

# WIC Fall Retailer Bulletin

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Fall Edition 2024

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## WIC Vendor Quarterly Newsletter

## Megan's Message



### Happy Fall!

The last few months have been filled with a dichotomy of changes for the Virginia WIC Program. With the very unfortunate loss of our Vendor Manager, Alex Acharya, in August, we have been working together to pick up the pieces. We are devastated by his unexpected passing, and he will truly be missed. While we will never be able to fully replace him, we will be starting the recruitment

process to ensure the Vendor team has the support they need. Until that is complete, please continue to send any questions to me at [Megan.Nason@vdh.virginia.gov](mailto:Megan.Nason@vdh.virginia.gov).

WIC hit a huge milestone this year celebrating its 50<sup>th</sup> anniversary. At the Virginia WIC Annual Conference, we were able to celebrate this landmark with our local agency staff and VDH leadership. We're proud to have been a part of the program that has helped millions of women, infants, and children get the supplemental nutrition they need to thrive. We look forward to continuing this great work by "honoring the past and nourishing the future."

The State WIC Office Nutrition and Vendor Teams are working to review the new food rules and plan for implementation. The timeline for implementation has a deadline of April 2026 which will align with the next Virginia WIC food list release. The new food rules will offer more choices and flexibilities for WIC participants to purchase at authorized vendors. The application for food authorization will be updated to reflect these changes and more information will be released in the near future about this process.

As you may already be aware, there has been a voluntary recall issued for 96oz containers of Lactaid milk. No illnesses have been reported at this time, but the affected containers of milk were shipped to retailers in a list of states that includes Virginia. More information on this recall can be located here: [HP Hood LLC Recalls Select Units of 96 oz Refrigerated Lactaid Milk Due to Possible Almond Allergen | FDA](#)

Virginia WIC would like to thank you for all your continued support of our program and participants. Your partnership is crucial part of Virginia WIC Program's successes, and we look forward to the continued collaboration.

### Megan Nason, MS, RD

Virginia WIC Program Manager  
Division of Community Nutrition  
[Megan.Nason@vdh.virginia.gov](mailto:Megan.Nason@vdh.virginia.gov)



## Business Email Addresses REQUIRED!

All vendors must maintain an active email account that is monitored no less than once a week and capable of receiving WIC contract and program information. Virginia 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](mailto:WIC_Retailer@vdh.virginia.gov) or contact your [vendor liaison](#).



## WIC Food Lists

All retailers have been issued a starter packet of the 2024 Food Lists. Please place a copy at each WIC approved register. The food list is published every two years. The next food list will be released Spring 2026. Additional copies of food lists and other WIC supplies can be ordered using the Retailer [Supply Request Web form](#).



## 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](mailto:eppic24@conduent.com). The state WIC staff may not be able to solve technical issues related to the POS equipment; that would be handled by Conduent.

The **quick reference guide** for stand beside **POS equipment, Verifone Vx570 terminal** can be found here: [VA WIC QRG v01.4 \(virginia.gov\)](https://www.virginia.gov/VA-WIC-QRG-v01.4)

**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](mailto:Brian.Tun@vdh.virginia.gov) with any questions.

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## WIC Reimbursements and Not-To-Exceed (NTE) Limits

Authorized retailers are reimbursed up to the current Not to Exceed (NTE) value of each food based on the food item's category, subcategory, or Universal Product Code (UPC). The NTE is calculated based upon recent eWIC food benefit redemptions for the store's assigned peer group. This is done automatically every seven days. Remember you are welcome to charge whatever your market will bear, but for WIC items, you will only be reimbursed this amount.

Authorized retailers should contact the NTE Coordinator at the State WIC Office if they have questions about the current NTE reimbursement level for food items in question. The type of food, brand name, and UPC for the food item in question must be provided.

Retailers using stand-beside devices to process eWIC transactions can identify the NTE reimbursement level by reviewing settlement and reconciliation reports produced daily by the eWIC Processor.

Contact Amy Romero the NTE coordinator at [amy.romero@vdh.virginia.gov](mailto:amy.romero@vdh.virginia.gov) with any questions.

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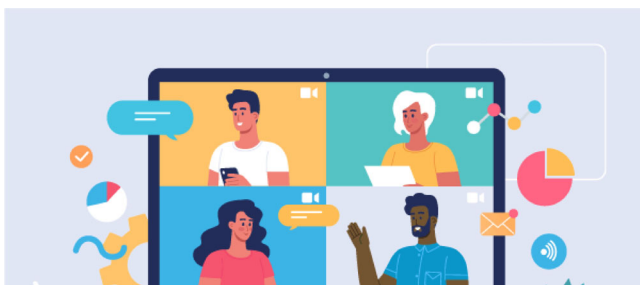
## eWIC Transaction Item Limit



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.

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## 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









Virginia WIC (Women, Infants, and Children)

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