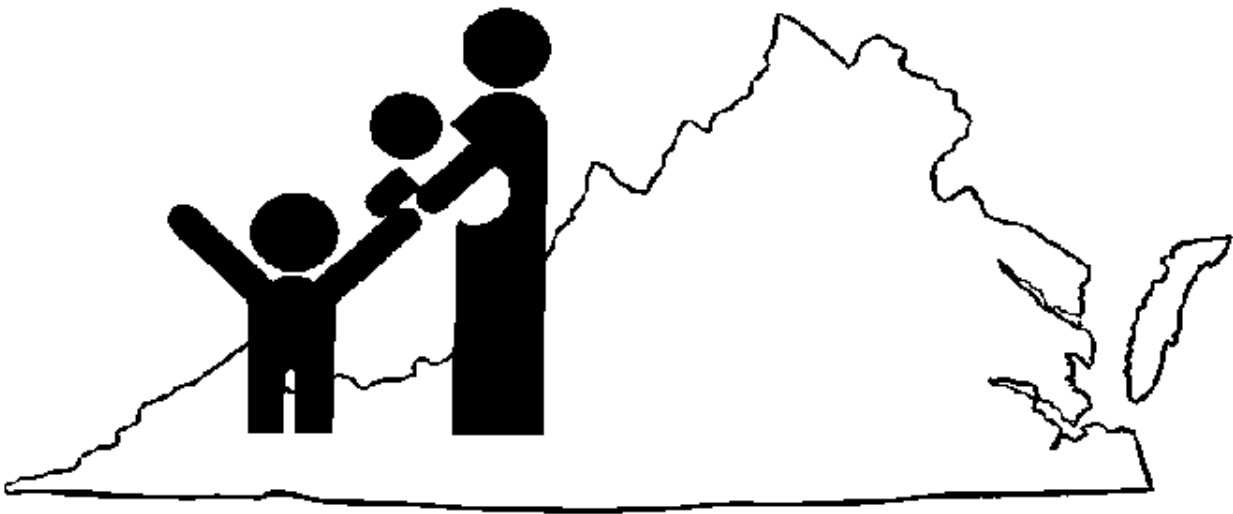

Vendor Manual

for the

Virginia WIC Program

(Special Supplemental Food Program for Women, Infants and Children)



Vendor Manual for the Virginia WIC Program
 Index
 (January 1, 2011)

Content	Section
Cover Page	i
Index	ii
Purpose of this Manual	A
Above 50 Percent Monitoring, Supplemental Information form and Instructions	B
Authorization Rubber Stamp and Form	C
Business Integrity Issues	D
Communications and How to Reach Your WIC Vendor Compliance Team	E
Conflict of Interest	F
Disqualifications and Administrative Actions	G
Emergency Procedures	H
Minimum Stocking Requirement and Minimum Stocking Requirement Waiver Form	I
Monitoring	J
Participant Confidentiality	K
Peer Group Classification	L
Reimbursement	M
Reimbursement – ACH Payments, Direct Deposit Form and Sample ACH Statements	N
Retail Store Management System (RSMS)	O
Retailer Complaint and Incident Form and Instructions	P
Retailer Supply Request and Form	Q
Retailer Interactive Training and Certified Trainer Reporting Form	R
Sanctions, Compliance and Program Violations	S
Shelf Labels	T
Solicitation	U
Store Brands – Designation	V
Temporary Store Closures or Relocations	W
Lost ID Folders and Food Instruments	X
USDA Discrimination Statement	Y

This page intentionally left blank

Subject: Purpose of this Manual

Effective Date: January 1, 2011

Supersedes: October 1, 2009

I. Use of the Vendor Manual for the Virginia WIC Program

A. The Vendor Manual provides instructions to assist vendors, retail stores and applicants. This Manual, effective January 1, 2011 is the source for information about proper management practices, as well as the requirements and responsibilities of authorized stores.

Most questions or problems can be resolved by referring to one or all of the following resources:

- Approved Food List
- Cashier Training Guide;
- Educational materials, i.e., DVDs;
- State WIC Regulations;
- Retailer Agreement; or
- Vendor Manual.

B. Information concerning authorization/reauthorization, selection criteria, terms and conditions of participation, sanctions and disqualifications, administrative appeal processes, along with other information essential to the successful operation of a WIC approved store in Virginia can be found in the State WIC regulations. You can access the State WIC regulations at:

<http://leg1.state.va.us/>

Once you access this website, you will have to:

1. Click on "Virginia Administrative Code" under "Searchable Databases";
2. In the search box, enter (with no spaces) "12VAC5-195" since that refers to the title, agency and chapter;
3. In the search box, identify the specific chapter you want to review;
4. You can review and/or print out individual chapters of the regulations.

C. The State WIC regulations are the final authority if any discrepancies exist between these available resources.

D. Any unanswered questions about the WIC Program should be directed to your assigned Vendor Liaison or corporate contact. Please check with your corporate office or store manager on which of these options apply.

Subject: Purpose of this Manual

Effective Date: January 1, 2011

Supersedes: October 1, 2009

E. The Cashier Training Guide and other educational information can be found at the agency's website :

<http://www.vahealth.org/NuPAFP/Publications/pubswic.htm>

F. In March 1, 2011, this Manual was printed and distributed to authorized stores. Any changes made to this Manual since printing it has been incorporated in the Vendor Manual that is stored on-line which can be downloaded at the agency's website:

<http://www.vahealth.org/NuPAFP/Vendor/retailstorepubs.htm>

References:

- State WIC Regulation 12VAC5-195-540 Vendor Manual

Subject: Above 50 Percent Monitoring

Effective Date: January 1, 2011

Supersedes: August 1, 2008

A. The State agency must identify those stores where annual WIC sales are fifty percent (50%) or more of a store's annual total food sales. To achieve this outcome authorized stores must submit sales documentation, i.e., Supplemental Informational form, upon request from the State Agency. This information will be used to verify that a store's food sales volume does not qualify it being designated an above 50 percent vendor.

B. Authorized stores may be required to submit additional documentation, including state sales tax records, if self reported food sales or Supplemental Nutrition Assistance Program (Food Stamps) figures can not be used to independently confirm a store's 50% vendor status.

References:

- State WIC Regulation 12VAC5-195-300. General requirements & conditions for authorization
- State WIC Regulation 12VAC5-195-310. Above 50% vendor screening
- Supplemental Information Form

This page intentionally left blank

Division of Nutrition, Physical Activities and Food Programs

Supplemental Information – For Authorized Stores Only



Instructions: Please type or print clearly, complete all questions.

WIC ID #
Stamped Here

- 1. Store Trade Name: _____
- 2. Mailing Address: _____
- 3. City, State & Zip _____
- 4. Telephone: () _____

5. Facsimile # () _____ Mobile # () _____

6. Emergency Contact: _____ Telephone # () _____

7. Emergency Contact Email: _____

8 City or County Where Store is Actually Located: _____ 8a. Total Square Footage (Grocery) _____

9. Name of Owner(s) or Corporation: _____

10. Name of Primary Formula Supplier/Distributor (**required**): _____

11. Formula Supplier's/Distributor's Address: _____

City: _____ State: _____ Zip: _____
Telephone: () _____

12. Gross Sales: Annual Gross **Food** Sales: \$ _____ For Year: **2010**
Annual Gross **Non Food** Sales: \$ _____ For Year: **2010**

13. Sales figures above based upon: Actual Gross Food Sales: Estimated Gross Food Sales: (**check only one box**)

14. Do the cash registers used at your store scan for a product bar code/UPC? Yes No

15. Do the cash registers electronically identify/flag WIC approved foods? Yes No

16. # of cash registers used for WIC transactions at your store? _____ # of cash registers.

17. Please identify the type of staple foods sold at your store. The staple food categories listed below do not include any prepared foods or accessory foods such as candy, condiments, spices, tea, coffee, carbonated and/or un-carbonated drinks. Staple foods include but are not limited to the following (**check all that apply**):

- infant formula, juice and cereal
- Eggs, Milk, Cheese and other dairy products
- Adult cereals, juices
- Breads and baked goods
- Rice, pasta, cereal, chips, cookies, crackers, etc.
- Fresh fruits and vegetables
- Canned fruits and vegetables
- Fish/Seafood
- Meat (beef, pork, lamb, etc)
- Poultry/Fowl (chicken, turkey, etc.)

Division of Nutrition, Physical Activity and Food Programs

Supplemental Information – For Authorized Stores Only



Store Name: _____ **WIC ID #** _____

18. Staple Food Percentage: The estimated percentage of food sales represented in Question #17 is: (check only one box below)

- less than 25% 26%-50% 51%-75% more than 76%

19. Volume of WIC Business: During 2010, do you expect more than 50% of your store’s total food sales will come from redeeming WIC food instruments (checks)?

- YES NO

20. WIC Incentives - If any incentives, giveaways, raffles and/or other free merchandise are provided at no charge to WIC participants only, please describe these promotions and their associated cost. (Attach a separate page if more space is needed).

Check here if **no** incentives, giveaways, raffles and/or other free merchandise are provided to WIC participants only.

21. Cash Value Voucher: Are WIC customers allowed to pay the amount that exceeds the printed value of a Cash Value Voucher, including any applicable sales tax, when purchasing fresh and/or canned fruits and vegetables?

- YES NO

22. HOURS OF OPERATION: Is your store open 24 hours per day? YES NO

If your answer is “NO”, please identify below your store’s normal operating hours.

DAY		HOURS		DAY		HOURS		
Monday	AM	PM	Friday	AM	PM			
Tuesday	AM	PM	Saturday	AM	PM			
Wednesday	AM	PM	Sunday	AM	PM			
Thursday	AM	PM	Total Weekly Hours Open:					

STATEMENT:

I, the undersigned, do hereby assert that all of the information that I have provided as part of this supplemental form is true and accurate. ***I understand that providing false, inaccurate, incomplete information and/or no response within the identified due date may result in the termination of my store’s WIC Program authorization.*** Furthermore, I acknowledge that the information provided to the WIC Program may require additional supporting documentation be submitted to the Program in order to verify my responses.

(Please PRINT) Name of Owner or Authorized Agent Title

Signature of Owner or Authorized Agent Date:

MAILED COMPLETED FORM **BY MMDDYY** TO:

SHEILA BREWER, VENDOR COMPLIANCE MANAGER
VIRGINIA DEPARTMENT OF HEALTH
DIVISION OF NUTRITION, PHYSICAL ACTIVITY AND FOOD PROGRAMS
109 GOVERNOR STREET, 9TH FLOOR
RICHMOND, VA 23219

Division of Nutrition, Physical Activity and Food Programs

Supplemental Information – For Authorized Stores Only



Instructions – Please read this section before completing the Supplemental Information form. If you have any further questions about a specific question, contact your assigned Vendor Liaison or the State WIC Office.

1. Store Trade Name	This is the name of your store location as displayed on store signage.
WIC ID# Stamped Here	This is the five digit number, i.e., 9969-3 that is imprinted on your assigned WIC stamp. You can stamp this box or write in your stamp number in this area. To ensure your store form is received and tracked correctly by the WIC Program, please make sure this box is completed on your returned form.
2. Mailing Address	This is the store's complete mailing address, i.e., street mailing address or PO Box number, if applicable.
3. City, State, Zip	The city, state and zip code location of the authorized store location.
4. Telephone #:	The ten-digit number for the store, including area code.
5. Facsimile # & Mobile #	The ten digit numbers, if applicable, that can be used to contact the store and/or owner.
6. Emergency Contact, Telephone	Write in the full name of the emergency contact person and telephone number.
7. Emergency Contact's email address	Write in the email address of the emergency contact person.
8. City/County where store is located	Write in the full name of the city/county where the store is physically located.
8a.Total Square Footage	This is the total square footage of space available at this store location used for selling groceries. The square footage figure should not include storage or office space that is not accessible to the general public.
9. Name of Owner or corporation	For sole proprietorship and partnerships enter the name of the individual(s) that has day-to-day responsibility for managing this store location. If more space is needed, attach a separate page to the Supplemental Information form. For publicly owned corporations and/or privately owned corporations identify the name of the corporation, i.e. Marketplace Ltd in this section. For Governmental owned retail locations write in "Not Applicable" in the space provided.
10. Name of <u>Primary</u> Formula Supplier/Distributor	This is the location or source used to purchase contract formulas that is approved by the Virginia WIC Program. Please contact your assigned Vendor Liaison if you have questions about which infant formulas are considered contract formulas.
11. Supplier/Distributor's Address and Telephone Number	This is the physical mailing address of your primary formula supplier/distributor including street (or PO Box #), state and zip code. This is the telephone number including area code of your primary formula supplier/distributor.
12. Gross Sales (\$)	This is the revenue this store location received during calendar year 2010 from the sale of foods, including formula products from all sources, i.e., SNAP, credit/debit card transactions, personal checks, etc. The amount reported must be for a complete year (12 months). The second category within this section is to identify the sales from non-food items, i.e., cigarettes, tobacco, liquor, lottery, etc. The amount reported here must be for a complete year (12 months).
13. Gross Sales figures in Response #12 based upon:	This question is related to question #12. Identify if the Gross Food Sales for this store location is based on actual or estimated value (since annual sales figures for this location are not available). Only one box should be checked in this section.
14. Scanning	Check the "yes" box if your cash register can electronically scan and recognize manufacturer's UPC.
15. Scanning WIC Approved foods	Check the "yes" box if your cash register(s) can electronically flag WIC approved foods and formulas.
16. # of cash registers	Write in the number of cash registers used for WIC transactions at this store location.
17. Staple Foods Categories	Checks all of the food items that are sold at this store location.
18. Staple Food %	Estimate the percentage of sales for this store location that are the result of selling staple foods (refer to the individual categories checked in question 11).

Division of Nutrition, Physical Activity and Food Programs

Supplemental Information – For Authorized Stores Only



19. Volume of WIC Business	Mark the “yes” box if you project that 50% or more of the total revenue earned by this location during 2009 will come from redeeming WIC food instruments.
20. Incentives - WIC	Identify here if any incentives, giveaways, raffles or freebies are given to <u>WIC participants</u> that shop at this store location (This question does not include customer discount cards or in-store coupons.) Check one box only.
21. Cash Value Voucher	Check the “Yes” box if your store allows WIC customers to pay the amount that exceeds the printed maximum value for Cash Value Vouchers, including sales tax, when purchasing fresh/canned fruits and vegetables? Check the “No” box, if participants are only allowed to purchase up to the maximum printed value of the Cash Value Voucher.
22. Hours of Operation	Identify if your store is open 24 hours a day/seven days a week. If no, then identify the specific hours open each day of the week, plus the total number of hours your store is typically open weekly.
Statement of Understanding	Print the name of the Owner/Person that completed this form and their position/title. This same individual must sign the form as the authorized agent associated with the store.

NOTE: THIS COMPLETED FORM MUST BE RETURNED TO THE WIC PROGRAM BY: MMDDYY.

MAILED COMPLETED FORM TO:

SHEILA BREWER, VENDOR COMPLIANCE MANAGER
VIRGINIA DEPARTMENT OF HEALTH
DIVISION OF NUTRITION, PHYSICAL ACTIVITY AND FOOD PROGRAMS
109 GOVERNOR STREET, 9TH FLOOR
RICHMOND, VA 23219
804-864-7800 (TELEPHONE)

Subject: Authorization Rubber Stamp

Effective Date: January 1, 2011

Supersedes: August 1, 2008

These guidelines identify the procedures that authorized stores must use to order a replacement stamp from a WIC approved supplier, as well as how to maintain and clean a stamp assigned to it.

I. Ordering a replacement stamp

A. The Rubber Stamp Order Form (WIC #V10.7) shall be used by retail stores, corporate certified trainers, support personnel and staff to order replacement authorization stamps. This form contains all of the key information that is necessary to ensure stores receive a replacement stamp, within a reasonable time frame. Note: Each rubber stamp issued to a retailer is imprinted with the store's unique WIC identification number.

B. Retail stores/corporate support staff may call the supplier directly, or legibly complete the Request Form which may be mailed or sent by facsimile transmission to the supplier designated by the State Agency. Failure to complete all sections of the Request Form may result in a delay in receiving the replacement stamp.

C. Authorized stores shall retain a copy of their Request Form in their Vendor Manual, in case additional follow up is required.

D. If the store does not receive their replacement stamp within (5) five business days from the date ordered, and/or an incorrect stamp (wrong identification number) is received from the stamp supplier, please call the State Agency at (804) 864-7800 to report any service delivery problems you encounter using the supplier.

E. Each authorized store may order one stamp per year at no cost.

F. Under no circumstances shall authorized stores use a stamp supplier that has not been approved by the State Agency.

G. Requests for WIC Authorization Stamp replacements should **not** be submitted on the Retailer Supply Request form (WIC #V10.8). See form for submission instructions.

II. Use and Maintenance

A. Authorized stores shall use the following steps to ensure they maintain their stamps in satisfactory working conditions:

1. Use regular, black stamp pad ink, not quick-drying ink.
2. Clean the stamp regularly to keep the impression clear.
3. Do not clean with harsh chemicals as it may damage your stamp.
4. Keep stamp in a secure place to avoid fraudulent use.

References:

- 12VAC5-195-400. Authorization stamp – assignment and usage.

This page intentionally left blank

For Use by Authorized Retailers Only - Virginia WIC Program

Division of Nutrition, Physical
Activity and Food Programs
109 Governor Street, 9th Floor
Richmond, VA 23219-2448

To:	Order Department
	Rodzina, Industries
Phone:	(800) 877-7448
Fax:	(810) 235-3919
E-mail:	rodzinaind@aol.com
Number of Pages Faxed 1 (one)	

Store Name:	_____
Contact Name:	_____
Phone:	_____
Fax :	_____
E-mail:	_____

REPLACEMENT STAMP ORDER FORM MAY BE MAILED TO:

Rodzina Industries Inc.
Attention: Robert Cross
3518 Fenton Rd
Flint, MI 48507

Instructions: Always refer to your five-digit number on your stamp and verify your UPS shipping address before placing your order. Please allow 3-5 business days to receive your stamp.

Process Replacement Order for 1 (one) stamp only, ship to:

WIC Stamp Number _____ - _____ Date Ordered _____

Attention: _____

Store Name: _____

Address _____

City _____ State _____ Zip _____ - _____

Important: Multiple Stamp Orders can not be processed without State Agency Approval.

Do not use this form, if your store is not authorized by the Virginia WIC Program!

This page intentionally left blank

Subject: Business Integrity Issues

Effective Date: January 1, 2011

Supersedes: August 1, 2008

A. All self-reported variables (i.e., Supplemental Nutrition Assistance Program – (SNAP) authorization ID, pricing, variety of foods sold, hours of operations, food sales, non WIC food sales, sanction and violations assessed by other governmental agencies, etc.) are subject to random onsite and/or independent verification.

References:

- State WIC Regulation 12VAC5-195-280. Enrollment procedures
- State WIC Regulation 12VAC5-195-300 General Requirements and conditions for authorization
- State WIC Regulation 12VAC5-195-350. Price verification

This page intentionally left blank

Subject: Communications

Effective Date: January 1, 2011

Supersedes: August 1, 2008

These guidelines identify the various methods used by the State agency to communicate with authorized stores.

I. General Communication Issues

A. If you need to write to the State Agency for any reason identified in the Retailer Agreement, all correspondence should be sent to:

Attention – Vendor Compliance Team
Virginia Department of Health
Division of Nutrition, Physical Activity and Food Programs (WIC)
109 Governor Street, 9th Floor
Richmond, VA 23219

B. You should keep a copy of any written correspondence sent to the State Agency for your reference.

C. Please refer to the “**How to Reach Your WIC Vendor Team Members**” section for individual addresses and telephone numbers.

D. If you call the State Agency at (804) 864-7800, ask to speak to a member of the Vendor Compliance Team, and jot down the name of the person you spoke to, date and time, guidance provided and any other relevant information given, in case any further follow up is needed.

E. Certified letters sent by the State Agency typically require some type of follow up action to be taken by either the store owner or manager. Please advise your store personnel to give you any certified letters that are sent by the Program. If you have any questions about the recommended follow up that should be taken, based upon any letter sent by the Program, contact your assigned Vendor Liaison.

II. Participating in a Retailer Advisory Meeting (RAM)

A. Attendance at these meetings is optional. However, the Retailer Advisory meetings held serves as a communication forum between authorized WIC retail stores, corporate retail entities, professional trade organizations, major food distributors/suppliers and the Virginia WIC Program. Attendees meet quarterly (or more frequently) with State Agency staff to discuss policies, procedures, program goals and objectives. The Retailer Advisory meeting is exclusively advisory and is not a policy-making body.

B. To obtain the minutes of a Retailer Advisory meeting or the date of the next scheduled Retailer Advisory meeting visit the Agency’s website:
<http://www.vahealth.org/NuPAFP/General%20Info/index.htm>

Subject: Communications – Continued

Effective Date: January 1, 2011

Supersedes: August 1, 2008

III. The *Working With WIC* Retailer Bulletin

A. The *Working With WIC* Retailer Bulletin is an educational tool used to inform retail stores and other interested parties about WIC Program changes, compliance issues, WIC food instrument processing tips and cashier reminders and alerts. The bulletin is published at least bi-annually.

B. A special edition of the *Working With WIC* Retailer Bulletin is published, printed and distributed in hardcopy format to document that annual training has been provided to retail stores as required in federal regulations.

C. Retailers are encouraged to take the following actions, after receiving these bulletins:

- Share a copy of this bulletin with others, i.e., cashiers, bookkeepers, Customer Service managers;
- Post a copy of the bulletin in a central location for others to read;
- Place the bulletin in your Vendor Manual binder for future reference; and
- Use the bulletin as a resource to conduct cashier and store personnel training.

D. A copy of the current *Working With WIC* Retailer (Training) Bulletin can be obtained by at the Agency's website: <http://www.vahealth.org/WIC/General%20Info/newwic.htm>.

E. A hardcopy of any recent published *Working With WIC* Retailer bulletins can be obtained by contacting your assigned Vendor Liaison.

References:

- State WIC Regulation 12VAC5-195-290 Communications
- State WIC Regulation 12VAC5-195-520 Training and education

Virginia WIC Program Vendor Compliance Team

(12-01-10)

How to Reach Your WIC Vendor Compliance Team Members -

Authorized retail stores/military commissaries or applicants, please contact the Vendor Liaison in your area regarding your questions. To determine the appropriate Vendor Liaison for your area, see attached listing.

Alex Acharya

Prevention Specialist

Email: Alex.Acharya@vdh.virginia.gov
(804) 864-7811

Freda Bolling

WIC Vendor Liaison

Email: Freda.Bolling@vdh.virginia.gov
(804) 864-7814

Ephraim Ewing

WIC Vendor Liaison

Email: Ephraim.Ewing@vdh.virginia.gov
(804) 864-7813

Elizabeth Law

WIC Vendor Liaison

Email: Elizabeth.Law@vdh.virginia.gov
804-864-7274

John Stajduhar

Prevention Specialist

Email: John.Stajduhar@vdh.virginia.gov
(804) 864-7276

Sheila Brewer

Vendor Compliance Manager

Email: Sheila.Brewer@vdh.virginia.gov
(804) 864-7810

Mailing Address:

Virginia Department of Health

Division of Nutrition, Physical Activity and Food Programs

109 Governor St, 9th Floor

Richmond, VA 23219

Phone: (804) 864-7800

Fax: (804) 864-7854 or (804) 864-7853

Web Site:

<http://www.vahealth.org/wic/index.asp>

WIC state regulations:

<http://leg1.state.va.us/>

Virginia WIC Program

Use the list below to identify your assigned WIC Vendor Liaison.
(Effective December 1, 2010)

The WIC Vendor Liaison's assignments per city/county location are:

Location – City/County	Health District	WIC Vendor Liaison
Accomack County	Eastern Shore	Freda Bolling
Albemarle County	Thomas Jefferson	Elizabeth Law
Alleghany County	Alleghany	Ephraim Ewing
Amelia County	Piedmont	Elizabeth Law
Amherst County	Central Virginia	Ephraim Ewing
Appomattox County	Central Virginia	Ephraim Ewing
Arlington County	Arlington	Elizabeth Law
Augusta County	Central Shenandoah	Elizabeth Law
Bath County	Central Shenandoah	Elizabeth Law
Bedford County	Central Virginia	Ephraim Ewing
Bland County	Mount Rogers	Ephraim Ewing
Botetourt County	Alleghany	Ephraim Ewing
Brunswick County	Southside	Ephraim Ewing
Buchanan County	Cumberland Plateau	Ephraim Ewing
Buckingham County	Piedmont	Elizabeth Law
Campbell County	Central Virginia	Ephraim Ewing
Caroline County	Rappahannock	Elizabeth Law
Carroll County	Mount Rogers	Ephraim Ewing
Charles City	Chickahominy	Freda Bolling
Charlotte County	Piedmont	Elizabeth Law
Chesterfield County	Chesterfield	Ephraim Ewing
City of Alexandria	Alexandria	Elizabeth Law
City of Bedford	Central Virginia	Ephraim Ewing
City of Bristol	Mount Rogers	Ephraim Ewing
City of Buena Vista	Central Shenandoah	Elizabeth Law
City of Charlottesville	Thomas Jefferson	Elizabeth Law
City of Chesapeake	Chesapeake	Freda Bolling
City of Clifton Forge	Alleghany	Ephraim Ewing
City of Colonial Heights	Chesterfield	Ephraim Ewing
City of Covington	Alleghany	Ephraim Ewing
City of Danville	Pittsylvania-Danville	Ephraim Ewing
City of Emporia	Crater	Freda Bolling
City of Fairfax	Fairfax	Elizabeth Law
City of Falls Church	Fairfax	Elizabeth Law
City of Franklin	Western Tidewater	Freda Bolling
City of Fredericksburg	Rappahannock	Elizabeth Law
City of Galax	Mount Rogers	Ephraim Ewing

Virginia WIC Program

Use the list below to identify your assigned WIC Vendor Liaison.
(Effective December 1, 2010)

Location – City/County	Health District	WIC Vendor Liaison
City of Hampton	Hampton	Freda Bolling
City of Harrisonburg	Central Shenandoah	Elizabeth Law
City of Hopewell	Crater	Freda Bolling
City of Lexington	Central Shenandoah	Elizabeth Law
City of Lynchburg	Central Virginia	Ephraim Ewing
City of Manassas	Prince William	Elizabeth Law
City of Manassas Park	Prince William	Elizabeth Law
City of Martinsville	West Piedmont	Ephraim Ewing
City of Newport News	Peninsula	Freda Bolling
City of Norfolk	Norfolk	Freda Bolling
City of Norton	Lenowisco	Ephraim Ewing
City of Petersburg	Crater	Freda Bolling
City of Poquoson	Peninsula	Freda Bolling
City of Portsmouth	Portsmouth	Freda Bolling
City of Radford	New River	Ephraim Ewing
City of Richmond	Richmond	Ephraim Ewing
City of Roanoke	Roanoke	Ephraim Ewing
City of Salem	Alleghany	Ephraim Ewing
City of Staunton	Central Shenandoah	Elizabeth Law
City of Suffolk	Western Tidewater	Freda Bolling
City of Virginia Beach	Virginia Beach	Freda Bolling
City of Waynesboro	Central Shenandoah	Elizabeth Law
City of Williamsburg	Peninsula	Freda Bolling
City of Winchester	Lord Fairfax	Elizabeth Law
Clarke County	Lord Fairfax	Elizabeth Law
Craig County	Alleghany	Ephraim Ewing
Culpeper County	Rappahannock-Rapidan	Elizabeth Law
Cumberland County	Piedmont	Elizabeth Law
Dickenson County	Cumberland Plateau	Ephraim Ewing
Dinwiddie County	Crater	Freda Bolling
Essex County	Three Rivers	Freda Bolling
Fairfax County	Fairfax	Elizabeth Law
Fauquier County	Rappahannock-Rapidan	Elizabeth Law
Floyd County	New River	Ephraim Ewing
Fluvanna County	Thomas Jefferson	Elizabeth Law
Franklin County	West Piedmont	Ephraim Ewing
Frederick County	Lord Fairfax	Elizabeth Law
Giles County	New River	Ephraim Ewing
Gloucester County	Three Rivers	Freda Bolling

Virginia WIC Program

Use the list below to identify your assigned WIC Vendor Liaison.
(Effective December 1, 2010)

Location – City/County	Health District	WIC Vendor Liaison
Goochland County	Chickahominy	Freda Bolling
Grayson County	Mount Rogers	Ephraim Ewing
Greene County	Thomas Jefferson	Elizabeth Law
Greensville County	Crater	Freda Bolling
Halifax County	Southside	Ephraim Ewing
Hanover County	Chickahominy	Freda Bolling
Henrico County	Henrico	Freda Bolling
Henry County	West Piedmont	Ephraim Ewing
Highland County	Central Shenandoah	Elizabeth Law
Isle of Wight County	Western Tidewater	Freda Bolling
James City County	Peninsula	Freda Bolling
King And Queen County	Three Rivers	Freda Bolling
King George County	Rappahannock	Elizabeth Law
King William County	Three Rivers	Freda Bolling
Lancaster County	Three Rivers	Freda Bolling
Lee County	Lenowisco	Ephraim Ewing
Loudoun County	Loudoun	Elizabeth Law
Louisa County	Thomas Jefferson	Elizabeth Law
Lunenburg County	Piedmont	Elizabeth Law
Madison County	Rappahannock-Rapidan	Elizabeth Law
Mathews County	Three Rivers	Freda Bolling
Mecklenburg County	Southside	Ephraim Ewing
Middlesex County	Three Rivers	Freda Bolling
Montgomery County	New River	Ephraim Ewing
Nelson County	Thomas Jefferson	Elizabeth Law
New Kent County	Chickahominy	Freda Bolling
Northampton County	Eastern Shore	Freda Bolling
Northumberland County	Three Rivers	Freda Bolling
Nottoway County	Piedmont	Elizabeth Law
Orange County	Rappahannock-Rapidan	Elizabeth Law
Page County	Lord Fairfax	Elizabeth Law
Patrick County	West Piedmont	Ephraim Ewing
Pittsylvania County	Pittsylvania-Danville	Ephraim Ewing
Powhatan County	Chesterfield	Ephraim Ewing
Prince Edward County	Piedmont	Elizabeth Law
Prince George County	Crater	Freda Bolling
Prince William County	Prince William	Elizabeth Law
Pulaski County	New River	Ephraim Ewing
Rappahannock County	Rappahannock-Rapidan	Elizabeth Law

Virginia WIC Program

Use the list below to identify your assigned WIC Vendor Liaison.

(Effective December 1, 2010)

Location – City/County	Health District	WIC Vendor Liaison
Richmond County	Three Rivers	Freda Bolling
Roanoke County	Alleghany	Ephraim Ewing
Rockbridge County	Central Shenandoah	Elizabeth Law
Rockingham County	Central Shenandoah	Elizabeth Law
Russell County	Cumberland Plateau	Ephraim Ewing
Scott County	Lenowisco	Ephraim Ewing
Shenandoah County	Lord Fairfax	Elizabeth Law
Smyth County	Mount Rogers	Ephraim Ewing
Southampton County	Western Tidewater	Freda Bolling
Spotsylvania County	Rappahannock	Elizabeth Law
Stafford County	Rappahannock	Elizabeth Law
Surry County	Crater	Freda Bolling
Sussex County	Crater	Freda Bolling
Tazewell County	Cumberland Plateau	Ephraim Ewing
Warren County	Lord Fairfax	Elizabeth Law
Washington County	Mount Rogers	Ephraim Ewing
Westmoreland County	Three Rivers	Freda Bolling
Wise County	Lenowisco	Ephraim Ewing
Wythe County	Mount Rogers	Ephraim Ewing
York County	Peninsula	Freda Bolling

This page intentionally left blank

Subject: Conflict of Interest

Effective Date: January 1, 2011

Supersedes: October 1, 2009

These guidelines identify common Conflict of Interest issues that may arise. The State agency encourages authorized stores to contact their assigned Vendor Liaison to discuss other conflict of interest issues not outlined in these guidelines, if applicable.

Procedures:

- A. Authorized retail store management shall seek to ensure that no conflict of interest exists between any store personnel employed by the retailer and any local, state, or federal WIC agency. This includes, but may not be limited to, store employees or spouses of store owners who are also employees of a local, state, or federal WIC agency.
- B. Authorized retail store management shall ensure that federal and state confidentiality and privacy requirements are met in addressing any potential conflict of interest follow up activity taken with store employees that are also participants.
- C. Authorized retail store management must remind store personnel of the “*Conflict of Interest*” requirements at a minimum - annually. For example, if annual training of store personnel is provided then a store must include a discussion of the Virginia WIC Program’s Conflict of Interest regulations. Specific issues that shall be covered during this review include but are not limited to:
 1. If a store employee (or any member of their immediate family) is also an employee of a local, state or federal WIC agency, they cannot show favoritism by oral or written communications, posters, handouts towards any authorized retailer including those where they have secondary employment.
 2. If a store employee (or any member of their immediate family) is also employed by a local, state or federal WIC agency, they shall notify store ownership/management so they can ensure that no conflict of interest will exist in handling their job duties.
 3. Store employee(s) shall not provide any gratuities including cash, food, or food coupons, gift cards to employees of local, state or federal WIC agencies.
 4. Store employee(s) shall not accept or transact food instruments/cash value vouchers issued to themselves (either as participants, caretaker or proxy), or to a member of their immediate family. If an authorized retailer does not have a policy that prohibits self checkout or checkout of family members, it is expected by the WIC Program that such a policy will be developed, communicated to all affected parties and enforced by the retailer. Store managers must identify and communicate to affected employees how this issue will be handled, if applicable.

Subject: Conflict of Interest - Continued

Effective Date: January 1, 2011

Supersedes: October 1, 2009

D. If an authorized retailer identifies that an actual or potential conflict of interest exists at any point in time, s/he must contact their assigned Vendor Liaison and provide the following information:

1. Store name and WIC ID (stamp) number;
2. Contact person and telephone number;
3. Name of store employee (that has a potential conflict of interest);
4. Title of store employee (that has a potential conflict of interest); and
5. Brief summary of the potential/actual conflict of interest situation.

E. Retail store management is encouraged to contact their assigned Vendor Liaison to receive additional guidance on any "Conflict of Interest" issues brought to their attention.

References:

- 7 CFR §246.12(h)(3)(t)
- 7 CFR§246.26 (d)
- State WIC Program Regulation 12VAC5-195-460 Conflict of Interest
- Retailer Agreement

Subject: Disqualifications and Administrative Actions

Effective Date: January 1, 2011

Supersedes: October 1, 2009

These guidelines identify how a store should pay any civil monetary penalty or fine(s) assessed by the State agency.

A. The State agency will send a “Penalty Fine” notice (certified mail) to the retailer after the Adjudication Officer’s findings are available or informal settlement meeting summary results documented, if applicable. This notice will identify the penalty amount due, if applicable.

B. The State agency must receive a lump sum payment of the penalty within 20 calendar days after the final determination letter is received by the retailer, unless other arrangements are agreed upon in writing, i.e., installment payments. The specific remittance date(s) and amount due will be identified in the final determination letter sent to the retailer.

References:

- State WIC Regulation 12VAC5-195-650. Disqualification administrative actions
- State WIC Regulation 12VAC5-195-640. Civil monetary penalty (CMP) fines
- Retailer Agreement

This page intentionally left blank

Subject: Emergency Procedures

Effective Date: January 1, 2011

Supersedes: October 1, 2009

I. Emergency Procedures

A. Retail stores shall give the State Agency as much advance notice if any situation occurs which negatively impacts participants' abilities to shop at an authorized store location, including but not limited to natural disasters, flooding, inclement weather conditions, safety/hazardous road conditions, mechanical/electrical failures, public health emergencies, or any other adverse action which significantly reduces the store's normal operating hours.

B. For any emergency situations, as outlined in these guidelines, retail stores must send written notice within 72 hours of the qualifying event occurring through one of the following methods:

- Email: WICInfo@vdh.virginia.gov;
- Facsimile Transmission: Attn: Vendor Compliance Team (804-864-7854 or 804-864-7853); or
- US Mail: Attn: Vendor Team, Virginia WIC Program, 109 Governor Street, 9th Floor, Richmond, VA 23219.

Telephone notification (804-864-7800) by contacting the State Agency (Richmond office) may be made as a last resort, if none of the other means are practical.

C. In the written notice sent to the State Agency the retailer must include the following information:

- Name of the store;
- Name of the contact person, store's assigned WIC ID number; day-time telephone number; and
- Brief description of the emergency/event that has occurred that necessitated the store being unavailable.

II. Emergency – Contacts

A. Retailers are required to provide written notice which identifies one emergency contact person's name, telephone number, e-mail address (if applicable), cell phone (if applicable) to the State Agency, annually or upon request;

B. Retailers are required to provide a written notice of any changes to the store's contact person information within 14 calendar days.

III. Emergency Alerts and the State Agency

A. The State Agency may use an automated telephone messaging service to advise retail stores about state-wide or local emergencies that directly impact WIC service delivery and/or redemption procedures.

References:

- Supplemental Information form

This page intentionally left blank

Subject: Minimum Stocking Requirement (MSR)

Effective Date: January 1, 2011

Supersedes: October 1, 2009

A. The retailer must keep his/her shelves stocked or have immediately available on-site the food items and quantities identified in the Virginia minimum stocking requirement during the contract agreement period.

B. The retailer must have on the shelf for purchase a reasonable variety of authorized WIC approved foods. The specific brands (if applicable), package size(s) and quantities required are outlined in these guidelines, specifically:

- Breakfast Cereals
- Baby Food
- Cheese
- Dry Beans, Peas & Lentils
- Eggs
- Frozen Juice
- Infant Cereal
- Infant Formula
- Liquid Juice
- Milk
- Peanut Butter
- Whole Grain Products
- Other Items: Canned/Fresh: Fruits and Vegetables

C. For WIC approved products where a minimum stocking requirement does not exist, e.g., soy milk, salmon, tuna, selected contract formulas the retailer is expected to stock a sufficient supply of these products based upon customer demand.

D. Retailers must purchase their contract and special formula from a WIC approved supplier/distributor. A listing of these approved resources can be downloaded from the Agency's website: <http://www.vahealth.org/WIC/Publications/pubswic.htm>

E. Retailers that have participated in the WIC Program for more than one year may request a waiver to the minimum stocking requirement for selective products, i.e., baby food, contract formula, infant cereal. A Waiver Request form (V10.0) must be submitted by the retailer and approved by the State agency, before it becomes effective. Although a waiver may be granted, the authorized retailer must still submit price(s) for the items being waived; so that a competitive pricing analysis can be done by the State agency.

F. Retailers granted a MSR waiver are required to supply and sell said product(s), within 48 hours (excluding weekends/holidays) after receiving a request from either an authorized representative from the local WIC office and/or State agency.

Subject: Minimum Stocking Requirement - Continued

Effective Date: January 1, 2011

Supersedes: October 1, 2009

G. The minimum stocking requirement is outlined in this section, specifically:

Food Item	Type of Inventory	UPC	Size	Quantity – MSR
Baby Food	Infant Vegetables – single ingredient <u>or</u> combination of single ingredients. (any brand)		4 oz	32 containers/jars; must stock 2 types.
	Infant Fruits – single ingredient <u>or</u> combination of single ingredients. (any brand)		4 oz	32 containers/jars; must stock 2 types.
Infant Formula	Similac® Advance Early Shield ® 70074-56974 (UPC)		13 oz Concentrate	34 Cans
	Similac® Advance Early Shield ® 70074-55958 (UPC)		12.9 oz <u>or</u> 12.4 oz Powder	9 Cans
	Similac® Isomil® Advance® Soy w/Iron <u>or</u> Similac Sensitive Isomil Soy™ 70074-56976 (UPC)		13 oz Concentrate	34 Cans
	Isomil® Advance Soy w/Iron™ <u>or</u> Similac Sensitive Isomil Soy™ 70074-55964 (UPC)		12.9 oz <u>or</u> 12.4 oz Powder	9 Cans
Infant Cereal	Rice – Gerber only		8 oz	3 Boxes
Breakfast Cereals	Store designated brands – Required Types: 1. Corn Flakes 2. Crisp Rice or Crispy Rice 3. Frosted Shredded Wheat (whole grain)* 4. Tostitos or Toasted Oats (whole grain)* 5. Instant Oatmeal (hot cereal) (whole grain)*		12 – 36 oz (types 1 –4) 11.8 – 12 oz (for type 5)	72 ounces (combined); Must stock three (3) different types. At least one whole grain * cereal from this list must be stocked.
Cheese	1. Store designated brand - American (Sliced)		16 oz	2 (1 pound packages) Must stock both types of cheese.
	2. Store designated brand – Cheddar (block)		16 oz	
Dry Beans, Peas, Lentils	Any Brand		16 oz	2 (1) pound bags
Eggs	Any Brand , Grade “A” Large		Dozen	2 cartons
Frozen Juice¹	Store designated brand – single flavored juice, including: grape, grapefruit, or orange Selective brand – apple juice.		12 oz	3 Containers Must stock two (2) types.

¹ Eligible apple juice (frozen and liquid) products may be counted towards the type requirement. Please refer to the WIC Approved Food List to identify the selective brands that are allowed for WIC purchases.

Subject: Minimum Stocking Requirement - Continued

Effective Date: January 1, 2011

Supersedes: October 1, 2009

Food Item	Type of Inventory	Size	Quantity - MSR
Liquid Juice ¹	Store designated brand - single flavored juice, including: cranberry, grape, grapefruit, orange or tomato. Selective brand – apple juice	64 oz	2 containers Must stock two (2) types.
Milk	Store designated Brand - Reduced Fat, 2%, 1% or Skim Fluid Milk ¹	Gallon (Quarts)	5 containers (3 containers)
	Store designated Brand - Whole Fluid Milk	Gallon (Quart)	2 containers (1 container)
Other items	Any brand - Canned vegetables ⁱⁱ	\$15.00 Total value	2 or more varieties
	Any brand – Canned fruits	\$15.00 Total value	2 or more varieties
	Any brand – Fresh vegetables	\$15.00 Total value	2 or more varieties
	Any brand – Fresh fruits	\$15.00 Total value	2 or more varieties
Peanut Butter	Store designated brand – Chunky, Creamy/Smooth, Crunchy or Extra Crunchy	18 oz	2 Jars
Whole Grain Products	Selective brands - Whole Wheat Bread <u>or</u> Wheat Tortillas <u>or</u> Corn Tortillas (see WIC Approved Food List for the specific brands) <u>or</u> Brown Rice (any brand)	16 oz	3 packages Must stock at least (1) type.

References:

- WIC Approved Food List (2009)
- Request for Waiver of Minimum Stocking Requirement for Infant products
- State WIC Regulations 12VAC5-195-390. Approved food list
- State WIC Regulations 12VAC5-195-580. Performance and administrative monitoring

ⁱ No minimum stocking requirement exists for soy milk. Refer to the WIC Approved Food List addition (printed in 2011) for the specific brands that are allowed. Only the types of milks listed in this section count towards meeting the MSR.

ⁱⁱ No minimum stocking requirement exists for frozen fruits or vegetables.

This page intentionally left blank

Virginia WIC Program Request for A Minimum Stocking Requirement Waiver

Retailer Name: _____ WIC ID No. #: _____

Address: _____

City: _____

State: _____ Zip Code: _____ Telephone: (____) _____

I hereby request a reduction or waiver of the minimum food-stocking requirement for the following products:
(Check all categories that apply)

Similac[®] Advance Earlyshield - 13 oz. Concentrate	Isomil[®] Advance Soy with Iron - 13 oz. Concentrate
Reduction from 34 cans to 20 cans <input type="checkbox"/>	Reduction from 34 cans to 20 cans <input type="checkbox"/>
Reduction from 20 cans to 10 cans <input type="checkbox"/>	Reduction from 20 cans to 10 cans <input type="checkbox"/>
Waiver of stocking requirement (9 cans or less, including none) <input type="checkbox"/>	Waiver of stocking requirement (9 cans or less, including none) <input type="checkbox"/>

Similac[®] Advance Earlyshield – 12.9 oz. or 12.4 oz powder	Isomil[®] Advance Soy with Iron – 12.9 oz or 12.4 oz powder
Reduction from 9 cans to 3 cans <input type="checkbox"/>	Reduction from 9 cans to 3 cans <input type="checkbox"/>
Waiver of stocking requirement (none) <input type="checkbox"/>	Waiver of stocking requirement (none) <input type="checkbox"/>

Other Product, please specify: _____	Other Product, please specify: _____
Waiver of stocking requirement to: _____ <input type="checkbox"/>	Waiver of stocking requirement to: _____ <input type="checkbox"/>

I understand that this request is only good for a single contract period and must be renewed each contract period. Additionally, the WIC Program can withdraw this waiver if it determines that the demand for these products changes. I further understand that I am still required to provide a price to the WIC Program for all minimum stocking requirement products when prices are submitted to the WIC Program. I understand that the State agency may terminate my Retailer Agreement in favor of another retailer who offers a better variety of WIC approved foods and/or better prices. I also agree to supply the waived food items within 48 hours after receiving a request from a representative from either the State or local agency.

(Please give a brief justification for the WIC Program granting your store the requested waiver.)

Signature and Title (Owner/Manager)

Date

THIS SECTION TO BE COMPLETED BY STATE AGENCY REPRESENTATIVE

Waiver Granted: Waiver Period End Date: _____ Waiver Denied:
(Please check one)

Comments: _____

Vendor Liaison Signature

Date

WIC is an Equal Opportunity Program. If you believe you have been discriminated against because of race, color, national origin, age, sex, or disability, write immediately to the Secretary of Agriculture, Washington, D.C. 20250
WIC - V10.0a Rev: 07/2010

This page intentionally left blank

Subject: Monitoring

Effective Date: January 1, 2011

Supersedes: August 1, 2008

I. General Monitoring

A. A store representative/manager is encouraged to accompany the Agency Representative when a stocking/onsite monitoring visit is being completed. The Agency Representative for the WIC Program may be local, state staff or other designated individuals. Anyone representing the WIC Program during these on-site visits is required to show a pictorial identification to the store manager, prior to completing the monitoring/stocking visit.

B. The store representative/manager must identify if any mandatory stocking item(s) are located in any place other than the customer shopping area(s). The store representative may be required to move available stock to the customer shopping area in order for said stock to be counted during an onsite monitoring visit.

C. Authorized stores with documented areas of non compliance observed during these onsite visits may receive a warning letter from the State Agency due to documented violations, including but not limited to failure to maintain the required stock, failure to post prices on/near WIC approved foods, sanitary violations.

D. A store representative or manager on duty is required to sign the Virginia WIC Monitoring Review Form which acknowledges the monitoring visit's results. If after completing the on-site visit a manager can not be located or does not respond within 10 minutes of notification, then the Agency Representative shall obtain the signature of an available employee.

II. Formula Monitoring

A. All authorized stores shall maintain at least twelve months of the most current infant formula purchase invoices from all sources and their primary formula supplier.

B. The purchase invoice(s) retained by the store shall include: the name and address of the wholesaler or supplier (where the formula was purchased), telephone number, date of the purchase, list of the items purchased, size, stock number, quantity, unit price, and dollar extension for the quantity purchased.

C. If retail cash receipts are used, this documentation shall include the name and address of the store or a code number by which the store location can be identified, the date of purchase, description of the exact items purchased, the unit price of the items purchased and the total amount purchased. Cash receipts which are complete in describing the actual item shall have a computer code which can be verified by contacting the store at which the merchandise was purchased. Cash receipts without product identification shall be signed by the store manager and the manager shall be required to list the exact WIC items purchased (brand, type, and size) on the back of the receipt.

Subject: Monitoring

Effective Date: January 1, 2011

Supersedes: August 1, 2008

References:

- State WIC Regulation 12VAC5-195-580. Performance and administrative monitoring
- FORMS - Virginia WIC Program Monitoring Review Form (RSMS Generated)

Subject: Participant Confidentiality

Effective Date: January 1, 2011

Supersedes: August 1, 2008

A. Retailers shall not ask for personal information to transact a WIC sale, nor use the information on the WIC food instrument/cash value voucher for building client files without the customer's knowledge or permission.

B. The retailer has the right to use all available information including data from a WIC transaction to make a complaint of criminal activity to law enforcement authorities with the consent of the State agency. However, the retailer should not give personal information regarding a WIC participant to such authorities investigating unrelated incidents, not related to a WIC transaction.

C. Retailers must accept the WIC ID Folder as the only required type of identification. Example: Retailers may not ask for the WIC customer's telephone number, address, social security number or other such personal information as might be requested with other non-cash transaction. Such information is confidential.

References:

- State WIC Program Regulation 12VAC5-195-480 Participant Confidentiality

This page intentionally left blank

Subject: Peer Group Classification

Effective Date: January 1, 2011

Supersedes: August 1, 2008

The State Agency uses a peer group structure to “group” stores with similar attributes together for monitoring and management purposes. The primary purposes of the peer group structure include but are not limited to: competitive price analysis, redemption risk analysis, rebate reimbursement, calculate the maximum reimbursement pricing level used during the prepayment edit process, compliance monitoring, etc.

I. Peer Group Assignment

A. Each authorized store and/or applicant is assigned to one peer group, depending upon:

- 1) The store’s geographic location;
- 2) Average number of unique participants served; or
- 3) The type of authorization (i.e., special formula contractor).

B. Authorized stores may find out the peer group their store is assigned to by contacting the State WIC Program or Vendor Liaison.

II. Peer Group and Reimbursement

A. Pricing information submitted by authorized stores is used to compute the peer group maximum reimbursement levels. A different reimbursement maximum may exist for each unique food/formula combination redeemed by eligible participants. Stores should contact by telephone or writing their assigned Agency Representative if they have specific questions about reimbursement maximums being used by the WIC Program. It is important to have available the food instrument number (10 digits), in order to assist the WIC Program staff with this follow up action.

B. Authorized stores whose prices are identified as non competitive (when compared to other stores assigned to their peer group), may have their deposited food instruments rejected and stamped “*Over FI Max*” by the banking contractor.

References:

- State WIC Program Regulation 12VAC5-195-340 Competitive Pricing
- State WIC Program Regulation 12VAC5-195-350 Price Verification
- State WIC Program Regulation 12VAC5-195-490 Retailer Confidentiality
- State WIC Program Regulation 12VAC5-195-590 Reimbursement and Payments
- Retailer Store Management System User Guide

This page intentionally left blank

Subject: Reimbursement

Effective Date: January 1, 2011

Supersedes: August 1 2008

These guidelines answer some of the most common questions that authorized stores have about how food instruments/cash value vouchers are paid or rejected by the State agency. If you have questions that are not answered in this section, please contact your assigned Vendor Liaison for assistance.

I. Redemption

A. Redemption is the process by which an authorized store deposits a food instrument or cash value voucher in the bank for payment and the State Agency (or its financial agent) makes payment to the store for the food instrument/cash value voucher. The following procedures are required of every authorized store, specifically:

1. Imprint the WIC authorized stamp in the box labeled "VA WIC Vendor No." on the front of the food instrument/cash value voucher. Only the store's WIC assigned stamp, secured from the state stamp supplier, may be used. All five digits of the stamp must be legible for the food instrument/cash value voucher to be processed.
2. Imprint the bank deposit stamp, or the name, address and bank account number of the authorized store on the back of the food instrument/cash value voucher.
3. Deposit at the store's depository bank within 14 days of the last date printed on the front of the food instrument/cash value voucher.

II. Food Instrument Reimbursement Maximums

A. Food instruments' reimbursement maximums are calculated using pricing information submitted by authorized stores. Food instrument reimbursement maximums are re-calculated monthly using pricing information submitted by authorized stores. Prices submitted via the internet based system by the last day of each calendar month will be used in re-calculating the next month's food instrument/peer group reimbursement maximum levels.

B. Store management staff may contact their assigned Agency Representative to determine if the total amount being requested on a deposited food instrument (based upon the current maximum reimbursement level) will be rejected for payment due to the requested amount being "Over FI Max". This type of consultative service is neither a guarantee nor commitment that the food instrument will be paid in full.

C. The current food instrument reimbursement maximums will be printed on the ACH statement sent to retail stores or accessible via an on-line application that is available by the banking contractor.

Subject: Reimbursement - Continued

Effective Date: January 1, 2011

Supersedes: August 1, 2008

III. Cash Value Voucher Reimbursement Maximums

A. Cash value vouchers are a special type of food instrument that is used to purchase fresh/canned fruits and/or vegetables. The cash value voucher's reimbursement maximums are determined by a predetermined dollar amount that is printed on the food instrument. The pre-printed amount can be for \$5.00 or \$6.00. The same maximum amount exists for each peer group/food instrument type combination.

B. Written amounts that are greater than the pre-printed value of the cash value voucher will be rejected by the banking contractor and stamped with the error message, "**Over FI Max – Do Not Redeposit**". The retailer will be paid via an ACH electronic deposit for the maximum value of the cash value vouchers.

IV. Reimbursement for previously deposited or un-deposited FIs/CVVs or Image Replacement Documents (IRDs)

A. Food instruments (FIs)/cash value vouchers (CVVs) must be deposited at the store's depository bank within 14 calendar days after the last date -- see the "*Spend Check Between These Dates*" information printed on the FI/CVV.

B. Rejected food instruments/cash value vouchers that are eligible for re-depositing (e.g. "Missing Vendor # Stamp & Redeposit"), must be corrected and re-deposited within 20 calendar days from the last date printed on the FI/CVV. Previously rejected FIs that have been corrected and redeposited and are greater than 30 calendar days (based upon the last date to spend) will be returned unpaid. These rejected FIs/CVVs will be stamped with the error message "Cashed Late – Do Not Redeposit". These rejected food instruments/cash value vouchers are not eligible for payment consideration.

V. Requesting a payment review of un-deposited FI and/or rejected FIs/CVVs or image replacement document.

A. Always stamp the original food instrument/cash value voucher or image replacement document (IRD) and related attachments (e.g., journal receipts). Keep a copy of this information for your files in case follow-up is needed. Stores must submit to the State agency payment review requests within 20 days of the last date printed on the food instrument/cash value voucher.

B. For un-deposited food instruments/cash value vouchers that are altered¹, stale and/or post dated or over the \$125.00 account maximum, you must complete and send a Participant Complaint and Incident Form (WIC Form #V387) to the State Agency, along with the un-deposited FI/CVV.

¹ Altered includes FI/CVVs where the participant's name, first date to spend, last date to spend, product description, quantity and/or units of food item authorized has been changed. The use of correction fluid (white-out) is considered an alternation is not allowed on WIC FIs/CVVs.

Subject: Reimbursement - Continued

Effective Date: January 1, 2011

Supersedes: August 1, 2008

C. A written request for payment is needed for un-deposited FIs that were redeemed for more than the \$125 maximum.

D. Stores are advised to keep a copy of any food instruments, cash value vouchers, IRDs and written correspondence mailed to the State WIC Office. If this is not feasible, the store should record in their files the 10 digit serial number of each FIs/CVVS mailed, along with the date mailed, in case future follow up is needed.

E. Mail requests for a payment review, along with the food instruments/cash value vouchers or IRD to:

Attention – Vendor Compliance Team
Division of Nutrition, Physical Activity and Food Programs
109 Governor Street, 9th Floor
Richmond, VA 23219-2448

F. Retail stores shall not send to the State Agency for reimbursement consideration food instruments/cash value vouchers that were rejected for payment for the following reasons:

Reject Reason/FI Returned Unpaid
Altered
Amount Written in Pencil
Cashed Early
Cashed Late
No Vendor #
Over FI Max
Previously Paid
Previously Rejected
Signature in Pencil
Signature Missing

Subject: Reimbursement - Continued

Effective Date: January 1, 2011

Supersedes: August 1, 2008

G. Retail stores shall send to the State Agency for review and payment consideration food instruments/cash value vouchers that include the following processing errors:

Reject Reason/Returned Unpaid :	Action Steps Required:
Encoding Error	<p>Contact your Bank of First Deposit (BOFD) to determine the error. See instructions below:</p> <p>If the correct amount is credited to your account but the amount presented is incorrect, this error is considered a bank processing error. In these cases, the FI/CVV is returned with an error message of "<i>Bank Encoding Error</i>". <u>Your Bank of First Deposit should make the correction to the amount then resubmit the item for payment, to our banking contractor. The FI/CVV should not be charged back to the depositor (your store).</u></p> <p>If you should happen to get one of these FIs/CVVs charged back to your account, please find the original deposit showing the correct amount then the bank is responsible for reversing the charges, correcting the FI/CVV amount and resubmitting the FI/CVV for processing.</p> <p>In cases where the store has received the incorrect amount for credit with an original deposit, the item should be corrected by the store and re-deposited. This correction should be communicated to the depositing bank so the amount can be updated on the MICR line of the IRD.</p> <p>If the issue can not be resolved in working with your BOFD, mail the IRD to the State Agency within <u>120 days</u> (of the last date printed on the FI/CVV) and request a payment exception review.</p>
Missing MICR Encoding	Mail the original FI(s) or CVV(s) to the State Agency within 20 days (of the last date printed on the FI) for payment exception review.
Over Account Maximum	The Account Maximum on many FIs is \$125.00. Mail the original FI(s) or CVV(s) to the State Agency within 20 days (of the last date printed on the FI) for payment review.

Subject: Reimbursement - Continued

Effective Date: January 1, 2011

Supersedes: August 1, 2008

H. Retail stores shall send to the State Agency a written request for review and payment consideration un-deposited food instruments/cash value vouchers. All undeposited FIs/CVV's must be submitted to the State Agency within 20 days of the last date printed on the FIs/CVV's. See the list below for additional information:

Un-Deposited Food Instruments/Cash Value Vouchers	Action Steps Required:
Altered	Stamp the FI or CVV with the store's WIC ID number and mail the original to the State Agency for payment exception review.
Damaged, Torn, Unreadable Vendor Stamp and/or Price Correction	Stamp the FI or CVV with the store's WIC ID number and mail the original(s) to the State Agency for payment exception review.
Missing MICR Encoding	Stamp the FI or CVV with the store's WIC ID number and mail the original(s) to the State Agency for payment consideration.
Over Account Maximum	Stamp the FI or CVV with the store's WIC ID number and mail the original to the State Agency for payment consideration.
Post Dated	Stamp the FI or CVV with the store's WIC ID number and mail the original to the State Agency for payment consideration.
Stale Dated	Stamp the FI(s) or CVV(s) with the store's WIC ID number and mail the original to the State Agency for payment consideration.

I. Retail stores shall contact their assigned Agency Representative if they have questions about any other type of error messages and/or rejected food instruments/cash value vouchers. Please have available the 10 digit serial number that appears on each FI/CVV in order to research any payment questions.

VI. Vendor Claims (Post Payment)

A. Authorized stores must reimburse the State Agency within 20 days after receiving a written claim notice, due to an overpayment or ineligible payment made by the Program. For example, stores can only get reimbursed for contract and special formula for which a price has been submitted for, as part of the price submission process. For instance, if a store does not carry Pediasure fiber (six pack) and no pricing data is on record for this store, then any paid food instruments that contain this product may be flagged as a Vendor Claim.

Subject: Reimbursement - Continued

Effective Date: January 1, 2011

Supersedes: August 1, 2008

During a post payment review, if the State Agency identifies that a payment was made and no price was on file for a product that prices are collected for, then a Vendor Claim may be issued for the entire value of the redeemed food instrument.

B. The reimbursement received by an authorized store for the purchase of ineligible foods brought during a compliance investigation will be identified as a Vendor Claim. Stores must reimburse the State Agency for the dollar amount spent on any/all ineligible products purchased.

C. To dispute a Vendor Claim levied by the State Agency, the retail store must contact in writing either their assigned WIC Vendor Liaison or call the State Agency at (804) 864-7800 within 30 calendar days, based upon the date the written notification was received. The retail store's written notification must provide supporting documentation related to the issue in dispute.

References:

- State WIC Regulation 12VAC5-195-340 Competitive pricing
- State WIC Regulation 12VAC5-195-350 Price Verification
- State WIC Regulation 12VAC5-195-400 Authorization Stamp – assignment & usage
- State WIC Regulation 12VAC5-195-450 Complaints
- State WIC Regulation 12VAC5-195-590 Reimbursement and Payments
- State WIC Regulation 12VAC5-195-600 Sanctions and Administrative Actions
- Retailer Agreement
- Participant Complaint and Incident Form (V#387)

Subject: Reimbursement – Automated Clearinghouse (ACH) Payments

Effective Date: January 1, 2011

Supersedes: August 1, 2008

Automated Clearing House (ACH) is the process by which an authorized store and/or corporate retailer receives a direct deposit (credit) to their checking account. This is an automated system that credits the retailer's account for food instruments and/or cash value vouchers that were rejected and returned unpaid (i.e., "Over FI Max" or "Over the Account Maximum") but which are eligible for a reduced/partial payment. An ACH payment may also be given for un-deposited and/or erroneously rejected food instruments/cash value vouchers which have been reviewed and approved for payment by the State Agency.

ACH credits are processed and issued weekly by the banking contractor and typically take 2-3 days to post to the store's bank account, assuming that the deposited items have cleared *all* other pre-payment edits.

I. Set-up Requirements for ACH Processing

A. To ensure that the State Agency (or its financial agent) accurately applies ACH credits, all authorized retailers are required to provide their banking financial information including any subsequent changes. This information must be kept current and any changes must be submitted to the State Agency. The specific steps the authorized store or corporate contact must take in order to begin receiving ACH payments are outlined below:

1. Retailers must complete and submit an Authorization Agreement for Direct Deposit (ACH Credits) form (WIC #V-394). All necessary attachments as identified on the form must be submitted as part of the initial authorization process. In addition, a new form must be submitted if the store's banking information changes.
2. Retailers must notify the State Agency two (2) weeks in advance of the effective date of any changes to their banking information, i.e., changes to bank name, routing and/or account numbers.
3. Upon request from the State Agency, retailers are required (in cases where ACH payments are returned due to inaccurate information) to provide new and/or corrected banking information within 45 days of receipt of the letter requesting an updated Authorization Agreement for Direct Deposit (ACH Credits) form (WIC #V-394).
4. The completed form and required attachment(s) should be faxed to (804) 864-7854 or sent to:

Attention – Vendor Compliance Team
Division of Nutrition, Physical Activity and Food Programs
109 Governor Street, 9th Floor
Richmond, VA 23219-2448

The WIC Program recommends that you call to confirm that your updated form has been received by the State Agency.

Subject: Reimbursement – Automated Clearinghouse (ACH) Payments - Continued

Effective Date: January 1, 2011

Supersedes: August 1, 2008

Important: All retailer and banking information is confidential. Only our banking services contractor is given this information for the sole purpose of providing payment services to authorized stores. The contractor is prohibited from releasing any confidential banking data to outside entities.

B. Failure to submit updated and accurate banking information, as requested by the State Agency, could result in ACH payments due to the store being ineligible for payment.

II. Receipt and Notification of Automated Clearinghouse (ACH credits) Statements

A. Retailers are notified weekly of food instruments/cash value vouchers paid via direct deposit by the State Agency's banking contractor. A paper statement is mailed or an on-line statement is available.

B. An ACH statement, (either paper or an electronic on-line format) will include pertinent information such as the retailers' address, unique WIC identification number, food instrument serial number(s), dollar amounts requested/paid and the effective date of the credit. (See sample statements at the end of this section).

C. Electronic (on-line) ACH statements are available to certain authorized retailers i.e., those that have multiple stores and/or who are setup to receive consolidated ACH statements. For additional information regarding the setup requirements for receiving an electronic ACH statement, please contact the State Agency at (804) 864-7800; ask to speak to a member of the Vendor Compliance Team.

D. Retailers are encouraged to reconcile returned food instruments/cash value vouchers against the ACH statement to ensure all payments due have been credited to the store's banking account. If no ACH statement has been received within two (2) weeks after receiving returned FIs/CVVs, the retailer should contact their assigned WIC Vendor Liaison for assistance. The store must have the specific FI/CVV, 10 digit serial numbers available to aid the research process.

E. The State Agency **does not** provide ACH statements for food instruments/cash value vouchers paid through the routine banking process.

References:

- State Regulation 12VAC5-195-300 General requirements & conditions for authorization
- State Regulation 12VAC5-195-400 Authorization Stamp – assignment and usage
- State Regulation 12VAC5-195-590 Reimbursement and Payments
- State Regulation 12VAC5-195-600 Sanctions and Administrative Actions
- Authorization Agreement for Direct Deposit (ACH Credits) (#V394)

DIVISION OF NUTRITION, PHYSICAL ACTIVITY, AND FOOD PROGRAMS

AUTHORIZATION AGREEMENT FOR DIRECT DEPOSIT (ACH CREDITS)

(Please check only one)

_____ New Form

_____ Correction/Change

WIC STAMP
NUMBER _____

STORE NAME: _____

ADDRESS: _____

CITY, STATE _____

ZIP CODE: _____ TELEPHONE: () _____

CORPORATE CODE: _____ (WIC Use Only – Do Not Complete this section)

Additional Retailer Specific Information and Acknowledgement Section:

I (we) hereby authorize the Commonwealth of Virginia - WIC Program, herein called the State Agency, to initiate credit entries to my (our) account. If funds to which I am not entitled to are deposited to my account, I (we) authorize the State Agency to direct the financial institution(s) to return said funds. These credit transactions should be made to the depository bank named below:

DEPOSITORY BANK NAME: _____	
BRANCH: _____	
CITY: _____	STATE: _____ ZIP CODE: _____
ROUTING NUMBER: _____	ACCOUNT NUMBER: _____
BANK TELEPHONE NUMBER: () _____	
<i>Please verify your routing and account number with your bank or corporate office before completing this section. Savings accounts are ineligible for ACH transactions..</i>	

This authorization is to remain in full force and effective until the State Agency has received written notification from me of its change and/or termination. * Only the store manager, owner or an authorized agent should complete this form.

AUTHORIZED AGENT*:

(PLEASE PRINT)

TITLE: _____ DATE: _____

1. Attach a blank voided check, this agreement may not be processed without a blank voided check, deposit slips are not acceptable and savings accounts are ineligible.
2. Keep a copy of this form and attachments and file in your Virginia WIC Manual.

FAX to (804) 864-7854 or Mail Completed Form to:
VDH-Division of Nutrition, Physical Activity and Food Programs
109 Governor Street, 9th Floor, Richmond, VA 23219

This page intentionally left blank

Covansys

UNITED GROCERS
 126 CORPORATION BLVD
 ATTN: RESOURCE RECOVERY
 CHANHASSEN, MN 55317

BANK: BANK OF US
 R/T: 012345678
 ACCOUNT: 92345678123
 ACH DATE: 07/18/2006

CHECK NUMBER	VENDOR NUMBER	REQUEST AMOUNT	ACH AMOUNT	ORIGINAL REJECT REASON	REASON FOR PAYMENT DECISION
4110640587	9997	\$71.97	\$49.89	Over FI Maximum	State Approved Payment
					Paid in Full 0 \$0.00
					Partial Payment 1 \$49.89
					Non - Payment 0 \$0.00
Vendor Summary for MY MARKET #246 (9997)					Transaction Sub Total \$49.89
4630222948	9998	\$24.02	\$18.41	Over FI Maximum	State Approved Payment
					Paid in Full 0 \$0.00
					Partial Payment 1 \$18.41
					Non - Payment 0 \$0.00
Vendor Summary for MY MARKET #229 (9998)					Transaction Sub Total \$18.41
					Paid in Full 0 \$0.00
					Partial Payment 2 \$68.30
					Non - Payment 0 \$0.00
Corporate Parent Summary for United Grocers (MY MARKET)					Transaction Total 2 \$68.30

ANY QUESTIONS REGARDING THIS STATEMENT SHOULD BE DIRECTED TO THE VIRGINIA WIC PROGRAM
 AT 1-804-864-7814

Covansys has teamed with the Commonwealth of Virginia to provide banking services for the WIC Program.

Covansys

GROCERY MART
 123 MAPLE AVE
 ATTN: MANAGER
 ABINGDON, VA 24210

BANK: US LOCAL BANK
 R/T: 012345678
 ACCOUNT: 987654321
 ACH DATE: 07/18/2006

CHECK NUMBER	VENDOR NUMBER	REQUEST AMOUNT	ACH AMOUNT	ORIGINAL REJECT REASON	REASON FOR PAYMENT DECISION		
2910076720	9999	\$67.12	\$63.92	Over FI Maximum	State Approved Payment		
					Paid in Full	0	\$0.00
					Partial Payment	1	\$63.92
					Non - Payment	0	\$0.00
Corporate Parent Summary for (GROCERY MART)					Transaction Total	1	\$63.92

ANY QUESTIONS REGARDING THIS STATEMENT SHOULD BE DIRECTED TO THE VIRGINIA WIC PROGRAM AT 1-804-864-7814

Covansys has teamed with the Commonwealth of Virginia to provide banking services for the WIC Program. The electronic transfer of funds from VA WIC will originate with United Community Bank, and reporting will be done by Covansys.

Subject: Retail Store Management System (RSMS)

Effective Date: January 1, 2011

Supersedes: August 1, 2008

RSMS is an internet-based application that allows new store applicants and authorized stores to apply for WIC Program authorization. RSMS is available to external users twenty-four (24) hours and seven (7) days a week. Additionally, RSMS provides a forum for stores to periodically submit pricing data. Updated pricing data is transmitted monthly to the WIC Program's internal system. To access RSMS visit the State Agency's website:

https://vdhems.vdh.virginia.gov/net_open/login.main

Users that require support on system access or have questions on specific functions (e.g., log-on password lock-out or security) can contact (804) 864-7800 and ask to speak to a member of the Vendor Compliance Team.

I. Applicants Applying Using Retail Store Management System (RSMS)

A. Applicants must apply for WIC Program authorization using RSMS. To submit an application, the store must be authorized by the Supplemental Nutrition Administration Program (SNAP) at the time of submitting the application. If the applicant does not pass certain on-line edits (i.e., slots availability, competitive pricing), RSMS will immediately generate a denial letter. If the applicant is denied authorization, the applicant has 15 calendar days from the date of submission to request an administrative review.

B. For applicants that pass the initial screening process, the State Agency will send a written confirmation advising the store of their selection status. Once a store receives a selection letter from the State Agency they must fully comply with all stocking requirements. Important: the prices marked or posted on all WIC approved items must be the same as the prices submitted in RSMS. Stores must carefully review the WIC Approved Food List to ensure they understand all required brands, sizes, and quantities listed as part of the Minimum Stocking Requirement. Applicants may call the State Agency (ask to speak to a member of the Vendor Compliance Team) if they have specific questions about the required stock that must be available.

II. Pricing Data Using Retail Store Management System (RSMS)

A. Retail stores are encouraged to submit prices as frequently as they desire, if prices change between required submission periods. Authorized stores shall submit these price changes by the last calendar day of the month, in order for these prices to be used for by the State Agency during the following month.

B. RSMS gives stores immediate feedback if the food prices are competitive, in comparison with similar stores within their assigned peer group.

 Subject: Retail Store Management System - Continued

Effective Date: January 1, 2011

Supersedes: August 1, 2008

C. Listed in this section are the mandatory price collection dates for the year, specifically.

Prices must be submitted no later than the following due dates:	Prices in effect on:
September 24 th of the year	October 1 st of the year
January 25 th of the year	February 1 st of the year
May 25 th of the year	June 1 st of the year

D. Failure to submit prices by the **due dates** identified may lead to the store's authorization being terminated.

E. Authorized stores may be requested by the State Agency to submit their prices in addition to the listed due dates outlined in paragraph C. Failure to submit prices, as requested by the State Agency may lead to a store's authorization being terminated.

F. Authorized retailers and applicants must declare their store brands using RSMS prior to entering individual prices. This requirement applies for the following food categories: cold and hot cereals, frozen juice, liquid juice, milk, peanut butter, regular cheese and reduced fat cheese.

G. Authorized retailers must update RSMS if they change their "WIC Designated" brands. For non emergency changes, stores must enter into RSMS at least 24 hours prior to making any point of service changes to these designated store brands.

H. When entering prices into RSMS all authorized stores and applicants are required to submit their highest shelf price for the WIC approved food and formula item. Retailers can locate the Virginia WIC approved foods, formulas and mandatory items in the current Virginia WIC Approved Food List and Minimum Stocking Requirement guidelines.

I. An on-screen message will notify retailers if their prices are not competitive "***prices are above the qualifying limits***". Stores using RSMS will be given one opportunity to adjust their prices, prior to submitting them to the State Agency. Once prices have been submitted, especially for those items flagged by RSMS as non competitive, the store's WIC Program authorization may be terminated by the State Agency, if upon further analysis the submitted prices are determined to be non competitive.

J. Retail stores may only get reimbursed for foods/formula products for which they have submitted prices. For instance, if a store does not submit a price for lactose reduced milk, then the retailer must not accept food instruments (FIs) that contain this product. Retail stores may have to repay the State Agency for any FIs that were improperly redeemed or "no price was on file" for a WIC approved item.

Subject: Retail Store Management System - Continued

Effective Date: January 1, 2011

Supersedes: August 1, 2008

K. Prices are purposely not collected by the State Agency for formulas that should not be redeemed at retail stores, i.e., Similac Ensure, Enfamil Enfacare, etc. Food Instruments redeemed for these types of special formula(s) are subject to repayment by the store.

III. Selection Process and Pricing Analysis

A. Store's submitted prices for optional items are used by the State Agency for authorization and selection purposes as well as the establishment of peer group reimbursement maximums.

B. Authorized store's prices are evaluated throughout the contract period. Stores must maintain competitive prices in all mandatory food categories. Mandatory items are identified in RSMS with "***" next to the product names. Mandatory food products for women consist of: Milk - Liquid Skim, 1%, 2% - 1 gal., Milk - Liquid Skim, 1%, 2% - 1 qt., Milk - Liquid Whole - 1 qt., Milk - Liquid Whole- 1 gal., Regular Cheddar Cheese (Blocked) - 16 oz., Regular American Cheese (Sliced) - 16 oz., Large White Eggs – 1 dz., Beans, Peas Or Lentils, Dry - 1 lb., Peanut Butter, Creamy Or Crunchy - 18 oz., Juice, Frozen - 12 oz., Juice, Liquid - 64 oz. Three out of six hot and cold cereals: Corn Flakes, Crisp Rice Or Crispy Rice, Frosted Shredded Wheat (Whole Grain), Farina, Instant Oatmeal (Whole Grain), Tasteos Or Toasted Oats (Whole Grain) – **The highest price per ounce will be used.**

Mandatory infant's items consist of: Gerber's Infant Rice Cereal - 8 oz., Similac Advance Early Shield Concentrate -13 oz., Similac Advance Early Shield Powdered - 12.9 or 12.4 oz., Similac® Isomil® Advance® Soy w/Iron or Similac Sensitive Isomil Soy™ conc. -13 oz., Similac® Isomil® Advance® Soy w/Iron or Similac Sensitive Isomil Soy™ Powdered -12.9 or 12.4 oz.

Note: The mandatory items for either category are subject to change, depending upon the business requirements of the WIC Program.

C. If a store's submitted prices via RSMS are determined to be "non competitive", it will receive a written warning letter advising it of this outcome. The store is required to complete the required follow up action that is outlined in the warning letter, within the stated due dates.

D. Authorized stores' prices are used for calculating a "rebate" due to the State Agency for certain WIC approved foods, i.e., infant cereal, contract formula. A rebate is a cost containment strategy which allows the WIC Program to earn money back from the manufacturer for prescribing specific brands and units/forms of products to WIC participants. These "rebateable" items are prescribed by name, quantity and unit size on the WIC food instrument. It is critical that authorized stores ensure the prices submitted via RSMS for "rebateable" items such as these products are accurate. Stores

Subject: Retail Store Management System - Continued

Effective Date: January 1, 2011

Supersedes: August 1, 2008

may be subject to administrative actions if the State Agency provides a written warning about inaccurate prices being on file for “*rebateable*” items.

IV. Authorized Stores Locator (ASL) Usage

A. Stores’ submitted prices for optional items are used by the State Agency to assist local agencies and participants to identify where hard to find items may be purchased. A special application called, Authorized Stores Locator (ASL) is used to identify where non-required products (i.e., special formula, lactose reduced milk, corn tortillas, etc.) are sold at authorized store locations. **Stores must only submit prices via RSMS for optional products that are actually sold and carried at the store’s location.**

References:

- State WIC Regulation 12VAC5-195-280 Enrollment Procedures
- State WIC Regulation 12VAC5-195-290 Communications
- State WIC Regulation 12VAC5-195-340 Competitive Pricing
- State WIC Regulation 12VAC5-195-360 Selection Decisions
- State WIC Regulation 12VAC5-195-300 General requirements & conditions for authorization.
- State WIC Regulation 12VAC5-195-660 Informal Settlement Meeting
- State WIC Regulation 12VC5-195-670 Full Administrative Review

Subject: Retailer Complaints and Incidents

Effective Date: January 1, 2011

Supersedes: August 1, 2008

These guidelines identify how and when authorized stores should complete and submit a Retailer Complaint and Incident form. Submitting this information helps the WIC Program as well as participants understand and comply with requirements in using their WIC food instruments/cash value vouchers.

Procedures:

A. The Retailer Complaint and Incident form (WIC Form #V387) should be used by retail stores, corporate certified trainers, support personnel and field staff to report abuse of employees or attempted violation of procedures for redeeming food instruments and/or cash value vouchers by WIC participants, caretakers, and/or their proxies. The complaint form and any attachments should be sent to:

Attention – Vendor Compliance Manager
Virginia Department of Health
Division of Nutrition, Physical Activity and Food Programs
109 Governor Street, 9th Floor
Richmond, VA 23219-2448

B. The retail store should complete the Participant Complaint and Incident form #V387 (see instructions on the reverse side of the form) and attach any supporting documentation such as WIC ID folder, food instruments, cash value vouchers, cash register receipts, etc.

C. The retail store should keep a copy of the completed form and any attachments sent to the State Agency, for your reference.

D. To report an urgent matter or for immediate assistance on a complaint, see the **“How to Reach Your WIC Vendor Team Members”** section.

E. Authorized stores shall ensure that store personnel do not accept unwanted foods/formula purchased using a WIC food instrument/cash value voucher. This section describes an example where stores are encouraged to submit a complaint to the WIC Program, if the store manager encounters this situation:

1. If an offer is made by a WIC customer to give away unwanted items, then your store employee(s) should nicely inform the participant that it’s a program violation to give away food paid for by the WIC Program and this type of situation could lead to her/him losing their WIC benefits

Subject: Participant Complaints and Incidents - Continued

Effective Date: January 1, 2011

Supersedes: NEW

2. Store employee(s) should never accept any unwanted food/formula items purchased using USDA funds (i.e., EBT, WIC food instruments, WIC cash values vouchers), since this action would assist the participant in violating WIC Program policies.
3. Store employee(s) should verbally remind the participant that she can always decline to buy any of the **food** items prescribed on the food instrument, such as milk, cheese, cereal, juice, etc.
4. Store employee(s) should offers to void the transaction and remove the unwanted food(s) from the WIC food instrument/cash value voucher total (if applicable) – use the price correction procedures as outlined in the Cashier Training Guide.
5. If the participants elect to keep all of the foods and the cashier observes her giving away WIC purchased items, then s/he should bring this issue to the attention of the CSM/Store Manager.
6. The CSM/Store Manager can submit an incident/complaint form to the WIC Program (which includes key information listed on the FI: Family ID, Local Agency code, Participant name), along with a brief description of the incident. After receiving this type of documentation from a store, we will follow up with the participant and take appropriate action.

F. To report any other type of complaint or incident that is not outlined in this section (i.e., Program abuse by another retail store), contact the State Agency at (804) 864-7800; (ask to speak to a member of the Vendor Compliance Team).

References:

- State WIC Regulation 12VAC5-195-290 Communications
- State WIC Regulation 12VAC5-195-450 Complaints
- State WIC Regulation 12VAC5-195-590 Reimbursement and Payments
- Retailer Complaint and Incident form (#V387)

COMMONWEALTH OF VIRGINIA
OF NUTRITION, PHYSICAL ACTIVITY, AND FOOD PROGRAMS
RETAILER COMPLAINT AND INCIDENT FORM

Instructions: Complete this form to report an incident or complaint against a WIC participant, caretaker or proxy. Do not complete the section below the dotted line. See *additional instructions on reverse side*.

STORE NAME: (PLEASE PRINT)	WIC ID#
STORE ADDRESS: (PLEASE PRINT)	LOCAL AGENCY CODE
PARTICIPANT'S NAME: (PLEASE PRINT)	WIC FAMILY NUMBER
DATE OF INCIDENT: _____ / _____ / _____ MONTH/DAY/YEAR	STORE PHONE # (INCLUDE AREA CODE) (____) _____ - _____

- Participant bought/tried to buy non-WIC foods with food instrument(s)/cash value voucher(s).
List foods and brands _____
- Returned/tried to return WIC foods or formula.
- Redeemed/tried to redeem a "bad" food instrument/cash value voucher outside of spend dates.
- Did not understand how to use the food instrument/cash value voucher.
- Was abusive and/or rude to store personnel.

Describe incident: _____

What action did your staff take? _____

Name(s) of other people who witnessed the incident: _____

Person completing this form: _____ Title: _____
(Please Print Legibly)

Date Incident Reported to the State WIC Office: _____

Keep a copy for your records and return completed form to:
VDH - Division of Nutrition, Physical Activity and Food Programs (WIC)
109 Governor Street, 9th Floor
Richmond, VA 23218-2448
Fax: 804-864-7854 or 804-864-7851

THIS SECTION TO BE COMPLETED BY THE WIC OFFICE ONLY

Action taken: _____

WIC Program Staff's Signature _____ Date _____

COMMONWEALTH OF VIRGINIA
DIVISION OF NUTRITION, PHYSICAL ACTIVITY, AND FOOD PROGRAMS
RETAILER COMPLAINT AND INCIDENT FORM

Purpose: To document complaints and incidents filed against participants for the improper use of their WIC food instruments/cash value vouchers in accordance with Virginia WIC Program Vendor Manual. Please refer to Participant Complaint and Incident form.

Additional Instructions:

1. Enter store's name and number (if applicable).
2. Enter store's street or mailing address.
3. Enter date incident/problem occurred.
4. Enter store's 5 digit WIC ID number (use WIC rubber stamp if available).
5. Enter local agency code from WIC food instrument/cash value voucher top left-hand corner.
6. Enter participant's name from WIC food instrument /cash value voucher.
7. Enter WIC Family number from WIC food instrument /cash value voucher.
8. Enter Store phone number and include area code.
9. Describe incident, explained what happened, and check all boxes that apply.
10. Attach the original WIC food instrument /cash value voucher.
11. Enter the name and title of person completing the form or contact person.
12. Enter date incident was faxed or mailed to the WIC State Office.
13. Keep a copy of the WIC food instrument/cash value voucher and completed form for your records.
14. Attach cash register or journal receipt(s) if applicable.

Subject: Retailer Supply Request

Effective Date: January 1, 2011

Supersedes: August 1, 2008

These guidelines identify the procedures that authorized stores, corporate contacts or certified trainers must use to request and receive additional training materials and supplies.

I. Ordering training supplies and materials

A. The Retail Store Supply Request Form (WIC #V10.8) should be used by retail stores, corporate certified trainers, support personnel and field staff to order replacement supplies, vendor manuals, and training materials. This form contains all of the key information that is necessary to ensure stores receive appropriate training supplies and materials, within a reasonable time frame.

B. Retail stores/corporate support staff should clearly and legibly complete the Request Form and mail or send by facsimile transmission to the State Agency. (if you submit your request via FAX, please call the WIC Office to confirm the request has been received). Failure to complete all sections of the Request Form may result in a delay in filling the request.

C. Stores should retain a copy of their Request Form in their Vendor Manual, in case additional follow up is required. If you do not receive the requested supplies and materials within two (2) weeks from the date ordered, call the State Agency to follow up on the status of your order.

D. Requests for WIC Authorization Stamp replacements should **not** be submitted on the Request Form. Use the phone number given on the form to call the stamp company or complete the Rubber Stamp Order Form #V10.7. See form for submission instructions.

E. Certified WIC Trainers ordering supplies and materials for multiple authorized stores must write on the top of their Request Form **“SUPPLIES ORDERED by CERTIFIED WIC TRAINER”**.

References:

- State WIC Regulations 12VAC5-195-280 Enrollment Procedures
- State WIC Regulations 12VAC5-195-290 Communications
- State WIC Regulations 12VAC5-195-320 Retailer Agreement
- State WIC Regulations 12VAC5-195-390 Approved Food List
- State WIC Regulations 12VAC5-195-450 Complaints
- Retailer Supply Request Form (WIC #V10.8)

This page intentionally left blank

Virginia WIC Program
Retailer Supply Request Form

Supplies/Materials	Quantity
WIC Approved Food List (FDLST-09)	
WIC Approved Food List (addition – effective 3/1/2011) (FDLST-09 A-E)	
WIC Approved Food List ((Spanish) (FDLST-09S)	
WIC Approved Food List (addition – Spanish – effective 3/1/2011) (FDLST-09 A-S)	
Cashier’s Training Guide (VEN-003)	
How To Accept A WIC Food Instrument (VEN-009)	
How to Accept a WIC Cash Value Voucher (VEN-010)	
“WIC Designated Brand” Shelf Labels (Option #1)	
“WIC Designated” Shelf Labels (Option #2)	
WIC Window Decal (“We Accept WIC Checks”)	
Retailer Incident/Complaint Form (WIC #387)	
WIC Program Vendor Manual/Guidelines (VEN-002)	
Working With WIC News Letter–(Most Recent Edition)	
1-877-TELL-WIC Flyer(tear-off pad – WIC-54E/S)	

*If a store needs a replacement **WIC Authorized Vendor Stamp**, please call **Rodzina Industries** at (800) 877-7448. Do not use this order form for replacement stamps.*

Please Print Legibly

Ship To Attention of: _____

STORE NAME: _____ WIC ID STAMP #: _____

ADDRESS: _____

CITY/STATE: _____ ZIP: _____

Telephone # :(____) _____ Date of Order: _____

Notify your Vendor Liaison if your order is not received in 2 weeks.

Return Completed Form to:

VDH-Division of Nutrition, Physical Activity, and Food Programs

109 Governor Street, 9th Floor

Richmond, VA 23219

FAX to: **(804) 864-7854** or (804) 864-7853

This page intentionally left blank

Subject: Retailer Interactive Training

Effective Date: January 1, 2011

Supersedes: August 1, 2008

Training provided to cashiers and store personnel shall be designed to prevent Program errors or abuse, reduce reimbursement errors, and promote the delivery of quality services to WIC participants, parents and caretakers.

I. State Agency Training

- A. The State Agency is responsible for training management of retail stores that do not participate in the WIC Certified Trainer Program.
- B. Retail store management or their authorized representatives are responsible for training all store personnel (including office support staff) involved in handling WIC transactions.
- C. Authorized stores must contact in writing or by telephone their assigned Vendor Liaison to request training assistance.
- D. Retailers not fluent in English must provide their own translator to assist with mandatory training and scheduled on-site training.

II. Certified WIC Retailer Training (optional)

- A. Retailers interested in being considered for participation in the Certified WIC Trainer Program shall submit their request in writing to the Vendor Compliance Manager.
- B. Retailers may designate one or more individuals to become Certified WIC Trainers. Once certified, each trainer is assigned a Vendor Liaison who can provide technical assistance, as needed.
- C. Once a WIC Certified Trainer has met all WIC Program training requirements, s/he must be registered and recertified annually.
 - 1. It is highly recommended that newly WIC Certified Trainers conduct an onsite demonstration training session with their assigned Vendor Liaison (as an observer).
- D. WIC Certified Trainers are responsible for training all retail store staff involved in handling WIC transactions and shall provide interactive training at the time of initial WIC authorization, contract reauthorization and when requested by the State agency.

Subject: Retailer Interactive Training - Continued

Effective Date: January 1, 2011

Supersedes: August 1, 2008

E. WIC Certified Trainers must submit training documentation to the State agency using the WIC Certified Retailer Training Reporting Form (WIC-V11.0). This form is not considered complete unless it includes the following: corporate name, type of training conducted, date of the training, name of attendees, and name of the WIC Certified Trainer.

G. Prior to a newly authorized store accepting WIC food instruments/cash value vouchers, the WIC Certified Trainer must train all staff involved in handling WIC transactions. A copy of the Retailer Training Reporting form that documents at least one management personnel has been trained must be submitted to the State agency.

References:

- Certified WIC Retailer Trainer Reporting Form (WIC-V11.0)
- State WIC Regulation 12VAC5-195 280 Enrollment Procedures
- State WIC Regulation 12VAC5-195-550 High Risk Stores
- State WIC Regulation 12VAC5-195-580 Performance and Administrative Monitoring
- State WIC Regulation 12VAC5-195-600 Sanctions and Administrative Actions
- State WIC Regulation 12VAC5-195 520 Training and Education

This page intentionally left blank

Subject: Sanctions, Compliance and Program Violations

Effective Date: January 1, 2011

Supersedes: October 1, 2009

The WIC Program shall conduct undercover investigations to monitor the level of compliance of authorized retail stores and its employees.

A. All violations documented during any part of the investigation will count towards the establishment of a pattern of non-compliance. Multiple occurrences of the same violation documented during a single buy will only be charged once. Stores that receive a warning letter as a result of a compliance investigation are expected to take the appropriate follow-up actions, i.e. training of store personnel. Retailer's questions regarding a warning letter received must be directed to the State Agency staff that sent the letter.

B. Once a compliance investigation has been closed, authorized stores may request a copy of the supporting documentation (i.e., redeemed food instrument/cash value voucher, receipt, investigation report) by writing to the State Agency.

C. If an authorized retail store accumulates any chargeable violations, it can request on-site remedial training by contacting his/her assigned State Agency Representative.

D. After the Retailer receives a final compliance letter, it must remit any assessed fine and payment within 20 calendar days to the State Agency. A cashier's check or money order should be mailed to:

WIC Program
Attn: Monetary Penalty Payment
VDH – Division of Nutrition, Physical Activity and Food Programs
109 Governor Street, 9th floor
Richmond, VA 23219

E. A disqualified retail store may apply for WIC authorization after it has completed all performance requirements as outlined in its final written disqualification letter.

F. A copy of the Federal Regulations 7 C.F.R. §246.12(h)(3)(xx) which further outlines WIC Program abuse issues can be obtained by contacting either your assigned State Agency Representative or from the Food and Nutrition Service/United States Department of Agriculture's website: <http://www.fns.usda.gov/wic/default.htm>.

References:

- 7 CFR §246.12(h)(3)(xx)
- State WIC Regulation 12VAC5-195-320. Retailer agreement
- State WIC Regulation 12VAC5-195-520. Training and education
- State WIC Regulation 12VAC5-195-550. High risk stores
- State WIC Regulation 12VAC5-195-580. Performance and administrative monitoring
- State WIC Regulation 12VAC5-195-600. Sanctions and administrative actions
- State WIC Regulation 12VAC5-195-620. Participant impact
- Retailer Agreement
- Vendor Manual - Minimum Stocking Requirement Guidelines

This page intentionally left blank

Virginia WIC Program - Sanction Violation Schedule (Effective Date January 1, 2011)

Class	Technical Violation Descriptions	Administrative Actions	ST/Fed* Violations
A1 (01)	Accepts a WIC food instrument before the "Spend Check Between These Dates" as printed on the food instrument.	\$100 fine, per incident, once pattern requirement is met.	ST
A1 (02)	<i>(Reserved)</i>	N/A	N/A
A1 (03)	Erroneously limits participants in their choice of WIC approved food.	\$100 fine, second occurrence within consecutive 12 month period.	ST
A1 (04)	Fails to maintain minimum food stocking requirements: deficient stock affecting one WIC approved food (including contract formula) item.	\$100 fine, second occurrence within a consecutive 12 month period.	ST
A1 (05)	<i>(Reserved)</i>	N/A	N/A
A1 (06)	Charges the WIC Program sales tax on a WIC purchase.	\$100 fine, per incident, once pattern requirement is met.	ST
A1 (07)	Obtains the participant's signature before the dollar amount has been entered on the food instrument.	\$100 fine, per incident, once pattern requirement is met.	ST
A1 (08)	Fails to give a receipt to participants for all WIC purchases, unless expressly declined by the participant.	\$100 fine, per incident, once pattern requirement is met.	ST
A1 (09)	Fails to display prices of authorized food on the foods in close proximity to the foods or in the immediate area where foods are kept.	\$100 fine, per incident, once pattern requirement is met.	ST
A1 (10)	Fails to provide the most recent two (2) months of infant formula purchasing records (i.e. invoices, receipts) within 15 calendar days after receiving a written request form the WIC Program.	\$100 fine, per incident, once pattern requirement is met.	ST
A1 (11)	<i>(Reserved)</i>	N/A	N/A
A1 (12)	<i>(Reserved)</i>	N/A	N/A
A1 (13)	Violates participant's confidentiality.	\$100 fine, per incident, once pattern requirement is met.	ST
A1 (14)	Fails to offer participants the same courtesies offered to other customers, including coupon acceptance when offered to cash paying customers.	\$100 fine, per incident, once pattern requirement is met.	ST
A1 (15)	<i>(Reserved)</i>	N/A	N/A
A1 (16)	Fails to deposit WIC food instruments using a WIC ID stamp.	\$100 fine, second occurrence within a consecutive 12 month period.	ST
A1 (17)	Fails to properly use "WIC Designated" shelf labels on food(s), as outlined in the WIC Approved Food List.	\$100 fine, per incident, once pattern requirement is met.	ST
A1 (18)	Fails to consistently use "WIC Approved" shelf labels under all eligible products within a specific category, if used.	\$100 fine, per incident, once pattern requirement is met.	ST

* ST = State Agency violation (pattern requirement – 2 documented incidents).

Virginia WIC Program - Sanction Violation Schedule (Effective Date January 1, 2011)

Class	Serious Program Violations	Administrative Actions	ST/Fed Violations
B1 (01)	Forges a participant's signature onto a WIC food instrument.	2 incidents = pattern; 1 year DX or CMP.	ST
B1 (02)	Fails to comply to take documented corrective actions or comply with a federally mandated requirement, i.e., fails to purchase formula from an approved supplier, distributor or manufacturer.	2 incidents = pattern; 1 year DX or CMP.	ST
B1 (03)	Fails to submit a required price list of WIC authorized foods/formula as demanded by the WIC Program.	2 incidents = pattern; 1 year DX or CMP.	ST
B1 (04)	Fails to maintain minimum stocking requirement: for food items and/or contract formula	3 documented incidents within a consecutive 12 month period equates to a pattern; 1 year DX or CMP	ST
B1 (05)	Discriminates against WIC participants on the basis of race, color, national origin, age, sex or disability.	2 incidents = pattern; 1 year DX or CMP.	ST
B1 (06)	Fails to pay an administrative fee, compliance fine, overcharge, as requested by the WIC Program.	2 incidents = pattern; 1 year DX or CMP.	ST
B1 (07)	Fails to attend mandatory WIC Program training after having the opportunity to reschedule once.	2 incidents = pattern; 1 year DX or CMP.	ST
B1 (08)	Threatens/inflicts physical harm/commits verbal harassment against a WIC representative or a participant using program benefits.	2 incidents = pattern; 1 year DX or CMP.	ST
B1 (09)	Provides false and/or incomplete information, including pricing data, as part of the selection and evaluation process.	2 incidents = pattern; 1 year DX or CMP .	ST
B1 (10)	Substitutes a food(s) which has a smaller packaging size than <u>that which is prescribed on the WIC food instrument.</u>	4 + incidents = pattern; 1 year DX or CMP.	ST
B1 (11)	Substitutes a non-eligible food(s) <u>from that which is prescribed on the WIC FI or declared as the store's designated brand in RSMS. 7 CFR 246.12(l)(1)(iv)</u>	4 + incidents = pattern; 1 year DX or CMP.	Fed
B1 (12)	Charges the WIC Program for supplemental food(s) <u>in excess of those listed on the WIC food instrument</u> i.e., provided extra item(s). 7 CFR 246.12(l)(1)(iv)	4 + incidents = pattern; 1 year DX or CMP.	Fed
B1 (13)	Allows WIC participants to purchase less contract formula than the amount specified on the WIC food instrument.	4 + incidents = pattern; 1 year DX or CMP.	ST
B1 (14)	Fails to correct a documented performance issue relating to depositing WIC food instrument(s) without a stamp.	2 incidents = pattern; 1 year DX or CMP.	ST
B1 (15)	Substitutes a WIC eligible food that is not prescribed on the participant's FI for another WIC eligible food prescribed on the FI. 7 CFR 246.12(l)(1)(iv)	4 + incidents = pattern; 1 year DX or CMP.	Fed
B1 (16)	Charges the WIC Program for a quantity (i.e., ounces) that is greater than the quantity allowable on the WIC food instrument. 7 CFR 246.12(l)(1)(iv)	4 + incidents = pattern; 1 year DX or CMP.	Fed
B1 (17)	Fails to sell the correct type of food as prescribed by WIC. Allows participant to buy an ineligible food type, e.g., whole milk versus skim milk. 7 CFR 246.12(l)(1)(iv)	4 + incidents = pattern; 1 year DX or CMP.	Fed
B1 (18)	Substitutes a non-contract formula when a contract formula is prescribed on the WIC food instrument. 7 CFR 246.12(l)(1)(iv)	4 + incidents = pattern; 1 year DX or CMP.	Fed
B1 (19)	A documented discrepancy exists between contract formula purchasing, invoice and inventory records as documented during an inventory audit analysis.	2 incidents = pattern; 1 year DX or CMP.	ST
B1 (20)	Eight or more Class A violations (pattern established) within a single investigation.	\$100 fine per incident; 1 year DX or CMP.	ST
B1 (21)	Fails to use <u>any</u> "WIC Designated" shelf labels on required food(s), as listed in the WIC Approved Food List.	4 + incidents = pattern; 1 year DX or CMP.	ST

Virginia WIC Program - Sanction Violation Schedule (Effective Date January 1, 2011)

Class	Critical Program Violations	Administrative Actions	ST/Fed Violations
C1 (01)	Receives transacts or redeems WIC FIs outside of authorized channels, including the use of an unauthorized store location. 7 CFR 246.12(l)(1)(iii)(D).	4 + incidents = pattern; 3 year DX or CMP. (See footnote for additional information related to the CMP).	Fed
C1 (02)	Substitutes non-food items for WIC foods, e.g. detergents, kitchen items, etc. 7 CFR 246.12 (l)(1)(iii)(F).	4 + incidents = pattern; 3 year DX or CMP. (See footnote for additional information related to the CMP).	Fed
C1 (03)	Provides credit, in whole or in part, for a WIC food instrument. 7 CFR 246.12(l)(1)(iii)(F)	4 + incidents = pattern; 3 year DX or CMP. (See footnote for additional information related to the CMP).	Fed
C1 (04)	Writes in the space provided on the food instrument a price higher than the receipt. (overcharge*) 7 CFR 246.12(l)(1)(iii)(C)	4 + incidents = pattern; 3 year DX or CMP. (See footnote for additional information related to the CMP).	Fed
C1 (05)	Charges participants more for supplemental WIC food(s) than non-WIC customers or charging more than the current shelf or posted price. (overcharge) 7 CFR 246.12 (l)(1)(iii)(C)	4 + incidents = pattern; 3 year DX or CMP. (See footnote for additional information related to the CMP).	Fed
C1 (06)	Charges the WIC Program for supplemental foods not received by the WIC participant. 7 CFR 246.12(l)(1)(iii)(E)	4 + incidents = pattern; 3 year DX or CMP. (See footnote for additional information related to the CMP).	Fed
C1 (07)	Sells cigarettes/tobacco or alcoholic beverages for WIC FIs - one documented occurrence is sufficient for imposing this sanction. 7 CFR 246.12(l)(1)(iii)(A)	1 incident = 3 year DX or CMP. (See footnote for additional information related to the CMP).	Fed
C1 (08)	Claims reimbursement in excess of documented inventory. 7 CFR 246.12(l)(1)(iii)(B)	4 + incidents = pattern; 3 year DX or CMP. (See footnote for additional information related to the CMP).	Fed
C1 (09)	Writes in the space provided on the Cash Value Voucher a price higher than the foods actually purchased. (overcharge) . 7 CFR 246.12(l)(1)(iii)(C)	4 + incidents = pattern; 3 year DX or CMP. (See footnote for additional information related to the CMP).	Fed

Virginia WIC Program - Sanction Violation Schedule (Effective Date January 1, 2011)

Class	Major Program Violations	Administrative Actions	ST/Fed Violations
D1 (01)	Trafficking/Illegal Sales-the buying or selling of food instruments for cash; exchanging food instruments for fire arms, ammunition, explosives, or controlled substances (as defined in section 102 of the Controlled Substances Act (21 U.S.C. 802). 7 CFR 246.12(l)(1)(ii)(A) & (B)	1 incident = 6 year DX or CMP. (See footnote for additional information).	Fed
D1 (02)	A conviction of trafficking or illegal sales. Trafficking/Illegal Sales-the buying or selling of food instruments for cash; exchanging food instruments for fire arms, ammunition, explosives, or controlled substances (as defined in section 102 of the Controlled Substances Act (21 U.S.C. 802). 7 CFR 246.12(l)(1)(i)	1 incident = permanent DX (see footnote for additional information)	Fed
D1 (03)	Provides cash, in whole or in part, for a WIC food instrument. 7 CFR 246.12(l)(1)(ii)(A)	1 incident = 6 year DX or CMP. (See footnote for additional information).	Fed
Class	Warnings	Administrative Actions	ST/Fed Violations
E1 (01)	Fails to deposit WIC food instruments using a WIC ID stamp	Warning	ST
E1 (05)	<i>(Reserved)</i>	N/A	N/A
E1 (06)	Failed to confirm WIC shopper possessed an ID folder.	Warning	ST

- Any references made to food instruments also include the use and handling of Cash Value Vouchers (CVV).
- Federally mandated violations are designated with "Fed" Violation column; ST = state agency violations.
- CMP means Civil Monetary Penalty – The State Agency may impose a CMP in lieu of a disqualification if the disqualification of the store would result in inadequate participant access.
- DX means WIC Program Disqualification.
- A pattern of non compliance for federally mandated violations equates to four (4) or more documented incidents, unless stated otherwise.
- A pattern of non compliance for state agency violations (ST) equates to two (2) or more documented incidents, unless stated otherwise.
- For violations documented during the first two (2) compliance buys, the State Agency will send a written warning letter to the retail store. Two (2) weeks after sending this warning letter, then additional buys will be conducted. Once the investigation has been closed, the store will receive a final summary of the documented violations. Exception – For any Class D violations assessed, no written warning will be given to the store prior to completing additional buys and closing out the investigation.
- On a case-by-case basis, the State Agency may decide not to provide written notification to the retail store, if it determines that said notification would compromise the investigative process. The State Agency must document in the store's file the reason(s) supporting this administrative decision.
- All violations flagged as "**overcharge**" will result in a financial "Vendor Claim" being assessed and the store will have to repay the amount of the overcharge.
- Refer to the State regulations (12VAC5-195-600 Sanctions and Administrative actions) for additional information pertaining to State Agency policies.
- Each violation class will remain effective for the following durations: Class A1=12 months; Class B1=12 months, Class C1=24 months, D1=36 months, and E1=12 months. The begin date starts as of the date the investigation is closed and written notice has been sent to the retail store.

Subject: Shelf Labels

Effective Date: January 1, 2011

Supersedes: October 1, 2009

I. Shelf labels

A. Retailers must use either state issued or state approved shelf labels to identify all WIC approved products that are considered a store's designated brand(s). State issued shelf labels use a registered USDA service mark (specifically the WIC acronym). The store brand declaration process used for identifying designated store brands must be completed via Retail Store Management System (RSMS) prior to making any shelf label changes.

B. Retailers must order state issued shelf labels using the Retailer Supply Request form (located in the Vendor Manual, Section Q).

C. Retailers are allowed to use non-state issued shelf labels that have been approved by the State agency that contains a service mark (such as WIC acronym or WIC logo) to identify WIC approved supplemental foods.

D. Either type of shelf label (state issued or state approved) may be used to identify the retailer's store brands that must be purchased by participants. Participants will be trained to look for state issued or state approved shelf labels when shopping.

E. Retailers that elect to use their own shelf label design must have their shelf label approved by the Vendor Compliance Manager. Requests for this review and approval of non-state issued shelf labels must be submitted to the State agency prior to being used.

F. Retailers must submit a camera ready graphic image of the proposed shelf label, along with a written request to the State agency. The graphic image of the shelf label must state the proposed size, dimensions, color and any other distinguishing features. All requests must be submitted at least 30 calendar days prior to the intended use date. The proposed shelf label and request must be submitted via email or regular mail addressed to:

Attn: Vendor Compliance Manager
Division of Nutrition, Physical Activity and Food Programs
109 Governor Street, 9th Floor
Richmond, VA 23219

G. At a minimum, non-state issued shelf labels submitted for review and approval by the Vendor Compliance Manager must include the following verbiage:

"WIC Designated"

H. A decision will be sent by the Vendor Compliance Manager to the requestor within 30 calendar days after receipt of the shelf label(s) submission request.

Subject: Shelf Labels

Effective Date: January 1, 2011

Supersedes: October 1, 2009

I. See the Vendor Manual, section entitled “Store Brand - Designation guidelines - Comparison Chart for Shelf Labels” which identifies each category and the specific foods where a state issued or state approved shelf label must be used.

J. Shelf labels which use the WIC acronym or logo provided by a product manufacturer/distributor are not permissible for use at authorized stores, unless approved in writing by the Vendor Compliance Manager.

K. All posted shelf labels, regardless of source, must be routinely monitored by store personnel to ensure they are accurately and consistently used under all WIC eligible foods. The retailer must ensure that all eligible products within a category have shelf labels, if being used.

L. Retailers can elect to use alternative measures, such as store posters, flyers, or inserts in addition to using a state issued or state approved shelf label(s). It is not permissible to use a poster or another means instead of state issued or approved shelf label(s) for identifying store designated brands.

M. Retailers that elect to use a poster or any other alternatives to communicate WIC eligible items (store brands) are required to send a draft to the Vendor Compliance Manager, prior to being printed or used.

N. During stocking, on-site and covert monitoring visits, an Agency Representative will document any non-compliance in using state issued or state approved shelf labels on foods where the use of a shelf label is required.

References:

- 12VAC5-195-530 Use of Acronym and Logo
- WIC Approved Food List (effective October 1, 2009)
- Store Brands – Designation: Comparison Chart for Using Shelf Labels

Subject: Solicitation

Effective Date: January 1, 2011

Supersedes: August 1, 2008

These guidelines are provided to help authorized stores understand certain limitations associated with soliciting and/or promoting participants to shop at their stores. Additionally, this section identifies certain restrictions that exist in the relationship between authorized stores and local WIC staff pertaining to solicitation issues.

Definitions:

To clarify the terms “*vicinity*” and “*solicitation*” the following definitions apply:

1. The “*vicinity*” of the local agency means any area near, in the neighborhood of, or in the surrounding areas of the WIC local agency. At a minimum, a 20-foot buffer/neutral zone shall apply. Retail stores or their agents cannot make direct/indirect contact with WIC participants/proxies within 20 feet of the WIC local agency’s entrance/exit.
2. “*Solicitation*” means approaching with information or otherwise enticing any WIC participant/proxy to attempt to influence her/his decision to choose a particular authorized retail store to purchase WIC authorized foods.

Procedures:

- A. Retail stores or their agents are not permitted to distribute flyers, business cards, or any other self-promotional materials to WIC participants on the premise/property where a local WIC agency is located or services delivered.
- B. Inducements or “freebies” shall not be given by retailers to local WIC agency staff/participants.
- C. Retail stores are expected to comply with local ordinances that outline acceptable solicitation practices within their community.

References:

- Retailer Agreement
- WIC Program Policy and Procedure Manual, VEN 4.0
- State WIC Regulation 12VAC5-195-510. Solicitation

This page intentionally left blank

Subject: Store Brands - Designation

Effective Date: January 1, 2011

Supersedes: October 1, 2009

I. Store Brands – Designation

A. Retailers are allowed to sell only those brands that have been approved by the Virginia WIC Program as part of the food list application and selection process. A copy of the Allowable Foods Application Form can be downloaded via the webpage <http://www.vahealth.org/WIC/Publications/pubswic.htm>.

B. WIC foods that are restricted to “store brands” are identified in the Approved Food List, Minimum Stocking Requirement and Retail Store Management System (RSMS).

C. Authorized retailers and applicants must declare their store brands using RSMS (internet-based application). This requirement applies for the following food categories: cold and hot cereals, frozen juice, liquid juice¹, milk, peanut butter, regular cheese and reduced fat cheese. A single brand or manufacturer must be selected for each of the categories identified in this section. A different brand or manufacturer can be selected for each category, if applicable.

D. Please note that for frozen and liquid apple juice, soy milk, corn tortillas, wheat tortillas and 100% whole wheat bread, there are selective brands that are allowed, please refer to the WIC Approved Food List for a listing of these selective brands. The store brand requirement does not apply to selective brands that are listed on the food list. Participants can purchase any of the selective brands sold by the retailer listed on the food list.

E. See the attached “Comparison Chart for Shelf Labels” which identifies the various foods (Column C) that a “WIC Designated Brand” or “Store Brand” must be sold to WIC participants.

F. Retailers that experience a temporary shortage of their designated store brand for any category subject to this requirement are not allowed to make substitutions of another brand. The store must refuse the WIC sale and advise the participant of their shopping options (such as going to another authorized retailer).

G. Retailers are allowed to change their designated store brands via RSMS for any/all categories no more than two times during a calendar year (January – December). RSMS must be updated prior to making any changes to a store’s designated brand, unless a qualified emergency has been documented (as outlined in paragraphs H-J). Any changes made to a store’s designated brand must also be reflected in their use of shelf labels used to identify WIC approved foods to eligible participants.

H. Retailers that experience either a local, state or federally qualified emergency must update RSMS within 72 hours of any changes made to their designated store brand(s). For a store to qualify as a notification exception, the emergency must affect an entire city or geographical location and not just an individual retailer.

¹ This requirement applied to the following frozen and/or liquid juices: Cranberry, Grape, Grapefruit, Orange, and Tomato.

Store Brands Designation - Continued

Effective Date: January 1, 2011

Supersedes: October 1, 2009

I. Retailers whose distributor or manufacturer experiences a local, state or federally qualified emergency must update RSMS within 72 hours of any changes made to their designated store brand(s). Retailers may be requested to submit documentation to the state agency, if this option is being used.

J. Retailers who experience a manufacturer's product recall that affects a designated store brand must update RSMS within 72 hours of any changes made to their store brand(s). Retailers may be requested to submit documentation to the state agency, if this option is being used

K. During stocking, on-site and covert monitoring visits, an Agency Representative will document (through visual observation) any discrepancies that exist between a store's actual designated brands versus what brands have been declared in RSMS.

References:

- 12VAC5-195-530 Use of Acronym and Logo
- WIC Approved Food List (effective October 1, 2009)
- WIC Allowable Food Application form
- Comparison chart - Shelf Labels

Virginia WIC Program Comparison Chart – Shelf Labels

CONTRACT BRANDS (A)	SELECTIVE BRANDS (B)	WIC DESIGNATED BRANDS or STORE BRANDS (C)	ANY BRAND (D)
<p>1. Ross Formula</p> <ul style="list-style-type: none"> • Similac Advance/Advance EarlyShield <ul style="list-style-type: none"> ○ 13 oz Concentrate ○ 12.4 or 12.9 oz Powder ○ 32 oz Fluid (RTF) • Similac® Isomil® Advance® Soy w/Iron or Similac Sensitive Isomil Soy™ <ul style="list-style-type: none"> ○ 13 oz Concentrate ○ 12.4 or 12.9 oz Powder ○ 32 oz Fluid (RTF) <p>2. Gerber Infant Cereal</p> <ul style="list-style-type: none"> • Oatmeal • Rice <p>3. Baby Foods (any brand)</p>	<p>1. Apple Juice - Frozen 12 oz</p> <p>Always Save Best Choice Bloom Citrus Belle Food Lion Harris Teeter Hy-Top Great Valu Kroger Our Family Richfood Safeway Save A Lot Shurfine Sunrise Valley Tree Top Value Time Wegmans</p> <p>Apple Juice - Liquid 64 oz</p> <p>Always Save Apple & Eve Best Choice Bloom Clover Valley Food Club Food Lion Giant Harris Teeter Hy-Top IGA</p>	<p>1. Breakfast Cereals see WIC Approved Food List for the specific manufacturers/ product names that will be allowed.</p> <ul style="list-style-type: none"> • Hot • Cold <p>2. Cheese</p> <ul style="list-style-type: none"> • Regular • Reduced Fat <p>3. Juices (except Apple) – see WIC Approved Food List for the types of juices that are eligible.</p> <ul style="list-style-type: none"> • Frozen 12 oz • Liquid 64 oz <p>4. Milk</p> <ul style="list-style-type: none"> • Whole • Reduced Fat • Skim • Fat Free • 1% • 2% <p>5. Peanut Butter</p>	<p>1. Beans</p> <p>2. Brown Rice</p> <p>3. Canned Fruits/Vegetables</p> <p>4. Canned Fish</p> <ul style="list-style-type: none"> • Salmon • Tuna <p>5. Eggs</p> <p>6. Fresh Fruits/Vegetables</p> <p>7. Lactose Reduced or Lactose Free Milk</p> <p>8. Lentils</p> <p>9. Peas</p> <p>10. Tomato Products</p> <p>11. Ultra High Temperature (UHT) Milk</p> <p>12. Lactose reduced milk/lactose free milk.</p>

Virginia WIC Program Comparison Chart – Shelf Labels

	<p>Kroger Apple Juice - Liquid 64 oz – continued... Laura Lynn Our Family Richfood Safeway Shurfine Tipton Grove Tree Top Valu Time Wegmans</p> <p>2. Whole Wheat Bread: See the WIC Approved Food list addition (2011) for the specific brands that are allowed.</p> <p>3. Corn Tortillas: See the WIC Approved Food list addition (2011) for the specific brands that are allowed.</p> <p>4. Wheat Tortillas See the WIC Approved Food list addition (2011) for the specific brands that are allowed.</p> <p>5. Soy Milk See the WIC Approved Food list addition (2011) for the specific brands that are allowed.</p>		
--	--	--	--

Virginia WIC Program Comparison Chart – Shelf Labels

No Shelf Label Required (optional)	No Shelf Label Required (optional)	State Issued or State Approved Shelf Labels Required	No Shelf Label Required (optional) ²
		Name of Store Brands Must be Declared in Retail Store Management System (RSMS)	

Please refer to the Minimum Stocking Requirement. Stores are not required to carry all of the items listed in this comparison chart.

² If a store is going to use shelf labels under “any brand” category, it must use shelf labels under all eligible products within that food category.

This page intentionally left blank

Subject: Temporary Closures or Relocations

Effective Date: January 1, 2011

Supersedes: August 1, 2008

These guidelines identify what actions must be taken by authorized stores when their store is going to be closed temporarily, permanently or relocated to a new physical location.

I. Temporary Closures:

A. A written closure notice shall include an actual and/or projected start date and end date of the temporary closure, owner's mailing address and active (day-time) telephone number of the owner during the period of temporary closure.

B. Retail stores shall give the State Agency advanced written notice (i.e., at least 15 calendar days) to request that a store's WIC authorization ID/stamp status be reactivated, after a temporary closure.

C. For an authorized store that has been temporarily closed to reactivate their authorization status, the stores must submit updated pricing information (via the Retail Store Management System) and undergo a qualification evaluation review, in order to ensure the store still qualifies for Program authorization.

D. Under no circumstances shall a store accept WIC food instruments and/or cash value vouchers while its status is considered "temporarily closed or inactive".

II. Relocations:

A. A written relocation notice shall include a date of relocation to the new location; the new store's physical mailing address and an active (day-time) telephone number to contact the owner during and after the period of relocation.

III. Permanent Closure:

A. A written closure notice shall be sent to the State agency and should include: Store Name, WIC ID (stamp number), an actual and/or projected closure date, owner's mailing address and active (day-time) telephone number of the owner, once the store location is no longer operational.

References:

- State WIC Regulation 12VAC5-195-410. Change of Ownership
- State WIC Regulation 12VAC5-195-420. Change in Location
- State WIC Regulation 12VAC5-195-430 Change Due to Closure
- State WIC Regulation 12VAC5-195-280. Enrollment procedures
- State WIC Regulation 12VAC5-195-350. Price Verification
- Retail Agreement

This page intentionally left blank

Subject: Lost ID Folders and Food Instruments

Effective Date: January 1, 2011

Supersedes: NEW

This section provides guidance to authorized stores regarding what action should be taken when a lost participant ID folder is found in the store or on the store's premises.

I. Procedures

A. If a WIC ID folder is found, staff should turn in the lost ID folder to manager on duty. The manager should keep the ID folder in a secure place (a place that would normally be reserved for cash and other valuables), and make key personnel aware of its location.

B. If the ID folder is still unclaimed after 48 hours, the store manager is responsible for returning the folder to the local agency address stamped at the bottom of the ID. Do not call the local agency to report a lost ID folders has been found.

C. In many instances, the participant will not have a picture ID. In such cases, the recovered ID folder may be presented to the participant once the manager is satisfied the lost item is theirs (e.g. through verification of client name, formula type, child name, etc.).

D. Lost ID folders may have valid (unspent) food instruments (FIs) and/or cash value vouchers (CVVs) stored in them. These unused FIs/CVVs should be returned along with the lost ID folder.

E. Store personnel should never contact participants directly, if they find a lost ID folder. If the store manager has any questions about returning any lost ID folders, s/he should contact their assigned Vendor Liaison.

This page intentionally left blank

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability. To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410 or call (800) 795-3272 or (202) 720-6382 (TTY). USDA is an equal opportunity provider and employer.

Bajo la ley federal y las políticas del Departamento de Agricultura de EE.UU., esta institución tiene prohibido discriminar a las personas en base a su raza, color, origen nacional, género, edad o discapacidad. Para presentar una queja debe escribir a: USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410, o llamar al (800) 795-3272 o al (202) 720-6382 (TTY). El USDA es un empleador y proveedor que ofrece igualdad de oportunidades.

This page intentionally left blank

