or additions to the Approved Product List (APL) by completing the [UPC update request form](#) and submit to brian.tun@vdh.virginia.gov or wic_retailer@vdh.virginia.gov. The following details should be included in the email for each item's submission:

- 12-Digit UPC code or PLU code
- Manufacturer Name
- Brand Name
- Product Name
- Container and/or Package Size

Retailer Advisory Meeting (RAM)

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

Next RAM: Thursday, October 15, 2026, at 2:00 pm.

Email Amy.Romero@vdh.virginia.gov for log in information and a copy of the meeting agenda.

(804) 864-7278

Important Links

[WIC Homepage](#)

[WIC Retailer Homepage](#)

[WIC Retailer Resources](#)

[2024 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](#)

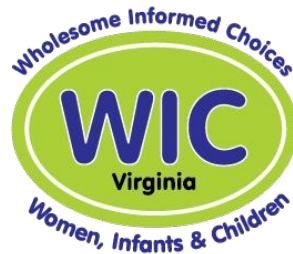
[Web Form](#)

[Paper Form](#)

[UPC Update Form](#)

[Instructions
Form](#)

[Non-Discrimination Statement](#)



Virginia WIC (Women, Infants, and
Children)

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