



State of Louisiana
Department of Health and Hospitals
Center for Preventive Health
February 5, 2010

TO: LA WIC VENDORS

FROM: TRICIA GUIDROZ, MA
LA WIC VENDOR MANAGER

RE: CHANGE IN CVV BENEFIT AMOUNT FOR WOMEN

USDA has recently authorized an increase in the cash value benefit of the WIC fruit and vegetable vouchers from \$8.00 to \$10.00 for all women participating in the WIC Program. This increased amount was recommended by the Institute of Medicine (IOM) of the National Academies in its report, "WIC Food Packages: Time for Change."

Effective February 8, 2010, all WIC CVVs printed for women participating in WIC will be for the new benefit amount of \$10.00. **Nothing except the increase in the benefit has changed.** CVV transactions should continue to occur in accordance with the transaction procedure(s) outlined in the WIC Vendor Application and Agreement.

Some important things to remember about CVVs:

- If the purchase price exceeds the maximum value of the CVV, the participant is allowed to pay the overage with his/her funds. If the overage is paid for with a Food Stamp/SNAP EBT card, the overage is not subject to any tax. However, if the overage is paid for by other forms (i.e., cash, credit card, debit card, check), then the overage is subject to being taxed.
- The Cashier must write the total purchase of the actual transaction amount (the actual cost of the fresh fruits and vegetables) on the CVV
- The CVV allows the purchase of any brand, any size, fresh fruits and vegetables
- Bagged vegetables (for example: carrots or salad greens) are allowed
- Random weight produce is allowed
- Pre-packaged cut and whole fresh fruit are allowed
- A WIC participant shall participate in any special offers extended to the general public (sales, discounts, and free merchandise offers based on the amount of purchase and not the type of sale).

Please forward this memorandum on to the personnel who handle WIC transactions.

Should you have any questions concerning this matter, please feel free to contact me at (504) 361 – 6725.

